

The Strategy of Potential Development of Cacaban Kidul Village, Purworejo Regency, Central Java Province as a Tourism Village

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Abstract

Cacaban Kidul Village has various potentials that can be developed as a tourism village. Among them are natural tourism and community-based tourism. However, in developing the potential of Cacaban Kidul Village, several internal and external factors are faced by Cacaban Kidul Village, which influences the development of the village's tourism potential. This study aims to analyze tourism potential, identify internal and external factors that influence the development of tourism potential, and provide alternative strategies for developing tourism potential in Cacaban Kidul Village. This research is a research that uses qualitative methods with a descriptive approach. The data analysis used is a SWOT analysis to determine and provide an overview of strategies that can be carried out to develop tourism potential in Cacaban Kidul Village, Purworejo Regency, Central Java.

Keywords: Strategy Development, Tourism Village, Tourism Development

INTRODUCTION

All submitted manuscripts must contain original research that has not been previously published and is not considered elsewhere. Articles are written in English, and manuscripts can be submitted as research report articles, short reports, or reviews. The tourism sector is a very important source of foreign exchange for the country and can significantly contribute to development. Many conventional tourism products are starting to be abandoned, and tourists are turning to tourism products that value the environment, nature, culture, and special attractions more (Susyanti, 2013). Tourist satisfaction no longer relies on natural beauty and the completeness of tourist facilities but also the freedom and intensity of interaction with the environment and local communities.

The definition of a tourist village is quite diverse, including saying that it is a form of residential environment that has special characteristics, both natural and cultural, that suit the demands of tourists, where they can enjoy, get to know, appreciate, and learn about the uniqueness of the village and all its attractions. Susyanti (2013) also stated that tourists who come to tourist villages can enjoy the clean rural nature and experience living in a village atmosphere with several customs and cultures.

Furthermore, the concept of sustainable tourism, (Pitana, 2002) stated that it is not enough to emphasize poverty just by ecological sustainability and sustainable economic development, but what is no less important is that poverty is prosperity because culture is a very important resource in tourism development.

Cacaban Kidul is one of 28 villages in Bener District, located in Purworejo Regency, Central Java Province, with an area of 3.28 km² or around 3.48% of the

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area of Bener District. This village is at an average altitude of 437 meters above sea level, with the highest peak of 941 meters above sea level at the top of Perangkoan hill.

Cacaban Kidul has a lot of potential, namely natural wealth, crafts, culinary delights, and local community-based tourism activities. Even though it is located near the Borobudur Temple development area, Cacaban Kidul still lacks facilities to organize a tourist village area that can synergize with development in the surrounding villages. One of the natural tourist attractions of Cacaban Kidul is Wisata Alam Manggul Joyo. The Manggul Joyo tourist area was pioneered by the Head of the Cacaban Kidul Village, which was then managed by the Kelompok Sadar Wisata Cacaban Kidul. Wisata Alam Manggul Joyo offers beautiful natural views of the hills, coupled with the cool air, which adds to the tourist attraction. Apart from the hills, cliffs are developed as a rock climbing training activity by several academic activists and government agencies. Apart from that, the Manggul Joyo area also has several adequate tourism support facilities. The Cacaban Kidul area has several other tourist attractions such as besek and beki craft, jenang as a traditional snack, sirat honey, and palm sugar. This small and medium enterprise (SME) is developing and becoming one of the businesses pursued by the local people of Cacaban Kidul.

Based on the results of observations and interviews that have been conducted, Cacaban Kidul has a lot of tourism potential, both natural tourism potential and community-based tourism potential. Of course, some of these tourism potentials require development strategies so that they can be developed as main tourist attractions to become better known and attract more tourists visits to Cacaban Kidul Village. The tourism potential development strategy that will be carried out for Cacaban Kidul Village will also have an impact on marketing activities and sustainable tourism development.

The strategy for developing tourism potential in Cacaban Kidul will be carried out using a SWOT analysis. The use of this analysis technique focuses on the development strategy for Cacaban Kidul through a natural tourism potential approach and community-based tourism potential. Based on what has been described, it is very important to research "Strategy for Potential Development of Cacaban Kidul, Purworejo Regency, Central Java Province as a Tourism Village."

LITERATURE REVIEW

According to Muliawan in (Atmoko, 2014), a tourist village is a village that has unique potential and a unique tourist attraction, which is supported by the development of tourist facilities, in a harmonious environmental arrangement and good and well-planned management so that it is ready to receive and mobilize tourist visits to the village, and can drive tourism economic activities that can improve the welfare and empowerment of local communities. According to (Muliawan, 2008), the criteria for a tourist village are as follows: 1) Has the potential for uniqueness and distinctive tourist attraction (as a tourist attraction), both in the form of the physical character of the rural natural environment and the social and cultural life of the community; 2) Have support and readiness for supporting facilities for rural tourism activities, which can be in the form of accommodation/lodging, space for community interaction with tourists/guests, or other supporting facilities; 3) Interaction with tourists is reflected in tourist visits to the village locatio; and 4) There is support, initiative and participation of the local community in the development of the village related to tourism activities (as a tourist village).

The components of developing a tourist village, according to (Karyono, 1997), are: 1) Tourist attractions and activities include art, culture, historical heritage, traditions, natural wealth, entertainment, services, and others that provide distinctive characteristics and underlie tourists' interest in visiting that place. Tourist activities are what tourists do or what motivates tourists to come to a tourist village within a certain period; 2) Accommodation is part of the residence of residents and/or units developed based on the concept of residential housing; 3) Institutional or institutional elements and human resources managing tourist village development are institutions with reliable capabilities; 4) Other tourism support facilities such as communication facilities; 5) Other infrastructure which is also very important is prepared in developing a tourist village, such as a drainage system; 6) Transportation to facilitate tourist access; 7) Natural environmental and socio-cultural resources; 8) Community support has a big role in maintaining environmental cleanliness, security, and friendliness; and 9) Domestic and foreign tourists.

(Putra & Pitana, 2010) stated that the development of tourist villages aims to involve the community in tourism development. Communities and their culture are not only objects of tourism, but they are the ones who must be aware and willing to improve themselves by using tourism as a tool, both for improving welfare and preserving local cultural values and customs.

According to Chandler in (Rangkuti, 2006), a strategy is a tool for achieving company goals concerning long-term goals, follow-up programs, and resource allocation priorities. Several steps need to be taken in formulating a strategy, according to Syambudi in (Maisarah, 2017), namely: 1) Identify the environment that will be entered and determine the mission to achieve the desired vision in that environment; 2) Conduct internal and external environmental analysis to measure strengths and weaknesses as well as opportunities and threats that will be faced in carrying out its mission; 3) Formulate key success factors for strategies designed based on previous analysis; 4) Determine measurable goals and targets and evaluate various alternative strategies by considering the resources owned and the external conditions faced; and 5) Choose the most appropriate strategy to achieve short-term and long-term goals.

METHODS

This research was carried out using descriptive qualitative research methods. The data research process was carried out using observation and interview techniques, determining research information using snowball sampling. The informants for this research include stakeholders, local communities, and tourism business actors in Cacaban Kidul Village. The data analysis technique used in this research is SWOT analysis to identify various internal and external factors that can influence the development strategy of Cacaban Kidul Village as a Tourism Village.

RESULT

General information about Cacaban Kidul Village

Initially, Cacaban Kidul was developed into a tourist village due to a personal initiation from Mr. Nurhasim as the village head. Then, it was officially confirmed as a Tourism Village through the Purworejo Regent's Decree. Since then, Cacaban Kidul has been declared to be a supporting Tourism Village in the area of Borobudur Authority Agency (Badan Otorita Borobudur), which is approximately 15 – 17 km from Borobudur Temple. The number of heads of families in Cacaban Kidul is 450, with a population of 1500. As many as 80% of the people in Cacaban Kidul work as besek craftsmen, and 20% work as traders, laborers, and teachers. Agricultural products from Cacaban Kidul Village include bananas, coconuts, and tea, which are sold and distributed to the Magelang area. Currently, the main segmentation of tourists visiting Cacaban Kidul Village is tourists from the Magelang area and its surroundings, because the distance is not too far, only around 15 km.

Various efforts have been made to develop Cacaban Kidul into a Tourism Village, including providing training to the community through independent programs and programs organized by the Badan Otorita Borobudur. Some of the training provided includes training for creative economy actors, homestays, and tour guides. The development of Cacaban Kidul as a Tourist Village has been carried out since 2017, but until now, the results have not been optimal. This is caused by several factors, including the lack of contribution from the community, especially the younger generation in Cacaban Kidul, in developing their village as a tourist village and the inconsistency of programs run by the community in developing their village. Cacaban Kidul has formed the POKDARWIS organization with 10 members, but it is not enough to motivate the community to participate and be directly involved in developing Cacaban Kidul as a Tourism Village. Therefore, various efforts and strategies need to be carried out to accelerate the process of developing Cacaban Kidul as a buffer for the Tourism Village in the Borobudur Temple area.

Tourism Potential

Based on the results of observations and interviews that have been conducted, it can be seen that Cacaban Kidul has tourism potential, which, of course, can be developed to attract tourists to visit this village. There are some of the potentials that Cacaban Kidul has:

1. Manggul Joyo

Manggul Joyo is a mountain located in Cacaban Kidul with a height of 400 meters above sea level. The main attraction of Manggul Joyo is the natural scenery with views of Mount Sindoro, Sumbing, Merapi, Merbabu, and Mount Slamet, which visitors can enjoy. Apart from that, in Manggul Joyo, there is also the Mangklik Stone icon at the foot of the hill with a unique shape resembling a bird cage. Manggul Joyo is also famous for its

beautiful sunset. Visitors will be treated to beautiful skies and expanse views of rice fields and plantations from the height of Manggul Joyo. In the Manggul Joyo area, there are facilities providing food and drinks, there visitors can enjoy the beautiful scenery while enjoying a cup of hot coffee and various snacks. Manggul Joyo is very suitable as a tourist attraction for visitors who like taking selfies because several photos naturally exist, and photo spots are deliberately provided. The location of Manggul Joyo is very strategic because it is only about 25 minutes from the center of Purworejo Regency, but access to Manggul Joyo from the entrance gate is quite steep. So visitors who bring private vehicles are strongly advised to be more careful when heading to the Manggul Joyo area. Apart from that, several things need to be developed and improved, including the number of street lighting lamps, road dividers, signage, footpaths, and seating areas for tourists to enjoy the beautiful views of Manggul Joyo.



Figure 1. Manggul Joyo
Source: research data, 2023

2. Pasar 'Djoho' Cacaban Kidul

Pasar Djoho is a strategic market because it is the only market that accommodates the community's needs in the Cacaban Kidul area. Pasar Djoho is a traditional market with a unique characteristic; this market is only available during Pon and Kliwon according to the Javanese calendar date with operating hours of 06.00 – 09.00 only. Pasar Djoho sells daily necessities, including clothing, shelter, and food. Many agricultural products from local communities are bought and sold, including besek or bamboo baskets made from local community work. Not only people from Cacaban Kidul visit this market, but also many people from other areas who come to Pasar Djoho.

Apart from its unique operating hours, Pasar Djoho also sells traditional culinary specialties that can pamper your taste buds with simple but delicious flavors. Pasar Djoho is commonplace for locals, but it does not rule out the possibility that it could be developed into a tourist attraction that can be offered to visiting tourists but with good packaging. Traditional markets illustrate the diversity of people from various races, tribes, and ethnicities who meet in one place but remain harmonious and live side by side. Traditional markets are not only valued as a space for economic transactions, but also as a space for social and cultural interactions. Pasar Djoho can be developed into a tourist attraction by integrating the traditional market concept with the culinary tourism concept typical of local wisdom.



Picture 2. Pasar 'Djoho'
Source: research data, 2023

3. Gula Nira Aren Mrs. Towilah (Palm Sugar)

Gula nira aren is a natural sweetener from palm sap, a liquid from palm tree flowers. Cacaban Kidul has a centre for making home palm sugar managed by a local community member named Mrs. Towilah. When visiting his house, she will show how an explanation of each stage accompanies making palm sugar. Mrs Towilah still makes palm sugar simply and traditionally in her home kitchen. The process of making palm sugar itself takes 1.5 - 2 hours to get the desired palm sugar texture. After it thickens, the next stage is molding the sugar using coconut shells. The hardened sugar will be packaged if someone wants to buy it. The production of homemade palm sugar can be developed into an educational tourism option in Cacaban Kidul; tourists who visit can gain experience by being involved in the process of making it, from the process of extracting palm sugar to the packaging process. Apart from being involved in the making process, at the end of the session, tourists can also be given time to taste the homemade sugar, accompanied by snacks mixed and matched with sugar that has turned into caramel or a cup of warm tea or coffee.



Figure 3. Gula Nira Aren Mrs. Towilah

Source: research data, 2023

4. Traditional House

Not far from Mrs. Towilah's house, there are several simple houses whose buildings are still very traditional with a beautiful and clean atmosphere. This house belonging to the local people of Cacaban Kidul is interesting as a place to take selfies for visiting tourists, but apart from taking selfies, it is hoped that tourists can also explain the philosophy of this traditional house building. Of course, these traditional houses can continue to be maintained because they can become one of the tourist attractions in Cacaban Kidul. In the future, they will not only be a place to take selfies, but it does not rule out the possibility that these traditional houses can be used as homestays for future tourists who want to stay in Cacaban Kidul.



Figure 4. Traditional House

Source: research data, 2023

5. Bamboo Besek Crafts

One of the traditional home craft products from Cacaban Kidul is bamboo besek. Besek is a basket made from woven bamboo, usually used to carry food or as a container for packing goods. Besek is the most hygienic place to store food because it is natural and contains no chemicals. Furthermore, baskets are environmentally friendly because they do not produce waste or rubbish. Cacaban Kidul is one of the villages that produces the most besek, this is because the majority of homemakers in this village work as besek bamboo craftsmen. They

become besek craftsmen to increase their daily income. They will start weaving after all the housework has been done. Until now, bamboo besek crafts are still made in each community's house because this village has no centralized besek craft center. Making bamboo baskets does look easy, but it is not easy if you are not careful. One of the besek bamboo artisans in Cacaban Kidul is Mrs Mutomimah; she uses her house as a place to make besek bamboo crafts with several other homemakers. The bamboo besek craft center at Mrs. Mutomimah's house can also be developed into an educational tour for tourists. Later, when visiting her house, tourists will be explained the raw materials used, and shown how the process of making besek is, until at the end of the session, tourists will be taught to make besek with their hands. Besek that tourists have made can later be taken home as souvenirs of each tourist's creation.



Figure 5. Bamboo Besek Crafts Mrs. Mutomimah

Source: research data, 2023

6. Bamboo Forest

Near Mrs Mutomimah's house, Cacaban Kidul has a bamboo forest that is quite large and lush. This bamboo forest area was originally intended for storage and a spring only for the village residents. However, this bamboo forest area can also be used as an attraction for tourists through an educational approach. After tourists have received sufficient information about the raw materials and how to make besek crafts, tourists can be invited to tour the bamboo forest, where the raw materials for bamboo besek crafts can be obtained. Tourists can do various activities, including walking through bamboo gardens and being introduced to various types of bamboo trees and their uses. This bamboo forest educational tour can be used as a combination of a natural tourist attraction and a fun learning medium for tourists. Apart from that, tourists can also take selfies with a beautiful bamboo forest in the background.

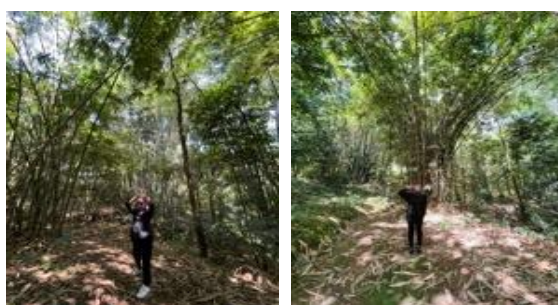


Figure 6. Bamboo Forest

Source: research data, 2023

7. Jenang

Jenang is a traditional snack made from flavored flour or sticky rice flour, which is then cooked with coconut milk and added with brown or white sugar. Jenang is widely known in Java because it is a snack always present at many events in the community of Cacaban Kidul. For the local people there, jenang is interpreted as an ordinary snack and has a philosophical meaning. Making it cannot be haphazard; jenang itself means 'Jen,' and 'nang' becomes 'jen gawene tenanan,' which means the process of making it must be done with heart and

seriously. Mr. Irfangi is one of the local people in Cacaban Kidul who opened a business making jenang at his home simply and traditionally. Some of the tools used include a stove, grater, *kenceng*, *solet*, and *besek*, while the ingredients used include glutinous rice flour, pure palm sugar, rice, and sesame. The types of jenang usually produced by Mr. Irfangi are *krasikan* and *sirat*. Tourists can be invited to visit Mr. Irfangi's house and be introduced to this traditional snack. Once there, tourists can see firsthand the process of making jenang and be introduced to the tools and materials used in making jenang. Not only see the process of making jenang, but tourists can also be involved in the making process. At the end of the session, tourists will be allowed to try the jenang made and, of course, can buy it as a souvenir to take home.



Figure 7. Jenang Mr. Irfangi

Source: research data, 2023

8. Etawa Goat

Cacaban Kidul also has an Etawa goat farm, which can be a potential attraction for tourists. This Etawa goat farm belongs to Mr. Nurhasim, the current Head of Cacaban Kidul Village. Today, at least 25 Etawa goats are being kept; one of the Etawa goats is a goat that often wins competitions in various regions. Of course, this is an interesting thing that can be offered to tourists visiting Cacaban Kidul. Later, visiting tourists can be introduced and explained about raising, milking, and directly enjoying the milk they milk. Raising goats may be normal for people in the village, but for tourists, this is something new and interesting to know and be involved in. Besides that, Etawa goats are interesting to see because of their fantastic prices; some are even valued at hundreds of millions of rupiah. Mr. Nurhasim's Etawa goat farm can be packaged as an educational tour by offering various interesting experiences regarding livestock activities. Furthermore, the Etawa goat farming educational tour is also interesting for various age groups, both adults and children; it feels very interesting to take part in.



Figure 8. Etawa Goat Farm

Source: research data, 2023

9. Slondok

Slondok is a traditional snack made from cassava; *slondok* itself has a savory, spicy taste and crunchy texture. Mr. Samsul Anwar is one of the local people of Cacaban Kidul who has opened a homemade *slondok*-making business. Through his hands, cassava, which is a simple food ingredient, can be processed into a snack that is popular with many people. However, what is unfortunate about the production of this slondok home business is the origin of the cassava raw materials used. Because there are insufficient cassava plantations in Cacaban Kidul, Mr. Samsul Anwar has to buy cassava from other areas. Apart from slondok, he also makes

lanting snacks. The marketing process for the products varies; some are taken directly by collectors, sold in markets or shops, or bought directly by buyers at their homes. Because the slondok production process is carried out at home, tourists can directly see the manufacturing process, starting from the form of whole cassava to becoming slondok that is ready to be sold on the market.



Figure 9. Slondok Mr. Samsul Anwar
Source: research data, 2023

SWOT Analysis

1. Strengths

- a. Cacaban Kidul is one of the tourist villages supporting Borobudur Temple, which has been confirmed through the Decree of the Regent of Purworejo since 2017.
- b. Cacaban Kidul has a quite strategic location, only about 15 – 17 km from Borobudur Temple.
- c. Several Cacaban Kidul tourism actors have received training to improve creative economic actors, homestays, and tour guides.
- d. The Village government strongly supports the development of Cacaban Kidul as a Tourism Village and has allocated part of the Village budget for its development program.

2. Weaknesses

- a. Until now, there has not been good cooperation between BUMDES(Bumi Desa) and POKDARWIS (Kelompok Sadar Wisata), and there is still a lack of people involved in developing Tourism Villages through membership in the POKDARWIS organization.
- b. Several tourist attractions in Cacaban Kidul Village are poorly maintained and not ready to receive tourist visits.
- c. There is no mapping of the tourism potential of Cacaban Kidul accompanied by a description of the tourism activities that can be carried out.
- d. Accessibility to get to several tourist attractions is quite difficult to reach, apart from that, the very limited availability of public transportation for tourist mobility while in Cacaban Kidul is also an obstacle.

3. Opportunities

- a. Other villages bordering Cacaban Kidul have not yet been well-coordinated in their management as Tourism Villages.
- b. Cacaban Kidul is widely used because it is an alternative route for people going to Yogyakarta International Airport from Magelang.
- c. Cacaban Kidul often receives aid funds from various organizations and agencies to develop Tourism Villages.
- d. Wisata Alam Manggul Joyo has gone viral on social media, so Cacaban Kidul is well-known to potential tourists.

4. Threats

- a. Several tourist activities offered by Cacaban Kidul are similar to other tourist villages.

- b. The large number of "Desa Wisata Penyangga" in the Badan Otorita Borobudur area can become competitors to Cacaban Kidul.
- c. Educational tourism offered to tourists can be boring if the activities are not innovative.
- d. Several 'Sunset View Points' are more beautiful than Manggul Joyo Cacaban Kidul.

Table 1. Mariks Space Analysis

Position of Internal Strategy Factors	Rating	Position of External Strategy Factors	Rating
Strength (KK)		Opportunity (PL)	
1. Cacaban Kidul as 'Desa Penyangga' of Borobudur Temple	4	1. Other villages on the border are not yet very coordinated	2
2. Located 15 – 17 km from Borobudur Temple	4	2. Cacaban Kidul is an alternative route from Magelang – YIA	3
3. The local communities have received training	3	3. Obtain financial assistance from several organizations	4
4. Support from the government village for development as tourism villages	3	4. Manggul Joyo has gone viral via social media as a tourist attraction in Cacaban Kidul	4
	14		13
Weakness (KL)		Threats (AN)	
1. Good cooperation has not yet been established between BUMDES and POKDARWIS	- 4	1. Some tourist activities are the same as in other tourist villages.	- 3
2. Some tourist attractions are not well-maintained	- 3	2. Many other villages have become 'Desa Penyangga'	- 1
3. There is no mapping of tourism potential and tourism activities	- 4	3. The Educational Tour activities offered can be considered boring	- 1
4. Difficult accessibility to several tourist attractions	- 4	4. There is a sunset viewpoint that is more beautiful than Manggul Joyo	- 3
	- 15		- 8
KK: 14 / 4 = 3,5		PL : 13 / 4 = 3,25	
KL : - 15 / 4 = - 3.75		AN : -8 / 4 = - 2	

Source: Data Processing Result (2023)

Based on the matrix table above, the quadrant position of Cacaban Kidul can be described as follows:

$$KK + AN = 3,5 + (-2) = 1,5$$

$$KL + PL = (-3,75) + 3,25 = - 0,5$$

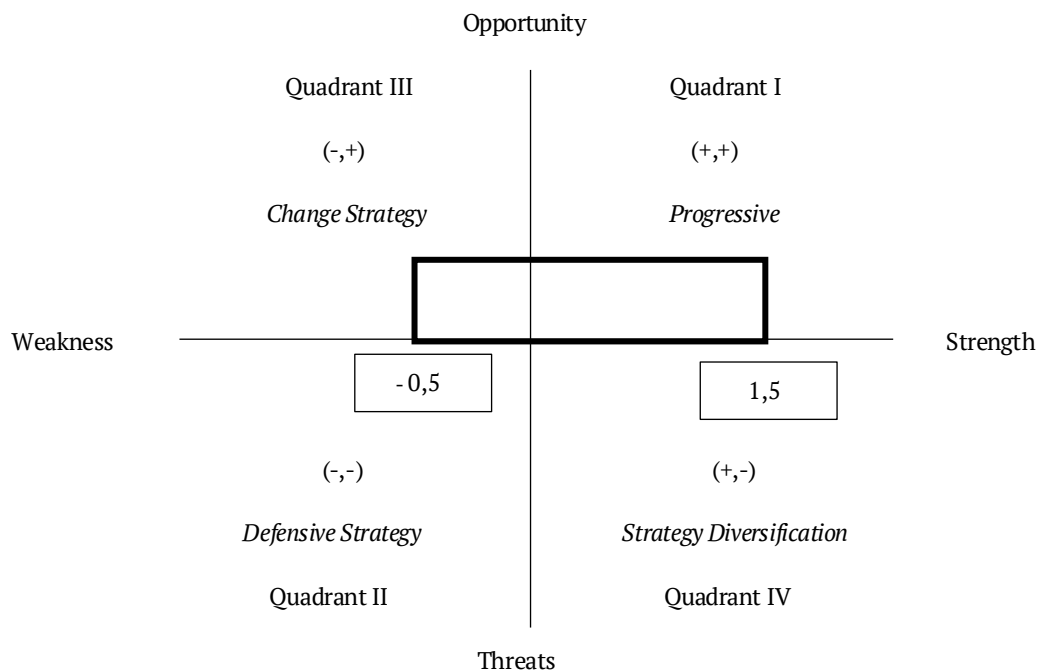


Figure 10. Strategy Matrix

Source: research data, 2023

Figure 10 above shows the calculation results of the analysis space matrix located in Quadrant I, where there is an interaction between threats/challenges from outside and forces that exist from within. This position is quite a profitable situation. Cacaban Kidul is considered to have opportunities and strengths to develop it in an even better direction. In conditions like this, Cacaban Kidul is required to continue to explore its resources so that they can be used to mitigate threats and various challenges originating from outside so that they can be turned into opportunities for the development of Cacaban Kidul.

Table 2. SWOT Analysis

INTERNAL	Strengths :	Weaknesses :
	<ol style="list-style-type: none"> 1. Cacaban Kidul is one of the tourist villages supporting Borobudur Temple, which has been confirmed through the Decree of the Regent of Purworejo since 2017 2. Cacaban Kidul has a quite strategic location because it is only about 15 – 17 km from Borobudur Temple 3. Several tourism actors in Cacaban Kidul have received training regarding improving creative economic actors, homestays, and tour guides 4. The Village strongly supports the development of Cacaban Kidul as a Tourism Village and has allocated part of the Village budget for its development program 	<ol style="list-style-type: none"> 1. Until now, there has not been good cooperation between BUMDES and POKDARWIS, and there is still a lack of people involved in developing Tourism Villages through membership in the POKDARWIS organization 2. Several tourist attractions in Cacaban Kidul are poorly maintained and not ready to receive tourist visits 3. There is no mapping of the tourism potential of Cacaban Kidul accompanied by a description of the tourism activities that can be carried out. 4. Accessibility to get to several tourist attractions is quite difficult to reach, apart from that, the very limited availability of public transportation for tourist mobility while in Cacaban Kidul is also an obstacle.
EXTERNAL		
Opportunity :	<ol style="list-style-type: none"> 1. Coordinate with stakeholders involved in developing Cacaban Kidul as a Tourism Village, such as the Badan Otorita Borobudur and the Dinas Kepemudaan, Olahraga dan Pariwisata Purworejo Regency. 2. Introducing tourism potential to the wider community through various media platforms so that tourists visiting Borobudur Temple or going to and from Yogyakarta International Airport know the existence of Cacaban Kidul 3. Assistance funds from various organizations and institutions can be used to develop human resources capacity and capability. 4. Part of the Village budget can be used to provide Wifi/internet network facilities to introduce other tourist attractions besides Manggul Joyo through social media. 	<ol style="list-style-type: none"> 1. Conduct regular meetings between BUMDES and POKDARWIS for management procedures for Cacaban Kidul. 2. Improve and maintain the condition of existing tourist attractions to be ready for tourists. 3. Some funds can be used to conduct comparative studies of Mandiri Tourism Villages so that Tourism Village managers can understand good and correct Tourism Village management. 4. Providing integrated and centralized public transportation facilities for tourists who want to get around to various tourist attractions in Cacaban Kidul so that tourists not only visit Manggul Joyo but can visit other tourist attractions.
Threats :	<ol style="list-style-type: none"> 1. Research tourist activities offered by other tourist villages so that you can create more innovative tourist activities and add added value to each activity offered 2. Inform potential tourists that Cacaban Kidul is closer to Borobudur Temple when compared to other 'Desa Penyangga.' 3. Utilize the knowledge gained from the training to create and package educational tours that are not boring. 4. Create several other tourist activities on Manggul Joyo so that tourists not only take selfies at Sunset Point View but can also do other tourist activities. 	<ol style="list-style-type: none"> 1. POKDARWIS and BUMDES can carry out discussions regarding the packaging of tourism activities by inviting expertise in their fields 2. Improve facilities and infrastructure at various tourist attractions in Cacaban Kidul so they do not compete with other 'Desa Penyangga.' 3. Create a mapping of tourism potential with various tourist activities to produce a tourism activity program that is not monotonous. 4. Providing comfortable and safe public transportation services so that tourists can visit again.

Source: research data, 2023

CONCLUSION

Cacaban Kidul has tourism potential that can be developed into educational tourism. However, this tourism potential still has several shortcomings, namely that several tourist attractions are still poorly maintained, and the accessibility of getting there is difficult. This accessibility condition is very important to pay attention to; the availability of integrated public transportation facilities could be an alternative solution. Apart from that, demotivation from the community to develop Cacaban Kidul Village as a Tourism Village is one of the obstacles that must be resolved immediately, and a solution must be identified. Several things that can be done to overcome the various obstacles that exist include: 1) Provide education and understanding to the community regarding the concept of tourism awareness so that the community can participate and take part in tourism activities in Cacaban Kidul; 2) Create a mapping of potential tourist attractions that tourists can visit; 3) Improve existing facilities and infrastructure in Cacaban Kidul, especially at tourist attractions that are considered to have the potential to be visited by tourists; 4) Carry out promotions and disseminate information regarding various tourist attractions owned by Cacaban Kidul so that potential tourists better know them; 6) Providing integrated public transportation to facilitate tourist mobility while in Cacaban Kidul; 7) Create a tourist itinerary pattern that can be used as a reference in developing tourism activity programs in Cacaban Kidul; dan 8) Collaborate with various stakeholders to then sit together and discuss the development of Cacaban Kidul as a Tourism Village.

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