

Kidoland Tourist Object Development in Plesan Village, Nguter District, Sukoharjo District

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ABSTRACT

Kidoland tourism development research aims to: (1) Knowing the tourism potential in Kidoland tourism objects, (2) Knowing changes in the tourism potential of Kidoland tourism objects after the development with a master plan. This study uses a qualitative descriptive method, which describes and describes tourism potential, as well as a SWOT analysis to determine the development strategy of tourism objects with a master plan design to determine changes in tourism potential. The data collection technique used was through field observations and documentation. Data analysis techniques are scoring and descriptive. The results of this study are: (1) The potential of the Kidoland tourism object in the observation, the value of 17.8 is obtained. Where the value of 17.8 is obtained from the per-variable calculation, namely the attractiveness with a value of 10, accessibility 3.6, and basic infrastructure and facilities with a value of 4.2. (2) To increase the tourism potential of Kidoland tourism objects, an object development plan is carried out with a master plan, namely the addition of facilities and infrastructure to the object, namely the addition of toilets, worship facilities, gazebo, electricity expansion and a garden. From the design of the master plan there is an increase in potential with numbers 2.1. The initial potential with a total value of 17.8 becomes 19.9.

KEYWORDS

Potential
SWOT analysis
Master Plan

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1. Introduction

Tourism is a trip that is carried out temporarily from one place to another, with the intention not to earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill various desires. Tourism development is the same as development in other sectors. The development and development of diverse tourism makes a special attraction for every tourist to visit, ranging from natural tourism, cultural tourism and Artificial tourism. Artificial tourism is a tourist attraction made by historical or modern human expertise. Nguter District is one of the Districts in Sukoharjo Regency which consists of 16 villages with a distance from West to East approximately 25.0 km, the distance from North to South is approximately 20.0 km. Currently, Nguter District has increased development in the tourism sector. Artificial tourism is the most important target in development. Kidoland tourism object is one of the artificial tours in Nguter District, located in Plesan Village Rt 01 / Rw 03. Kidoland tourism object is a recreational vehicle for children's swimming pools combined with fish therapy, fruit gardens and zoos. Judging from the condition of the tourism object, it has its own uniqueness where the uniqueness becomes an opportunity to increase tourism potential by planning the development of tourism objects. The development of tourism objects in question is the development of tourism objects that lead to increasing the tourism potential of the objects by adding facilities and infrastructure through the design of the Master Plan. The purpose of the design of the Master Plan for the Kidoland tourist attraction is to increase the initial potential of the object with the design of the master plan to realize new tourism potential with a more optimal development direction.



Where the Kidoland tourism objects are more organized, complete, safe, comfortable and attractive, with more adequate facilities and infrastructure provided. The end result of this achievement is that the development of the tourism potential of Kidoland is able to develop better in terms of facilities and infrastructure. Therefore, this study contributes to the development of tourism object in general by analysing its initial potential and designing a master plan to increase the value of attractiveness on the tourism object.

2. Method

This research was conducted at the Kidoland tourism object, Plesan Village, Nguter District, Sukoharjo Regency. This study used a qualitative descriptive method with observation and documentation data collection techniques. The observation technique in this study was carried out directly on the object to obtain data on the potential for Kidoland tourism objects. The documentation in this study is in the form of taking pictures as evidence of the ongoing research. To increase the development and development of the Kidoland tourism object, a SWOT analysis was carried out with a development direction through a master plan design. The data analysis technique for assessing tourism potential was carried out by scoring techniques, namely giving a score or value on a parameter consisting of 3 variables, namely (1) the attractiveness variable with a weight of 0.4, (2) the accessibility variable with a weight of 0.3 and (3)) a variable of facilities and infrastructure with a weight of 0.3 based on the guidelines from the Ministry of Forestry, Director General of PHKA 2003 which has been modified to suit the conditions of the tourism object.

3. Results and Discussion

3.1. Determining Initial Potential

The initial potential for this Kidoland tourism object is done by observing the object to obtain a value based on the total score on the 3 parameters, which are as follows:

Table 1. Initial Potential Results of Tourism Objects

Location	Variable	Score / Value	Weight	Result
Kidoland Tourism Object	Tourist attraction	25	0.4	10
	Accessibility	12	0.3	3,6
	Facilities and infrastructure	14	0.3	4,2
	Total			17.8

Source: Calculation Results, 2020

3.2. SWOT analysis

Positioning Figures and Tables: Place figures and tables at the top and bottom of columns. Avoid placing them in the middle of columns. Large figures and tables may span across both columns. Figure captions should be below the figures; table heads should appear above the tables. Insert figures and tables after they are cited in the text. Use the abbreviation "Fig. 1," even at the beginning of a sentence.

- 1) Strength (strength)
 - A tourist attraction that has a unique value and beauty because the object has several options that are given in one place
 - Availability of large land
 - Clean tourist attraction
 - There is a spot for photos
 - The existence of fish therapy
 - Two-wheeled and four-wheeled vehicles can easily get to tourism objects
 - The road to the object is paved or good

- The road to the object is not empty because people always cross the road to the object
 - Water in tourism objects is well available and clean
 - Clean toilet conditions
 - There is a food stall
- 2) Weaknesses (weakness)
- A fully undeveloped tourist attraction
 - Away from the highway
 - The road to the object crosses residential areas
 - Public transportation such as buses cannot directly reach the object
 - The small number of gazebos in tourism objects
 - Electricity is available but not evenly distributed
 - The absence of worship facilities in the tourist attraction
 - MCK with a small amount
- 3) Opportunities (opportunities)
- Tourism objects can be developed more optimally
 - Large land objects development can be increased
 - A location that is not close to traffic jams can make transportation access faster and easier
 - There are additional facilities and infrastructure such as gazebos, toilets, parks and facilities for worship
- 4) Threats (threats)
- Some of the object conditions are not well maintained
 - Road access to objects that enter a small road, which prevents public transportation from entering
 - Narrow pool conditions can make tourists not free to enjoy the pool

3.3. Master Plan Design

The steps in developing a tourism object are carried out by developing a master plan. The master plan is a framework for all development or a master plan for a development. The design of the master plan for Kidoland tourism objects is the addition of facilities and infrastructure that adjust to the conditions of the tourism object by knowing the object data in general, namely, food stalls, toilets, swimming pools, fish ponds, gazebos, meeting halls, flower gardens, ticket booths, warehouses, empty warehouses, zoos, orange groves, roads, fences, and vacant lots. The plan to add facilities and parasara to tourism objects to increase the tourism potential of the objects, namely worship facilities, toilets, gazebos accompanied by expansion of electricity and parks.

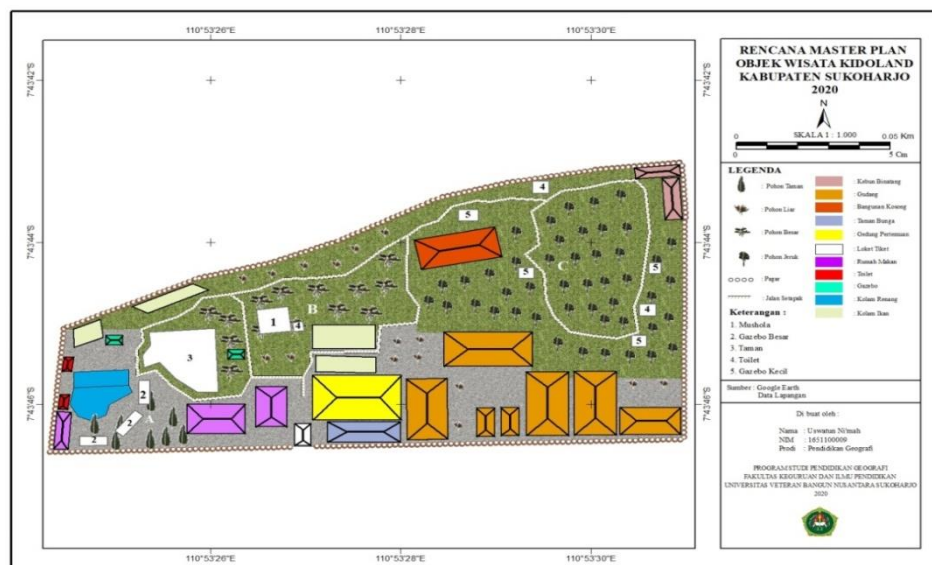


Fig. 1. Sketch Map of the Master Plan Design

The design of the master plan for this tourist attraction uses image capture from Google Earth with 2D drawing type and is processed using ARCGIS to make a sketch like the master plan design above.

The placement of facilities and infrastructure to be built is as follows:

1. Religious facilities / prayer room

Area B, which is an empty land area with code number 1, will be built a place of worship, namely a place for prayer such as a small mosque. This worship facility was built because the tourist attraction does not yet have a prayer room. Planning for the construction of a prayer room is carried out at point area B with code number 1 because area B is a strategic area, which is in the middle of a tourist attraction and is clearly visible when tourists enter the object, because it is right in the direction of the entrance counter.

2. MCK

Area B and area C are used as areas where the MCK will be added with code number 4. The MCK is built in area B and area C because the tourist attraction only has 2 toilets which are located only in area A. Planning for additional MCK is carried out in 2 areas where in area B an MCK was built because MCK was also needed by building a place of worship, and adding toilets in area C because in area C or the area of the orange garden and the zoo there was no MCK. The establishment of 2 toilets in area C so that later when tourists want to wash their hands the range will be closer than having to wash their hands to area A.

3. Gazebo

Gazebo is a small building for relaxing in an open space. Where the gazebo is divided into 2 gazebos, namely a large gazebo and a small gazebo. Where the large gazebo can be used for 7 to 12 people according to its size. As for the small gazebo, it can only be used for 1 to 6 people. From the sketch of the image above, it can be seen that area A and area C will build a gazebo. In area A, a large gazebo is built with code number 2 with number 3 because area A or the swimming pool area has the potential for tourists to sit back while accompanying their families while swimming. And at first area A only had 1 small gazebo which was located far from the swimming pool. And the swimming pool has no place to sit relax.

Meanwhile, a small gazebo was built in area C with code number 5 because area C did not initially have a gazebo. The gazebo was built in area C, where when they are tired of walking around the orange garden, tourists can sit back and relax and enjoy the coolness of the orange garden and its beauty.

And in this gazebo, electricity was initially unreachable to all parts of the object. Then each gazebo will be supplied with electricity for the needs of tourists, namely to charge cellphones, laptops and others.

4. garden

Area B is empty land where in this area it is also used for the construction of religious facilities or prayer rooms and toilets. However, for area B which is close to the area it still looks empty as if there is nothing to enjoy. Because this area is close to the swimming pool area, a park was built so that tourists can enjoy the beauty of the garden and while walking and taking pictures in the garden. The construction of the park in area B is given code number 3.

3.4. Potential Analysis Based on Master Plan Design

Based on the master plan design, the results of tourism potential in Kidoland tourism objects are as follows:

Table 2. Results of New Potential of Tourism Objects

Location	Variable	Score / Value	Weight	Result
Kidoland Tourism Object	Tourist attraction	25	0.4	10
	Accessibility	12	0.3	3,6
	Facilities and infrastructure	21	0.3	6,3
	Total			19,9

Source: Calculation Results, 2020

3.5. Initial Potential Changes and Potential Based on the Draft Master Plan

The initial potential in tourism objects is the result of observations and the results of new potential are the results based on the master plan design.

Table 3. Changes in Potential Tourism Objects

Variable	Factor	Initial Potential Score	Potential Score New
Basic Facilities and Facilities	Clean water facilities	4	4
	Place of worship	1	4
	Electricity	2	4
	Parking lot	2	2
	MCK	2	4
	Food stalls	2	2
	Accommodation	1	1
Total		14	21

Source: Calculation Results, 2020

Changes in the potential for tourism objects in the facilities and infrastructure variables which consist of 3 factors, namely:

1. On the factor of religious facilities, the initial potential got a score of 1, with the design of the master plan the new potential got a score of 4.
2. In the electrical factor, the initial potential gets a score of 2, with the master plan design the new potential gets a score of 4.
3. In MCK, the initial potential got a score of 2, with the design of the master plan the new potential got a score of 4.

Based on these changes, there was an increase in the potential of the object from 17.8 to 19.9.

4. Conclusion

Based on the analysis of the potential for Kidoland tourism objects, it can be concluded that the potential for Kidoland tourism objects from the observation results in a value of 17.8. Where the value of 17.8 is obtained from the per-variable calculation, namely the attractiveness with a value of 10, accessibility 3.6, and basic infrastructure and facilities with a value of 4.2. To increase tourism potential in Kidoland tourism object, object development planning is carried out with a master plan, namely the addition of facilities and infrastructure to the object, namely by adding toilets, worship facilities, gazebo, expanding electricity and parks. From the master plan design occurs in 3 factors, namely the MCK factor, the factor of religious facilities and the expansion of electricity. Increase the potential of the tourism potential by the number 17.8 to 19.9.

For all parties concerned with tourism objects, they can make tourism objects more optimally developed by utilizing a large tourism object area. Can make tourist objects more attractive by adding some facilities and infrastructure or facilities to the objects to make the tourist attraction more superior than before. All researchers who make tourism objects as further research are expected to increase development not only in terms of infrastructure and basic facilities, but also through development in terms of tourist attraction. To improve it, the researcher recommends that further research be able to use data collection techniques with Supply Demand analysis.

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