



## Tourist Perceptions of Sapta Pesona in the Poncokusumo Tourism Village

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**Abstract:** *This research aims to analyze tourists' perceptions of the application of the elements of Sapta Pesona and formulate a strategy for developing Sapta Pesona in the Poncokusumo Tourism Village. Sapta Pesona which includes Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memorable is a concept designed to increase the attraction of tourists to tourist destinations. The research method used was a survey with a questionnaire distributed to tourists visiting the Poncokusumo Tourism Village. The collected data was analyzed quantitatively to evaluate tourists' perceptions of each element of Sapta Pesona. In addition, a QSPM SWOT analysis was carried out on the results of interviews with tourism village managers and community leaders to identify effective development strategies. The results of the research show that tourists' perceptions of the implementation of Sapta Pesona in the Poncokusumo Tourism Village generally give a positive value with a total score of 331.3, including very good characteristics. Analysis carried out using the QSPM Matrix, the market penetration strategy obtained the highest Total Attractive Score (TAS), namely 5.105. Therefore, this strategy is the best choice for the Poncokusumo Tourism Village.*

**Keywords:** *Development strategies, Sapta pesona, Sustainable tourism, Tourist perceptions, Tourist villages, Poncokusumo*

## INTRODUCTION

In the 1980s, Indonesia participated for the first time in the World Tourism Market (WTM) as a form of Indonesia's involvement in international tourism promotion efforts. After participating in the meeting, the government issued seven main strategic policies in the tourism sector, one of which was implementing a tourism campaign through the Sapta Pesona program. Since then, Sapta Pesona has become popular and is a requirement that must be implemented in every tourist attraction whether natural, cultural, artificial, or of special interest. This can be done through several aspects, namely safe, orderly, clean, cool, beautiful, friendly, and memorable.

The existence of tourist villages in Indonesia has experienced significant growth. Tourism Villages are part of efforts to develop the tourism sector in a region or area, tourist villages are also a concrete example of implementing sustainable development, which is a global agenda that is emphasized in development (Mumtaz dan Karmilah, 2022). Tourism villages are included in the special interest tourism category which can offer various tourist activities and experiences that provide aspects of direct interaction with local communities. One of the tourist villages that focuses on developing the tourism sector is the Poncokusumo Tourism Village. Supported by panoramic views of natural beauty and a cool atmosphere, Poncokusumo Tourism Village is a tourist village that has various types of tourist attractions and attractions based on agricultural education, nature tourism, culinary, outbound, and camping grounds.

The application of the Tourism Awareness and Sapta Pesona concepts is important in its development because it can encourage public awareness to be good hosts and support tourism growth based on the Sapta Pesona principles through utilizing the tourist attractions they own (Sunarti dan Hakim, 2017). Based on the results of observations, several parties understand this concept. Some local people do not understand the concept of Sadar Wisata and Sapta Pesona, which means they only follow directions from the tourism management coordinator. This can influence the implementation of Sapta Pesona in the Poncokusumo Tourism Village and have an impact on tourists' decisions.

## THEORETICAL STUDY

### Tourist

Tourism is a sector that plays an important role in various development policies, especially for Indonesia which has tourism potential that needs to be increased and utilized as

one of the pillars of the country (Sugiarti, T., dan Fikri, 2021). Tourism is considered an industrial sector that can strengthen a country's independence and become a driving force for the progress of other sectors (Nugraha *et al.*, 2013). Meanwhile, the definition of tourism according to Republic of Indonesia Law Number 10 of 2009, Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, and the government. Based on the above law, it can be concluded that tourism is a travel activity carried out by individuals or groups to obtain adequate facilities and services from related parties in the tourism industry. Tourism is also an activity that involves various aspects and can have a positive impact on economic growth and community welfare in an area if its potential can be utilized and developed effectively or optimally.

### **Sapta Pesona**

Sapta Pesona is an approach that is deliberately applied in the world of tourism to attract the attention of tourists to visit a tourist destination (Hamzah and Utomo, 2016). Aspects of Sapta Pesona include factors such as security, order, cleanliness, coolness, beauty, friendliness, and memories (Sunarti dan Hakim, 2017). Based on the Decree of the Minister of Tourism, Post and Telecommunications Number: 5/UM.209/MPPT-89, the Sapta Pesona program aims to increase awareness and sense of responsibility of the entire community, including the government, private sector, and the general public, so that they can manifest in everyday life. There is an explanation regarding each element of Sapta Pesona, namely as follows:

1. Safe, the environmental conditions at the tourist destination provide a sense of comfort, calm, and free from anxiety.
2. Orderly, environmental conditions and services at tourist destinations can reflect good attitudes and discipline.
3. Clean, the conditions of the environment and products at a tourist destination are hygienic.
4. Cool, the environmental conditions at the destination reflect cool and calm.
5. Beautiful, is an environmental condition in a tourist destination or tourist destination that shows beauty and attractiveness that will give a deep impression and admiration for visitors on the trip.
6. Friendly, the atmosphere at the tourist destination reflects the environmental conditions and attitudes of the people who are familiar, friendly, and warmly accepting. This gives the impression of comfort, and welcome, and makes tourists feel at home during their trip or visit to the area.

7. Memories, tourists will bring home unforgettable memories from the tourist destination or tourist destination area. This experience will provide happiness and beautiful memories that tourists will always remember after traveling or visiting the area. existing phenomenon. other.

### **Tourist Perception**

Tourist perception is an assessment or point of view that tourists have regarding something (Fentri, 2018). A tourist destination must improve its quality to achieve a more positive image. Perception in the tourism industry refers to the opinion or point of view that visitors or tourists have in understanding a tourist destination. Tourist perception is very important in developing a destination or tourism. Knowing what tourists are interested in, want, and expect from a destination is very important in marketing efforts for tourist attractions. Tourists' perceptions of a tourist destination are very important for tourism managers to know to carry out further development of tourist objects and attractions (Prayitno *et al.*, 2021).

## **RESEARCH METHODS**

### **Types Of Research**

The type of research used in this research is descriptive analysis using a quantitative approach. Descriptive research does not aim to test a hypothesis but only describes a variable as it is. Quantitative research relies on numbers, from data collection to the presentation of results. With this, it can be concluded that descriptive research using a quantitative approach can aim to observe and describe research objects numerically, and can draw conclusions based on existing phenomena.

The sample used was tourists who visited tourist attractions in the Poncokusumo Tourism Village. According to the tourism manager, data on tourists who came during the last year was 4,204 tourists. Sampling in this research was carried out by 100 tourists visiting the Poncokusumo Tourism Village using the Slovin Formula.

### **Data Collection Technique**

Data collection methods in this research are divided into 3, namely through surveys, interviews, and documentation. The research instruments used were interview guides, questionnaires, stationery, cellphones, cameras, and others.

### **Data Analysis**

The data analysis methods used in this research are descriptive analysis, scale range, and the SWOT method using QSPM (Quantitative Strategic Planning Matrix).

## **RESULT AND DISCUSSION**

### **General Description of Research Locations**

Poncokusumo Tourism Village is a research location, which is one of the villages in Poncokusumo District, Malang Regency, East Java. Poncokusumo Tourism Village is in the Bromo Tengger Semeru National Park area, which is at an altitude of between 700 and 1300 meters above sea level, and has an average temperature of around 20 to 30 °C. In terms of accessibility, Poncokusumo Tourism Village from the center of Malang City only takes around 45 minutes, so it is very easy to access using transportation. In terms of attractions, Poncokusumo Tourism Village offers several choices of tour packages for tourists, namely orange picking packages, mushroom education packages, Ledok Ombo camping packages, Jamun Spot Sunset camping packages, tubing and outdoor packages, and Sedaer River Tubing packages.

Poncokusumo Tourism Village offers a tourist experience rich in local wisdom and strong cultural traditions. Tourists can enjoy amazing natural beauty, such as green mountains and refreshing fresh air. Apart from that, they can also explore the rich culture of the village through various traditional events and festivals which are held regularly. With various facilities and services available, such as comfortable accommodations, restaurants serving delicious local culinary delights, and activities guided by residents, Poncokusumo Tourism Village can welcome tourists well.

### **Tourism Developments in Poncokusumo Tourism Village**

The success of Poncokusumo Village in maintaining its natural potential and cultural heritage is supported by the residents or surrounding communities and tourism managers. This collaboration provides a strong basis for maintaining a balance between the exploitation and conservation of nature, as well as ensuring sustainable economic benefits for residents. Apart from enjoying its natural beauty, visitors are also allowed to understand the values of local wisdom through interaction with local communities, as well as participating in educational activities that support nature conservation efforts.

The management of the Poncokusumo Tourism Village has carried out various developments to increase attractiveness and comfort for tourists. Managers focus on improving tourist facilities by building infrastructure such as road access, parking lots, public toilets, and information centers. Apart from that, the promotion of local potential is carried out through various media to showcase the uniqueness of the village, such as natural beauty, culture, and typical local products. Various tourist activities and events are also held, such as

cultural festivals, traditional competitions, and nature activities, to provide memorable experiences for tourists. The management also provides training to the local community to improve their skills in welcoming and serving tourists, including homestay management, customer service, and tour guides, so that the community can play an active role in the tourism industry and improve the local economy.



**Figure 1.** Jamun Spot Sunset

Source: Official website of Poncokusumo Tourism Village (2023)



**Figure 2.** Wisata Petik Jeruk

Source: Official website of Poncokusumo Tourism Village (2023)



**Figure 3.** Sedaer River Tubing

Source: Official website of Poncokusumo Tourism Village (2023)

## **Application of Sapta Pesona in Poncokusumo Tourism Village**

### **1. Safe**

Security is an important element in the tourism industry, where safety and security are very important in supporting the quality of a tourist destination. Tourists tend to choose destinations that they consider safe, meaning free from the threat of war, human threats such as crime, and fear. Therefore, it is very important to create a safe environment and provide a sense of security in our area. The form of action taken by the management is to protect tourists through patrols.

### **2. Orderly**

The condition of the environment and services at a tourism destination or destination that reflects a high level of discipline, as well as presenting physical quality and services that are organized and efficient to provide comfort for tourists during their visit. Poncokusumo Tourism Village implements order by carrying out several forms of action with adequate and orderly parking facilities, and by creating a culture of queuing at every tourist location. Next, comply with the applicable regulations. According to Stanford in Sunarti & Hakim, (2017), an orderly attitude leads to ethical and responsible tourist behavior, both from the tourist and the manager. The responsibility in question is the obligation to comply with applicable regulations.

### **3. Clean**

An environmental condition, product quality, and service at a tourist destination that reflects cleanliness and hygiene so that it can provide a sense of comfort and satisfaction for tourists during their visit to that destination. In practice, the people of Poncokusumo Tourism Village maintain the cleanliness of the surrounding environment. Having trash facilities available at various locations will make it easier for visitors to maintain cleanliness. Cleanliness in the place of stay greatly influences the comfort of tourists. Therefore, bedrooms and bathrooms used by tourists must always be clean.

### **4. Cool**

Poncokusumo Tourism Village is located at an altitude of approximately 700–1300 meters above sea level. This Poncokusumo Tourism Village has a cool climate typical of the mountains. Several community activities contribute, namely reforestation by planting trees and maintaining cool conditions in public areas, homestays, restaurants, and tourism Beautiful

An environmental condition in a tourist destination or tourist destination that shows

beauty and attraction that will give a deep impression and admiration for visitors on the trip. The beauty of the Poncokusumo Tourism Village is a gift from the Creator which is then supported by human efforts. The uphill road and views of Mount Semeru and Mount Arjuno from the top of the hill are the attractions offered by the Poncokusumo Tourism Village. One thing that can be done to maintain natural beauty is to care for vegetation, ornamental plants, and natural aesthetic elements of the environment.

#### 5. Friendly

The atmosphere in tourist destinations reflects the environmental conditions and attitudes of the people, who are friendly and warmly accepting. This gives the impression of comfort, and acceptance, and makes tourists feel at home. The friendly attitude of the people of Poncokusumo Tourism Village aims to ensure that tourists can feel the friendliness of the local community, especially from those who provide direct services to tourists' interests.

#### 6. Memories

Tourists will take home unforgettable memories from the tourist destination or tourist destination area. This experience will provide happiness and beautiful memories that tourists will always remember after traveling or visiting the area. The application of memorable elements in the Poncokusumo Tourism Village is said to be optimal. Because the manager displays the culture and special food of Wisata Poncokusumo Village. Apart from that, there are typical souvenirs such as Ashitaba tea, Q-jho chips, Djaler coffee, and wooden crafts.

### **Tourist Perceptions of Sapta Pesona in the Poncokusumo Tourism Village**

Safe Based on the results of calculations carried out by taking the average indicators of the questionnaire distributed to 100 respondents, the following results were obtained:

**Table 1.** Average values of indicators

No.	Element of Sapta Pesona	Score	Category
1.	Safe	330	Very Good
2.	Orderly	320	Very Good
3.	Clean	316,5	Good
4.	Cool	343	Very Good
5.	Beautiful	336,5	Very Good
6.	Friendly	350	Very Good
7.	Memories	323,5	Very Good
	Total Score	331,3	Very Good

From Table 1 above, it can be concluded that the Poncokusumo Tourism Village received a very good assessment from tourists in terms of Sapta charm. The total score of 331.3 shows that tourists give positive assessments of various aspects, namely safe, orderly,

clean, beautiful, cool, friendly, and overall memories of their tourism experience. The element with the highest score is the friendly element, where tourists feel the friendliness of the surrounding community, services, and tourism officers. Meanwhile, the lowest score is because several tourists do not comply with the regulations for throwing trash in the right place.

### Sapta Pesona Development Strategy in Poncokusumo Tourism Village

Through internal analysis, strength factors can be identified, namely: (1) agricultural land potential, (2) the role of Pokdarwis, (3) environmental cleanliness, and (4) the availability of green open spaces. Meanwhile, the weak factors are (1) tourism village information and (2) the potential and beauty of the tourism village. In external analysis, opportunity factors can be identified, namely: (1) Knowledge and skills in managing Tourism Villages, (2) Easily accessible locations, (2) Attractive locations, while threat factors are: (1) Limited access to technology, (2) Infrastructure challenges, (3) Competition with other tourist destinations, (4) Quality of service.

After analyzing and identifying the internal and external environmental conditions, the next step is to formulate a strategy, which goes through three stages, namely the IFE and EFE Matrix stage, the matching stage which includes the IE and SWOT matrices as well as the decision making stage using QSPM.

#### 1. Input Stage (The Input Stage)

At this stage, weights, ratings, and weighted value calculations will be carried out. The table below shows the Internal Factor Evaluation (IFE) Matrix. This matrix is prepared based on determining weights, assessments, and calculating weighted values resulting from multiplying the weights and ratings given to internal variables, based on the collected data.

**Table 2.** IFE Matrix for the development of the Poncokusumo Tourism Village

IFE Matrix	Amount	Rating	Weight %	Score
Strength				
Agriculture land potential	328	3,28	0,166	0,544
Role of Pokdarwis	336	3,36	0,17	0,57
Environmental cleanliness	342	3,42	0,173	0,591
Availability of green open areas	322	3,22	0,163	0,524
Weakness				
Tourism village information	325	3,25	0,164	0,534
Potential and beauty of tourist village	326	3,26	0,165	0,537
Total	1979		1,00	3,299

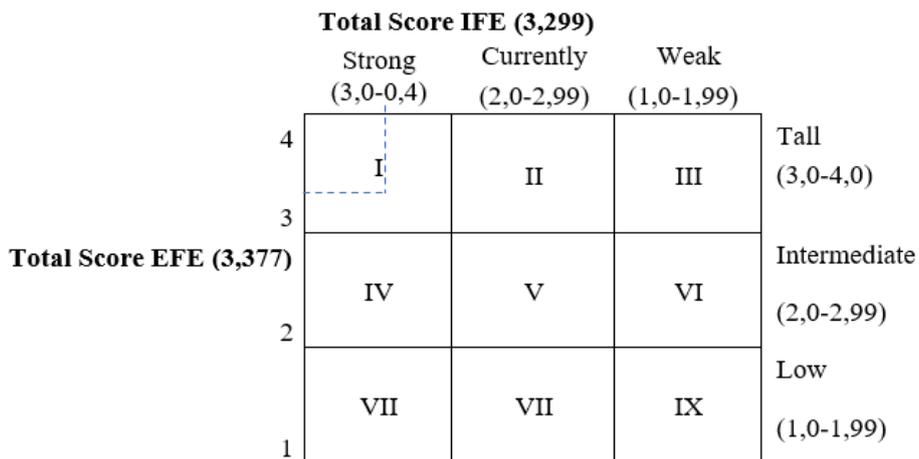
In Table 2 above, it can be seen that the total score on the IFE matrix is 3.299. The total IFE matrix score is used to evaluate the internal factors in the Poncokusumo Tourism Village.

**Table 3.** EFE Matrix for the development of the Poncokusumo Tourism Village

EFE Matrix	Amount	Rating	Weight%	Score
Opportunity				
Knowledge and skills in managing tourism village	347	3,47	0,147	0,51
Easily accessible location	331	3,31	0,14	0,464
Interesting location	348	3,48	0,147	0,513
Threats				
Limited access to technology	342	3,42	0,145	0,495
Infrastructure challenges	322	3,22	0,136	0,439
Competition with other tourist destinations	345	3,45	0,146	0,504
Service quality	327	3,27	0,138	0,453
Total	2362		1,00	3,377

In Table 3, there is the EFE matrix, which has a score of 3.377. The EFE matrix is used to analyze external factors that influence opportunities and threats to tourist destinations in the Poncokusumo Tourism Village.

- After assigning weight values, ratings, and weighted values at the input stage, the next step is the matching stage. At this stage, an Internal External (IE) matrix will be created. It can be seen from the total IFE analysis score for the development of the Poncokusumo Tourism Village is 3.299 and the total EFE analysis score is 3.377. Then create an IE matrix as shown below:



**Figure 4.** Matrix IE

In Figure 4, it can be seen that the IFE matrix factor analysis weight score value is 3.299, which is included in the strong category (value 3.0 – 4.0) in the horizontal row. Meanwhile, the total value of the EFE matrix factor analysis score is 3.377, which is included in the high category (value 3.0 – 4.0) in the vertical row. Based on these results, the Poncokusumo Tourism Village is located in cell 1 in the IE matrix. Cell 1 position is the position that this tourism can grow and develop (Grow and Build), where this strategy can be implemented, including intensive strategies (market penetration, market development, and product development) or integrative (backward integration, forward integration, and horizontal integration), which could be a suitable option.

Poncokusumo Tourism Village can implement a market penetration strategy by increasing promotion and marketing to reach more potential tourists at the local, regional, and national levels. Market development can be done by offering attractive and varied tour packages to attract new tourists and expand existing market segments. By planning various interesting product development initiatives, one of which is the experience of harvesting vegetables in an organic garden, which is one of the initiatives to attract tourists who are looking for a different experience in tourism.

3. The final step in this analysis is using the QSPM analysis tool. In the table below, a QSPM Matrix will be compiled to make the most appropriate strategic decisions.

**Table 4.** QSPM Matrix

No.	Internal and External Factors	Weight	Strategy 1		Strategy 2		Strategy 3	
			AS	TAS	AS	TAS	AS	TAS
Strength								
1.	Agriculture's land potential	0,166	3	0,498	4	0,664	4	0,664
2.	Role of Pokdarwis	0,17	2	0,34	3	0,51	3	0,51
3.	Environmental cleanliness	0,173	0	0	0	0	0	0
4.	Availability of green open areas	0,163	3	0,489	3	0,489	4	0,652
Weakness								
5.	Tourism village information	0,164	4	0,656	2	0,328	3	0,492
6.	Potential and beauty of tourist village	0,165	4	0,66	2	0,33	4	0,66
Opportunity								
7.	Knowledge and skills in managing tourism village	0,147	3	0,441	4	0,588	3	0,441
8.	Easily accessible location	0,14	4	0,56	3	0,42	4	0,56
9.	Interesting location	0,147	4	0,588	3	0,441	4	0,588
Threats								
10.	Limited access to technology	0,145	3	0,435	2	0,29	0	0
11.	Infrastructure challenges	0,136	0	0	0	0	0	0
12.	Competition with other tourist destinations	0,146	3	0,438	3	0,438	0	0
13.	Service quality	0,138	0	0	0	0	0	0
Total			5,105		4,498		4,567	

Information:

- Attractiveness Scores (AS), determined as follows:

Grade 1: Not Interesting

Grade 2: Moderately Attractive

Grade 3: Attractive

Grade 4: Very Interesting

From the data obtained from Table 23 QSPM, each alternative strategy has different Total Attractive Scores (TAS). Strategy 1, namely market penetration, has a score of 5.105, strategy 2, namely product development, has a score of 4.498, then strategy 3, namely integrative, has a score of 4.567. So the strategy chosen is strategy 1 which has the highest score with a value of 5.105, which can increase the number of visitors and expand market reach. Poncokusumo Tourism Village can implement a market penetration strategy.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the results of the research that has been carried out and the discussion that has been presented, it can be concluded that the overall analysis provides a strong picture of the

condition of the tourist attractions in the Poncokusumo Tourism Village, namely as follows:

1. The success of Poncokusumo Village in maintaining its natural potential and cultural heritage is supported by cooperation between residents and tourism managers, maintaining a balance between exploitation and conservation of nature, and ensuring sustainable economic benefits for residents. Management increases the attractiveness and comfort of tourists by building infrastructure such as road access, parking lots, public toilets, and information centers. Promotion of local potential is carried out through various media that showcase natural beauty, culture, and typical local products. Various tourist activities and events, such as cultural festivals and nature activities, are held to provide memorable experiences. In addition, the management provides training to the community to improve skills in homestay management, customer service, and tour guiding, enabling the community to play an active role in the tourism industry and improving the local economy.
2. The level of achievement of visitors' perceptions regarding Sapta Pesona in Poncokusumo Tourism Village is included in the very good category with a score of 331.3. The highest rating was given to the friendly element, with a score of 350, In this element, the friendliness of both officers and traders at the tourist attraction. This friendly attitude makes tourists feel welcome and at home. Meanwhile, the lowest score compared to the other elements was given to the clean element with a score of 316.5, which means that the assessment of the cleanliness of the place and food presentation is still good. There is still a need to increase visitor awareness of maintaining environmental cleanliness.
3. From the analysis carried out using the QSPM matrix, the market penetration strategy obtained the highest Total Attractive Score (TAS), namely 5.105. Therefore, this strategy is the best choice for the Poncokusumo Tourism Village. By implementing a market penetration strategy, Poncokusumo Tourism Village can increase the number of visitors and expand its market reach.

### **Suggestion**

Based on the results of the research that has been carried out and the discussion that has been presented, it can be suggested that the overall analysis provides a strong picture of the condition of the tourist attractions in the Poncokusumo Tourism Village, namely as follows:

1. For Managers

Poncokusumo Tourism Village, it is important to continue to maintain a balance between exploitation and preservation of nature and culture. Collaboration between communities and

tourism managers must be strengthened to provide sustainable economic benefits for residents while promoting local wisdom and values. In addition, the use of renewable energy, environmentally friendly waste management, and responsible ecotourism approaches must continue to be improved.

## 2. For tourists

Tourists must maintain a clean environment during their visit to the Poncokusumo Tourism Village, by not throwing rubbish carelessly because, in the Poncokusumo Tourism Village, there are facilities for throwing away rubbish. Tourists who pay more attention to environmentally friendly practices and contribute to nature conservation can help maintain the beauty and sustainability of these tourist destinations.

## 3. For Researchers

There is potential for further research on sustainable tourism development in the Poncokusumo Tourism Village, especially in terms of environmental management, community participation, and the economic impact of tourism on local welfare. This research can provide deeper insight into best practices in sustainable tourism development at the local level.

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