



Community-Based Panyaweuan Tourism Attraction Development Strategy in Majalengka Regency

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Abstract.

Background. Panyaweuan tourist attraction. This tourist object is situated in Argapura, within Argamukti Village, Argapura District, Majalengka Regency, West Java, and is an excellent attraction for development. However, the Panyaweuan tourist object still offers minimal tourist attractions (attractions), accessibility (accessibility), facilities (facilities) of tourism institutions (ancillary), and community involvement (community involvement). Hence, it needs to identify potential tourist attractions.

Purpose. Formulating a development strategy for Panyaweuan tourist attractions in Argamukti village, Argapura District, Majalengka regency,

Method. This research was conducted at the Panyaweuan tourist attraction in Argamukti village, Argapura district, Majalengka Regency. It is a field research study involving observations, interviews, and documentation for data collection.

Result. The results of data collection from observations, interviews, and documentation are described in accordance with the current conditions and circumstances. The results of describing potential objects and tourist attractions at the Panyaweuan tourist site in Argamukti village, Argapura district, Majalengka Regency, will be analyzed using SWOT analysis. Then, the priority strategy analysis will be carried out based on Internal Strategy Factors (IFE = Internal Factors Evaluation) and External Strategic Factors (EFE = External Factors Evaluation) in the development of tourism as a tourist destination.

Conclusion. The tourism development strategy in the Panyaweuan tourist attraction of Tejamulya village is an agro-tourism-based tourism by looking at the potential in the form of natural beauty, the potential of agricultural and plantation products, supported by products produced by the community in the Panyaweuan area, so that it can provide economic benefits to the local community. However, Panyaweuan must enhance its supporting facilities to ensure visitor comfort and satisfaction. Additionally, all activities parwisata must be community-based with technological readiness (TKT) 3 and will be published in the Udayana-Bali tourism journal.

Keywords: tourism, tourism potential, community engagement, and development strategy



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INTRODUCTION

Tourism is one of the potential resources that each region can develop. This requires optimizing service provision and infrastructure suggestions to support the potential of tourist areas, enabling them to be further visited. This potential optimization is based on the fact that tourism emphasizes providing services by optimizing tourist areas. The city of Majalengka has the potential to be a tourist attraction and has uniqueness in attracting tourists. The development of Tourism Objects and Attractions (ODTW), the primary driver of the tourism sector, requires cooperation from all stakeholders, including the community, the government, businesses, and the private sector. In accordance with its duties and authority, the government acts as a facilitator, playing a role in making and determining all policies related to the development of Tourist Objects and Attractions. Attraction in tourist attractions is one of the main capital that must be possessed in efforts to improve and develop them. The existence of tourist objects and attractions is the most essential link in a tourist activity, because the main factor that makes visitors or tourists visit tourist destination areas is the potential and attraction that the tourist object has.

One of the areas that is still developing its tourism activities is in Majalengka Regency, where, according to data in Majalengka Regency in 2020, with an area of 1,204.24 Km², the number of tourist attractions is 186, including Panyaweuan tourist attractions, supported by 512 hotel and lodging facilities in 2020 and 135 restaurant facilities in 2020. This proves that Majalengka Regency has excellent potential for its tourism development strategy. One of the tourist attraction areas in the Majalengka district is Argapura. Geographically, Argapura District is located in the south of Majalengka Regency, which is between 108°18'- 108°21' East Longitude and between 6°53'- 6°59' South Latitude, with its boundaries:

- a. To the south, bordering Banjaran District
- b. To the west, bordering Maja District
- c. To the north, bordering the Sukahaji District

d. To the east, bordering Kuningan Regency

The area of Argapura District is 60.56 Km², which means that Argapura District is only about 5.03% of the area of Majalengka Regency (which is approximately 1,204.24 Km²), with an altitude of between 700-857m above sea level, with a coordinate point of 108°21'30" east longitude 06°54'42" south latitude. Panyawean tourist attractions located in Argamukti Village have various potential tourist objects and attractions but still have not been identified as a whole, so it is necessary to invest in the possible attractions and tourist objects by referring to 4 A and 1 C, which consists of attraction (attraction), accessibility (ease of access), amenities (facilities), ancillary (tourism institutions) and *community involvement* (community involvement) will make Argamukti village a leading tourism destination and improve the social and economic level of the community through the development of panyawean tourist attractions. The following is a satellite image of the Panyawean tourist attraction in Argamukti Village, Tejamulya Village.

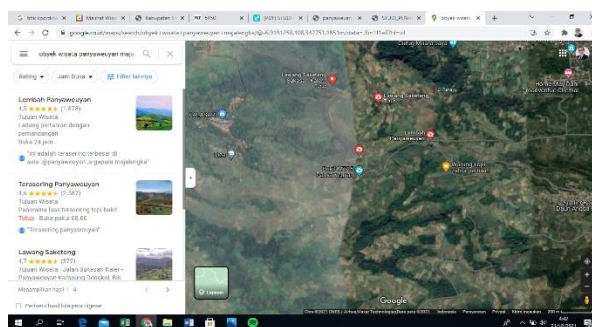


Figure 1
Satellite photo of the tourist attraction Panyawean
Source: Google Maps,2021

Research activities help identify the potential of tourism to create opportunities as a driving force in developing Panyawean tourism objects and attractions. By involving local communities, these efforts can improve the community's economy and maintain its socio-cultural fabric.

Panyawean tourist attractions in Tejamulya village have potential objects and tourist attractions that can support the development and advancement of tourism around these objects, but there is still carrying capacity based on 4 A and 1 C, which consists of attraction (attraction), accessibility (ease of access), amenities (facilities), ancillary (tourism institutions) and

community involvement (community involvement) so that it is necessary to carry out an inventory of the potential and development strategies of Panyaweuan tourist attractions that can improve the community's economy and maintain socio-culture in the community around Panyaweuan tourist attractions.

LITERATURE REVIEW

The movement of people from one place to another, where they engage in various temporary activities, will lead to multiple types of tourism activities. As for the types of tourism, according to Pendit (1999:42) tourism based on its types can be divided into two categories, namely:

Nature Tourism, which consists of:

1. Beach tourism (*Marine tourism*) is a tourist activity supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation, eating, and drinking facilities and infrastructure.
2. Ethnic *tourism* is a trip to observe the embodiment of a fascinating culture and lifestyle.
3. Nature Reserve Tourism (*Ecotourism*) is a tourism that is widely associated with the love of natural beauty, the freshness of the air in the mountains, the wonder of rare animal life (wildlife), and plants that are rare in other places.
4. Buru tourism is a tourism carried out in countries that have areas or forests where hunting is justified by the government and encouraged by various agencies or travel agencies.
5. Agro Tourism is a type of tourism that organizes trips to agricultural projects, plantations, and nursery fields, where group tours can hold visits and reviews for study purposes or enjoy the freshness of the surrounding plants.

Socio-Cultural Tourism, which consists of:

1. Archaeological historical relics and monuments, this tour includes cultural groups, national monuments, historical buildings, cities, villages, religious buildings, and other historical places such as battlefields, which are the main tourist attractions in many countries.
2. Museums and other cultural facilities are tourism-related to natural and cultural aspects in a certain area. Museums can be developed based on their themes, including museums of archaeology, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes

Tourism Potential

Tourism Potential: A place designated as a Tourist Attraction must have the potential to attract tourists. (Sujali, 1989) The term "potential" refers to a change in the shape of the Earth's surface resulting from a natural process with endogenous energy, which forms mountains, rivers, lakes, and other features. Regarding the potential for tourist attractions, it can also be caused by the existence of human culture or creativity. Some factors affect the tourism potential of a place, namely:

1. Physical aspects, including conditions that affect climate change, soil, flora and fauna, and morphology.
2. Attractions are everything that is an attraction for tourists to visit an area, for example, there is a particular festival such as the Dieng Culture Festival, Durian Festival, traditional ceremonies, and others.
3. Accessibility, related to the various efforts made to reach tourist attractions, in this case, the easier it is to find tourist attractions, the higher the interest of tourists to visit.
4. Land ownership and use that affect the location of tourist attractions and the direction of their development policies. Land ownership includes private or government-owned land.
5. Facilities and infrastructure supporting tourism. Tourist facilities include transportation, travel agencies, lodging, and restaurants. Meanwhile, tourism infrastructure includes communication, electricity, drinking water supply, banking system, and health services. Complete facilities and infrastructure will support tourists to stay longer in the location (Wahab, 1996).
6. The role of the community is critical as the owner of tourist attractions; therefore, the government periodically conducts counseling to the community in the form of tourism awareness and community development (Suwantoro, 1997).

Tourism Product Offerings

The potential of tourism in an area will develop based on the aspects offered by tourism in the region (Medlik 1980, in Ariyanto 2005). There are four aspects (4A) that must be considered in tourism offerings, where the aspects of tourism product offerings include:

- 1 *Attraction*, where tourist destinations attract tourists with attractions both in the form of natural attractions and in society and culture.

- 2 *Accessibility (ease of access)*, this is intended so that domestic and foreign tourists can easily reach their destination to tourist attractions
- 3 Facilities, this third requirement is indeed one of the requirements for the Tourist Destination Area (DTW), where tourists can stay longer in the area.
- 4 The existence of Tourism Institutions (*Ancillary*). Tourists will increasingly visit and look for DTW (Tourist Destination Area) if in the area tourists can feel security (*Protection of Tourism*), and are protected both when reporting and submitting a criticism and suggestion regarding their existence as visitors/travelers.

According to Inskip in Suprpto's thesis (2005), the components of tourism have always existed. They are the basic components of tourism and interaction with each other, where the components of tourism can be grouped as follows:

1. Attractions and tourist activities. The tourism activities in question can be in the form of all things related to the natural environment, culture, uniqueness of an area, and other activities related to tourist activities that attract tourists to visit a tourist attraction.
2. Accommodation. The accommodation in question includes a wide range of hotels and various other facilities for tourists who intend to spend the night during their trip.
3. Tourist facilities and services. The facilities and tourism services in question are essential for planning tourist areas. These facilities include *tour and travel operations* (also called welcome services). These facilities include: restaurants and various other types of eateries, shops selling handicrafts, souvenirs, specialty shops, grocery stores, banks, money exchange and other financial service facilities, tourist information offices, personal services (such as beauty salons), health care facilities, public security facilities (including police and fire stations), and travel facilities for entry and exit (such as immigration and customs offices excise).
4. Transportation facilities and services. Includes access transportation to and from tourist areas, internal transportation that connects the main attractions of tourist areas and development areas, including all types of facilities and services related to land, water, and air transportation.
5. Other infrastructure. The infrastructure in question is the provision of clean water, electricity, drainage, dirty water lines, and telecommunications (such as telephones, telegrams, telex, facsimiles, and radios).

6. Institutional elements. The institution in question is the institution necessary to establish and manage tourism activities, including workforce planning and education and training programs; develop marketing strategies and promotional programs; structure public and private sector tourism organizations; regulations and legislation related to tourism; determine investment policies for the public and private sectors; and control economic, environmental, and socio-cultural programs

Tourism Development Strategy

Tourist destination areas developing a tourism policy must undergo careful and sustainable planning to ensure tourism positively impacts the community now and in the future, while minimizing any adverse effects.

According to Inskip (1991:29), several approaches are considered in conducting tourism planning, including:

1. Continuous Incremental and Flexible Approach, where planning is seen as an ongoing process based on needs by monitoring existing feedback.
2. System Approach, where tourism is seen as a system relationship and needs to be planned like a system analysis technique.
3. Comprehensive Approach, related to the system approach above, where all aspects of tourism development, including institutional elements and the environment, as well as socio-economic implications, are considered in a holistic approach.
4. Integrated Approach, relates to the system and overall approach where tourism is planned and developed as a system and overall where tourism is planned and developed as an integrated system in all plans and total forms of development in the area.
5. Environmental and sustainable development approach, tourism is planned, developed, and managed in a way that natural and cultural resources do not degrade in quality and are expected to remain sustainable, so that environmental carrying capacity analysis needs to be applied to this approach.
6. The Community Approach, an approach supported and also proposed by Peter Murphy (1991), emphasizes the importance of maximizing the involvement of local communities in tourism planning and decision-making processes, in order to be able to increase the

desired and possible need to maximize community participation in the development and management implemented in tourism and its benefits to the socio-economy.

7. Implementable Approach, tourism development policies, plans, and recommendations are formulated to be realistic and implementable, with the techniques used being implementation techniques, including development, action programs, or strategies, especially in identifying and adopting
8. Application of systematic planning approach, this approach is applied in tourism planning based on the logic of activities

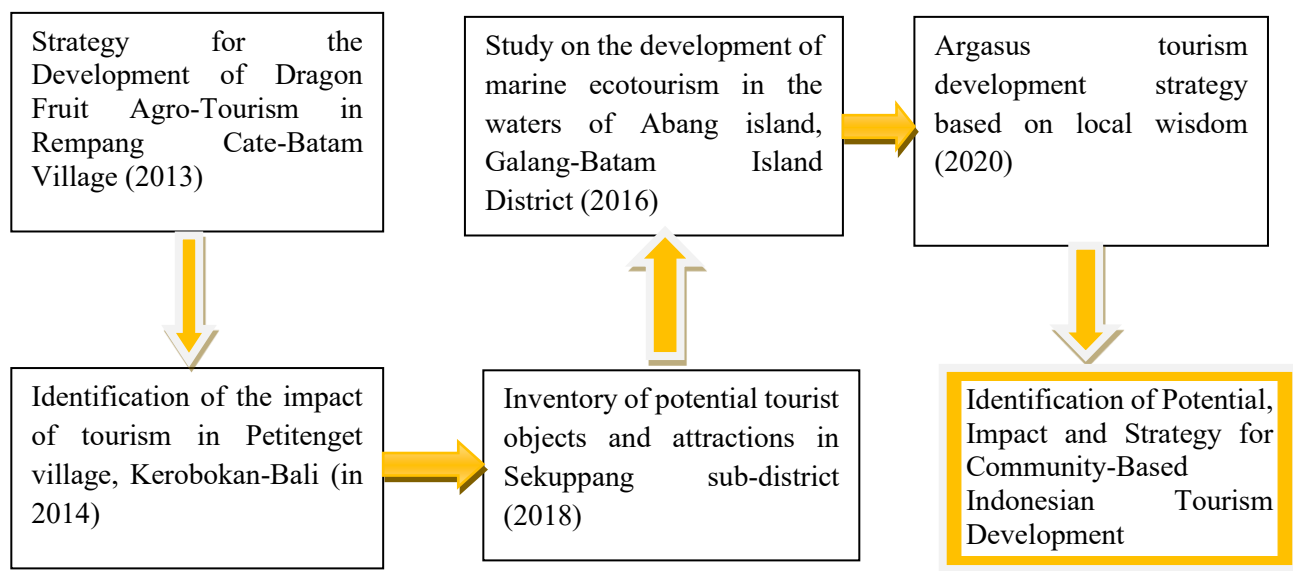
Godfrey and Clarke's process of shaping a tourism strategy consists of three steps, namely:

1. Identifying Opportunities and Constraints(Based on an evaluation of supply and demand).
2. Setting development Goals and Objective (Addressing issues needing attention in the short, medium, and longer term).
3. Define a series of action steps (Designed to achieve the goals and objectives within some specified time frame).

State of the art

Yes	Title and Name of the Researcher	Research Location	Research Methods	Research Results
1	Development of Natural Tourism Objects and Attractions as Tourist Destination Areas in Karanganyar Regency (Devy & Soemanto, 2017)	Karanganyar Regency	Qualitative Analysis	The development strategy of the Jumog Waterfall Tourism Object includes policy making through BUMDes Berjo which is supported by the Village Government, Regional Government, and tourism actors.
2	Study of the arrangement of the Panyaweuyan Hill tourist area with the concept of agro-tourism (location of Panyaweuyan Hill, Tejamulya village, Argapura district, Majalengka regency, West Java (eko Mujiarto et al, 2020)	São Paulo	Descriptive analysis and cartesian diagrams	Make a master plan for the Bukit Panyaweuyan tourist area which is seen from policies related to the object of study, the existing conditions of the location and site, agro-tourism components, and existing tourism activities

Roadmap of the development strategy of community-based Panyaweuan tourist attractions in the Majalengka district



RESEARCH METHODS

Research Stages

In this study, 3 stages will be carried out based on the formulation of the research problem, namely the first stage of exploring the tourism potential around the Panyaweuan tourist object area as an object and tourist attraction through observation and documentation activities as well as interviews with community leaders, village heads to get a clear picture of the tourism potentials found in the Panyaweuan tourist object area as a supporter as a tourism destination through *a field research study*. The second stage is a combination of the first stage by mapping or zoning tourist objects and attractions using the concepts of 4A and 1 C in offering tourism products including attraction (attraction), accessibility, amenities (facilities), ancillary (tourism institutions) as well as community involvement

As a result of the first and second stages in the research process, then the third stage process will be carried out, namely analyzing with SWOT Analysis of tourism potential and tourism products found in the Panyaweuan tourist object area as a support for tourism

destinations, which will then be carried out priority strategy analysis based on Internal Strategy Factors (IFE = *Internal Factors Evaluation*) and External Strategic Factors (EFE *analysis*)= *External Factors Evaluation*) in the development of tourism as a tourism destination narrated in a descriptive form.

Research Location

Research on "Strategies for the development of community-based Panyaweuan tourism objects in Majalengka Regency" was carried out in the Panyaweuan tourist attraction, Tejamulya village, Argapura district, Majalengka Regency.

Research model

The research study entitled "Strategies for the development of community-based Panyaweuan tourism objects in Majalengka Regency" is an initial study that can be used to identify the potential and opportunities of tourist objects and attractions around Panyaweuan tourism objects to become a leading tourism destination that can improve the community's economy and preserve the socio-culture found in the community, because this research focuses on community-based tourism.

The research methods to be used include observation, interviews, and documentation to identify potential characteristics and map the objects and tourist attractions in Panyaweuan and its surroundings, aiming to establish it as a leading tourism destination. In the interview process, community leaders and stakeholders will be consulted to gather data on the potential and opportunities of tourist objects and attractions around Panyaweuan tourist attractions.

Data collection through observation, interviews, and documentation to obtain potential objects and tourist attractions with the concepts 4A and 1C, including attraction (attraction), accessibility, amenities (facilities), ancillary (tourism institutions), as well as community involvement (*community involvement*) contained in Panyaweuan tourist objects and tourist attractions around Panyaweuan will be described qualitatively.

The results of the first and second phases of data collection which include the potential and mapping of tourist objects and attractions in Panyaweuan tourist objects and tourist attractions around Panyaweuan as supporters of leading tourism destinations will be analyzed with the SWOT Matrix Analysis based on 4A and 1C which will then be analyzed as priority

strategies based on IFE Internal Strategic Factors (*Internal Factor Evaluation*)) and EFE and analysis of EFE External Strategic Factors (*External Factors Evaluation*) in tourism development as shown in figure 3.1 of the following research model:

Data Analysis

SWOT Matrix Analysis

SWOT Matrix Analysis is the systematic identification of various factors to formulate development strategies (Rangkuti, 2008, p. 19). This analysis is based on logic that can maximize strengths and opportunities, as well as minimize weaknesses and threats. Analysis of the internal situation (factors of strength and weakness) combined with external situations (factors of opportunity and threat) will produce an Argasunya tourism development strategy based on local wisdom, as follows, as stated in Figure 3:

1. SO strategy, which is a strategy made based on the utilization of all the strengths possessed to seize and utilize the most significant opportunities.
2. ST strategy, which is a strategy by uses all the power it has to overcome threats
3. WO strategy, which is a strategy made based on the use of existing opportunities by minimizing existing weaknesses
4. WT strategy, which is a strategy made based on defensive activities and trying to avoid threats

Internal	Strengths (S) Determine internal strength factors	Weaknesses (W) Determine the factors of weakness internally
External		
Opportunities (O) Determine external opportunity factors.	S-O Strategy Create a strategy that uses power to capitalize on opportunities	W-O Strategy Create a strategy that minimizes weaknesses to leverage the chance
Threats (T) Determine external threat factors.	S-T Strategy Create strategies that use power to overcome threats	W-T Strategy Create a strategy of minimizing weaknesses and avoiding threats.

Figure 2
SWOT Matrix: Development strategy based on internal and external factors
Source: Rangkuti, (2008:31).

In determining the best strategy, weight (value) is assigned to each element of strengths, weaknesses, opportunities, and challenges (SWOT) based on their importance and the regional conditions. The weight/value given is between 1 and 5. A value of 1 means not important, 2 means a little important, three means quite important, four means important, and five means very important.

After each SWOT element is given weight/value, the elements are related to obtain several alternative strategies (SO, ST, WO, WT). Then the alternative strategies are added up in weight/value to produce a ranking of each alternative strategy. The strategy with the highest ranking is prioritized to be carried out.

IFE (Internal Factors Evaluation) and EFE (External Factor Evaluation) Analysis

According to Santoso (2013), the IFE (*Internal Factor Evaluation*) matrix is a strategy formulation tool used to summarize and evaluate the main strengths and weaknesses in the functional areas of the business, and also serves as a basis for identifying and evaluating the relationships between these areas, intuitive assessment is used in the development of an internal factor evaluation matrix, so its scientific appearance should not be interpreted as evidence that this technique is completely without gaps. A thorough understanding of the factors included in it is more important than existing figures. According to Santoso (2013), the EFE (*External Factor Evaluation*) matrix allows strategists to summarize and evaluate socio-economic, cultural, demographic, environmental, political, governmental, legal, technological, and competitive information plans.

RESEARCH RESULTS

Overview of Panyaweuan Tourist Attractions

The Panyaweuan tourist attraction is located in Teja Mulya village, Argapura district, Majalengka Regency, which is part of the Argapura sub-district. Topically, the Teja Mulya village area is included in the category of highland areas with an altitude of $\pm 1,500$ meters above sea level (masl), with evident boundaries with other villages, including:

done to provide convenience to tourists who will visit the Panyaweuh terrace by using a large vehicle to be able to park their vehicles at the Argapura Tourism terminal, and then can be replaced with a small type of vehicle or motorcycle to help tourists visit the Panyaweuh terrace tourist attraction, as shown in Figure 5 below:

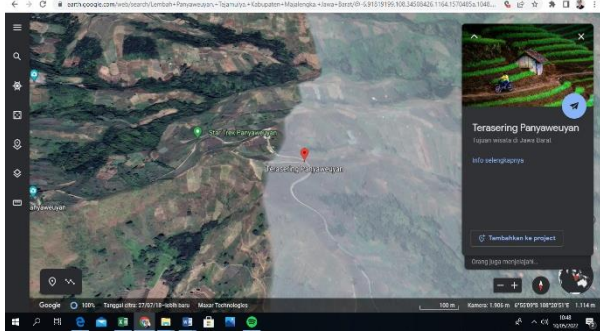


Figure 4
The Coordinates of the Terrace
Source: Google Earth, 2022



Figure 5
Argapura Tourism Terminal.
Source: research documentation. 2022

In addition, Argapura District, in order to support the Panyaweuh Terrace tourist attraction in Tejamulya Village, built a tourism information center that aims to provide information about tourist attractions in Argapura District, one of which is the Panyaweuh Terrace located in Tejamulya village, as one of the ideal destinations and visited by many tourists. *Tourism Information Center & Store*



Figure 6
Tourism Information Center
Source: Research Documentation, 2022



Figure 7
Vegetable Tourism
Source: Research Documentation, 2022

In addition to the *Tourism Information Center & Store* facilities, there are stalls used as souvenir places for visitors seeking typical souvenirs from Panyaweuan. However, these stalls are still not utilized by the community. Outlets as souvenir centers are expected to have a positive impact on the local community to improve the economy through micro, small, and medium enterprises (MSMEs) that are managed independently. It is hoped that the community will have creative ideas and introduce tourists to the diversity of the people in the surrounding Tejamulya village.



Figure 8

Narrow Road Facilities

Source: Research Documentation, 2022



Figure 7

Agrotourism Potential

Source: Research Documentation, 2022

Another potential of Panyaweuan, within the surrounding Tejamulya village, is agrotourism, which must be developed according to the conditions and situations of the Panyaweuan tourist attraction. This is in accordance with the Regional Spatial Plan (RTRW) of Majalengka Regency 2011-2031 that Majalengka Regency in determining the goals, policies and strategies of spatial planning is seen from its environmental potential and spatial planning policies that have been set in the Panyaweuan tourist area with the concept of Agrotourism, where the arrangement in terms of strengthening the agribusiness system, developing tourism activities by utilizing natural potential, developing service centers in accordance with carrying capacity and environmental capacity. The concept of Agrotourism is very suitable for the natural conditions and situations in Panyaweuan tourist attractions. Around Panyaweuan, various kinds of rice fields and plantations provide a charming and fresh atmosphere, supported by cool and cold air, adding to the charm. Around Panyaweuan there are many vegetable plantations such as cabbage, onion, carrots and so on, including most likely it can be developed into fruit crops such as strawberries, apples, but most of the Panyaweuan area is still planted

with vegetables that are managed independently and distributed to the market, both markets around Majalengka to the exit of Majalengka as shown in figures 4.4 and 4.5 below:

In addition to its agrotourism potential, Panyaweuan is a famous tourist attraction with enchanting scenery, spoiling our eyes with various kinds of rice fields and Mount Ciremai. Around Panyaweuan, there are stairs leading to the top of a more expansive plateau, offering views of green areas and very cool air. Panyaweuan, which tourists can enjoy, has the potential to provide significant economic value to the surrounding community. Therefore, facilities must be considered to ensure comfort and satisfaction. However, several things have been improved, one of which is the road to Panyaweuan, which remains very narrow and has many potholes, making it difficult for cars to pass each other.

In addition to the road facilities to Panyaweuan, it is important to consider the washroom (toilet), as these facilities are challenging to reach. Also, the location of the washroom is quite terrible and dangerous for washroom users (toilets). Besides the washroom's dangerous position, there are hygiene issues in both the washroom area and the Panyaweuan area, where garbage is disposed of and information is provided to visitors to ensure cleanliness.

Panyaweuan Tourism Attraction Development Strategy

Panyaweuan tourist attractions in Tejapura village, Argapura District, have various strengths, weaknesses, opportunities, and threats affecting development strategies in Panyaweuan.

Strength

- 3 It has an outstanding potential for scenery that can be seen in the natural beauty and the scenery of Mount Ciremai
- 4 Have rice fields and plantations that can be used as agro tourism
- 5 Have a traditional lifestyle
- 6 It has effortless access from the city of Majalengka with a tourism terminal
- 7 The existence of a souvenir center as a form of promotion of local products in the community of Tejamulya village, Argapura district
- 8 Rice fields and plantation products are the main products used as souvenirs for tourists visiting Panyaweuan

- 9 There is high motivation by the surrounding community to develop tourism to improve the community's economy
- 10 There is a selfie photo place in the peak area, which is used as an area for millennials

Debilitation

1. There are still problems of waste cleanliness that must be faced by the community, and there is also a low awareness of tourists about the waste produced
2. The accessibility of the road to Panyaweuan is still narrow, especially for four-wheeled vehicles or more, so it is very prone to accidents
3. Many roads are still potholed and unsafe on every side of the road that goes directly into the ravine, and there are no complete traffic signs for motorists regarding the road conditions in Panyaweuan
4. There are still incomplete hygiene support facilities, such as adequate and clean public toilets
5. There is still a lack of participation from the local community to manage well and environmentally friendly, and they have not tried to calculate the capacity of a tourist attraction properly, so there is often chaos and congestion that can result in disappointment of tourists who visit Panyaweuan

Chance

1. Panyaweuan is an object that dominates the objects around it
2. The development of other tourism, such as agro-tourism and educational tourism about nature
3. Panyaweuan is sufficiently equipped with tourism support facilities such as rest areas, coffee shop facilities, and toilets
4. There is no stopover *tourism destination* facility to reach Panyaweuan, even though under Panyaweuan, it can be used as a *stopover tourism destination*
5. Panyaweuan is used as a selfie tour for millennials
6. The cultural potential of the Panyaweuan community has not been combined with and collaborated with the natural beauty of Panyaweuan as a sustainable product diversification

Threat

1. Panyaweuan's environment can be damaged if not managed properly

2. People still only think about profits, so they have not thought about sustainable tourism
3. There has been no good coordination between the community's efforts and each other that which can cause turmoil in the community
4. The parking lot is still not large enough in the Panyaweuan area, so that in times of crowds, it can cause landslides
5. There is a danger of landslides in the Panyaweuan area and the road to Panyaweuan, which is associated with continuous rain, so that traffic regulation to or in the Panyaweuan area is needed

Analysis of the Strategic Development Strategy

Panyaweuan tourist attractions located in Tejamulya village, Argapura district, offer opportunities to support tourism development in the Majalengka district. Panyaweuan tourist attractions, located in Tejamulya village, Argapura district, Majalengka regency, have *strengths*, weaknesses, opportunities, and threats. A SWOT analysis will be conducted by assigning scores to strengths, weaknesses, opportunities, and threats, enabling the development of strategies to be implemented against Panyaweuan tourist attractions.

Panyaweuan Development Strategy:

1. Panyaweuan's development strategy is based on *strengths* and opportunities that Panyaweuan is used as a tourist object with the concept of agro tourism supported by local culture as the uniqueness of Panyaweuan and still sees opportunities by being equipped with selfie photo facilities to get a response from millennials, while for souvenirs as souvenirs for tourists can be in the form of rice fields and plantations produced from Panyaweuan and continue to identify the potential of souvenirs produced by the community in the Panyaweuan area
2. Panyaweuan's development strategy is based on *strengths* and threats. Panyaweuan is a tourist attraction with the concept of agro tourism, which emphasizes environmental preservation. It also regulates the number of tourist visits to protect and reduce environmental damage and landslides. However, tourism facilities are still built to meet the expectations and satisfaction of tourists towards Panyaweuan and remain prioritizing joint

efforts for the community independently, and the results are used for the togetherness of the people of Tejamulya village, Argapura district

3. Panyaweuan's development strategy is based on weaknesses and opportunities that improve accessibility facilities to Panyaweuan, including road widening, repairing potholes, providing traffic signs, and also providing cleaning facilities. Panyaweuan as agrotourism as an opportunity, as well as providing opportunities for the community to do joint efforts independently, so that the entire community reaps the benefits of tourism economically and socially
4. Panyaweuan's development strategy is based on weaknesses *and threats* that Panyaweuan as a tourist object is still lacking in accessibility due to narrow roads, prone to landslides, paying special attention to solving accessibility so as to reduce the risk of accidents for visitors as well as the provision of clean public facilities and hygiene to increase environmental cleanliness complemented by the existence of a place Waste disposal is managed by the community and always provides appeals and socialization for the community and visitors to protect the environment from waste so that tourism can be sustainable and community-based.

CONCLUSION

1. Panyaweuan tourist attraction located in Tejamulya village, Arapura District is a tourist attraction that has much potential that must be developed based on the natural potential possessed by Panyaweuan, such as old scenery equipped with sloping land landscapes or terraces, adding to the natural beauty in Panyaweuan.
2. Panyaweuan can be developed into agro tourism with natural potential, rice fields, and plantations that produce many vegetables and fruits, as natural potential owned by the people of Tejamulya village, Argapura district
3. Panyaweuan already has supporting facilities as a tourist attraction, but it must continue to be improved and completed
4. Panyaweuan is equipped with a tourism terminal and stalls that are used to promote products produced by the people of Panyaweuan and its surroundings
5. The community around the Panyaweuan tourist attraction has benefited as a result of tourism both economically and socially, but must also always prioritize a sense of

togetherness through joint efforts with non-governmental organizations so that the benefits can be felt equally.

6. Panyawean tourism managers must always socialize with the community and visitors to always prioritize environmental cleanliness in order to move towards sustainable and community-based tourism

Suggestion

1. Panyawean tourist attractions must be improved as soon as possible in terms of facilities used by tourists, so that they can provide comfort and satisfaction for tourists when visiting Panyawean
2. Accessibility to Panyawean tourist attractions must be improved immediately, in this case, the widening of the road, which can reduce the risk of accidents for tourists visiting Panyawean, including repairing potholes along the road to Panyawean
3. The people of Tejamulya village must always think about developing Panyawean as a tourism destination that is environmentally friendly, sustainable, and always oriented towards economic and social interests for the community and the equitable distribution of benefits from tourism activities
4. Improving the ability of human resources in terms of managing Panyawean towards sustainable tourism
5. Prepare souvenirs made by the rural community of Tejamulya and the surrounding areas to promote local products
6. Collaborating with culture and natural beauty to become a community-based tourism product

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