

Mapping the potential of Kampung Balirejo to enhance local tourism destination initiation in Yogyakarta

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received April 27, 2024 Received in revised form June 01, 2024 Accepted December 20, 2024 Available online April 01, 2025</p> <p><i>Keywords:</i> Initiation strategies Local tourism destination KOTAKU Potential mapping SWOT analysis</p> <p>*Corresponding author: Mutiara Cininta Architecture Study Program, Faculty of Engineering, Atma Jaya University Yogyakarta, Indonesia Email: mutiara.cininta@uajy.ac.id ORCID: https://orcid.org/0000-0002-3030-5855</p>	<p>Diverse impacts characterise the implementation of the City without Slums (KOTAKU) program, significantly transforming Gajah Wong River into a thriving tourism village in Kampung Giwangan, Yogyakarta. Despite the potential of the Gajah Wong River embankment and KOTAKU infrastructure, Kampung Balirejo in Muja-Muju, which was conceptualised in 2021, had not achieved the full tourism potential. Therefore, this research aimed to formulate strategies for local tourism development by mapping the potential of Kampung Balirejo. The method used was qualitative descriptive design, including data collection through observation, interviews, and documentation, and SWOT analysis and mapping of attraction, activity, accessibility, amenity, accommodation, and ancillary services. The Prioritize Administrative elements included support from local government, private entities, management groups, and community capacity building. Based on the results, amenity, spatial arrangement, and attraction points were identified as essential factors for realising attraction and activity. Emphasising accessibility through bridge utilisation and bicycle route integration was also important. At the same time, accommodation was not a primary focus due to short-term visits. This research provided valuable information for sustainable tourism development in Kampung Balirejo to achieve an engaging and enduring destination.</p>

Introduction

The City without Slums (KOTAKU) program is mandated by Presidential Regulation (Perpres) No. 2 of 2015. This program facilitates the development and enhancement of urban areas by improving the quality of slum housing, preventing new slum areas, and ensuring the sustainability of community livelihoods (Fitri, Herlina Sakawati, and Muh. Nur Yamin 2021). The KOTAKU program is implemented across all 34 provinces and 271 regencies/cities in Indonesia by integrating various resources. These include funding from the central government to the regency/city levels, donors, private sectors, the

general public, and other parties (Kholqi and Laila Kholid Alfirdaus 2020). However, the implementation process varies across different areas, such as residential and riverbank settlements (Salindri 2023).

Among several villages benefiting from the KOTAKU program is Muja-Muju Village, comprising 12 RWs (Neighborhood Associations) grouped into three kampungs (Hamlets): Miliran, Balirejo, and Muja-Muju. The village is bordered by the Gajah Wong River on the eastern side, separating it from Banguntapan in Bantul and Rejowinangun in Kotagede (figure 1). The Gajah Wong River riverbank area in

Elements of tourism	
Accommodation	Accommodation refers to facilities for tourists to stay at the destination, including various economic levels.
Ancillary Service	Ancillary Service is the presence of institutions managing tourism destinations, building facilities, and providing services (Chaerunissa and Yuniningsih 2020).

Tourism destination

A tourism destination is an entity in a specific geographic area that comprises tourism products and services, including other supporting elements such as tourism industry players, the local community, and development institutions (Koy and Rodrigues 2019; Tobing et al. 2020). These elements motivate visitors, thereby contributing to tourists' experiences (Pratama, Sonson Nurusholih, and Erica Albertina S 2021). According to Sunaryo (2013), a tourist destination is a geographic area located in one or more administrative areas with tourism attractions (Harefa 2019), public facilities (Bawole 2020), tourism, accessibility (Budihardjo 2019), and a cohesive community (Hermawan 2017).

2. Review of previous research

The research titled "Collaborative Governance of Community-Based Tourism Development in Tamansari Community-Based Tourism Village - *Tata Kelola Kolaborasi Pengembangan Kampung Wisata Berbasis Masyarakat di kampung Wisata Tamansari*" is one of the community-based tourism villages in Yogyakarta City, with various potential categorised as "Initiation" (Saputra 2020). Collaboration among various parties in community-based tourism development is the answer to overcoming the problems. Collaboration is expected to make the Tamansari community-based tourism village develop or become self-reliant (Pudianti and Vitasurya 2019).

Sanjaya and Prasetyo (2020) focused on "Youth Participation in the Development of Pilot Tourism Destinations in Sidoluhur Village, Godean, Sleman - *Partisipasi Pemuda dalam Pengembangan Rintisan Destinasi Wisata di Desa Sidoluhur, Godean, Sleman*". The results showed that the initiator figure of the program hindered the development and management of tourism destinations in Sidoluhur Village (Sanjaya and Prasetyo 2020). Based on the descriptions from both previous literatures, this

research has similarities in exploring tourism and development. However, the difference is the use of SWOT analysis to assess the tourism potential of Kampung Balirejo, examining five key components: attraction, activity, accessibility, amenity, accommodation, and ancillary services.

Methods

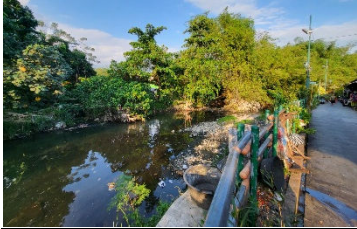








The method used was descriptive qualitative to show societal occurrences and understand the framework of the research problems (Sugiyono 2019). Primary data were obtained through observations and interviews with community, government officials, and community leaders. These observations were conducted on the conditions of the community, the river, and existing facilities. Secondary data were obtained from websites and previous research. The stages of formulating the strategy included 1) analysis of environmental issues, both internal and external factors, 2) identification of alternative strategies using strengths, weaknesses, opportunities, and threats (SWOT), and 3) formulation of priority strategies based on the evaluation of strategic issues (Wahyu Fajar H, Marsudi, and Ardhan Nugroho 2021).

Results and discussion

1. The potential of Kampung Balirejo

Tourism potential includes physical and non-physical components (Mulyaningrum and Widyastuti Nurjayanti 2023). Table 2 identifies Kampung Balirejo's natural, artificial, physical, and non-physical cultural potentials. Specifically, artificial physical components include public facilities such as observation posts, Green Open Spaces (RTH), toilets, pavilions, reading rooms, the addition of railing fences, and street lighting along the neighbourhood roads (Sumbogo 2022). The area's conditions have experienced significant improvement, becoming attractive due to the implementation of the KOTAKU program, launched in 2016 by the Ministry of Public Works and Housing (PUPR) (Liandri and Tatang Suheri 2019). Furthermore, Balirejo currently has tourism potential initiated by the community, such as Kampung Hijau (Green Village), characterised by hydroponic plants, and Kampung Stroberi (Strawberry Village) (Huda 2021).

Table 2. Identification of the Potential Kampung Balirejo

Potentials	Description
Natural Physical	<p>Geographical location on the banks of Gajah Wong River.</p>  <p>Abundant ponds and bustling fishing activity mark natural conditions supporting the fishing sector.</p>  
Artificial Physical	<p>This village also has supporting infrastructure such as:</p> <ul style="list-style-type: none"> - Roads, Gajah Wong River slope, railing fences, and street lighting.  <ul style="list-style-type: none"> - Pavilion, mosque, toilets, playground.   <ul style="list-style-type: none"> - The observation post and gazebo are on the north and south sides of the area.   <ul style="list-style-type: none"> - Green Open Space, reading space.  <p>The community initiates Kampung Stroberi and Kampung Hijau with the hydroponic plants.</p>

Potentials	Description
Non-Physical Cultural	<p>Human resources in Kampung Balirejo are active in activities such as community meetings.</p> <hr/> <p>The community's initiative is to use home garden land by planting plants adapted to their location, such as strawberries, chilli, mangoes, and rambutans.</p>  <hr/> <p>The community already have culinary businesses, grocery stores, and cultivation.</p> 

Based on these characteristics, Kampung Balirejo has shown potential for becoming a new tourism destination. The phenomenon is attributed to natural, human, and infrastructure resources capable of supporting tourism destination's activity. However, the lack of a concept and development strategy has been identified as a contributing factor hindering the implementation of this potential.

2. SWOT analysis

The success of implementing the KOTAKU program in Kampung Balirejo requires maintenance through a regional identity concept that can empower the community and transform the village into a non-slum area. The transformation into a local tourism destination is essential and achievable by implementing appropriate strategy strategies through policies and area design concepts. SWOT analysis reviews the location conditions based on factors both from internal and external perspectives (Sucia and Belasunda 2024). Internal Factors or IFAS (Internal Strategic Factors Analysis Summary) consist of strengths and weaknesses, as shown in [table 3](#). Meanwhile, external factors or EFAS (External Strategic Factors Analysis Summary) include opportunities and challenges, as presented in [table 4](#).

Table 3. FAS table: Strengths and weaknesses

Strengths (S)	
S1	There is existing road infrastructure.
S2	The area has a natural landscape along the Gajah Wong River.
S3	It has a strategic location in the middle of Yogyakarta City.
S4	Most building facades are facing the river.
S5	Public facilities include gazebos, toilets, playgrounds, mosques, and pavilions.
S6	The community has an interest in planting strawberries, chilli, longan, rambutan, mangoes, and kaffir lime.
S7	The community has culinary businesses: satay, chicken noodle soup with bones, roadside food stalls, soy milk, and "ramesan" (a type of dish).
S8	The community's enthusiasm to become a tourism village destination is reflected in the presence of community-based tourism groups (<i>pokdarwis</i>) and collaborative community groups.
Weaknesses (W)	
W1	Steep road infrastructure and narrow riverbanks are only sufficient for motorcycles.
W2	Many community members still lack skills in the field of tourism.
W3	There are rapid fluctuations in river water levels.
W4	Household cleanliness is not conducive.
W5	Untidy arrangement of plants.
W6	The presence of a river dam limits the length of the route that can be used for tourist attraction.

Table 4. EFAS table: Opportunities (O) and threats (T)

Opportunities (O)	
O1	There is increasing demand for tourism.
O2	Municipal government facilitation exists in the form of thematic bicycle lanes.
O3	Community interest in nature tourism.
O4	Advancements in information technology are rapidly developing and may support tourism destination information.
O5	The tourism sector is becoming a government priority program.
O6	Existence of Tourism Village Networks (JADESTA).
O7	Support from the private sector in the form of CSR.
Threats (T)	
T1	Differences in policies between West and East Riverbank local governments.
T2	Differences in land use.
T3	Similar tourist destinations are present, such as Kampung Giwangan, which is very close to Kampung Balirejo.

Kampung Balirejo has several strengths, including adequate road infrastructure, the banks of the Gajah Wong River, and a strategic location in the middle of Yogyakarta City. Furthermore, the KOTAKU program has built public facilities such as gazebos and pavilions (figure 3). The community also cultivates various plants, with some culinary businesses, facilitating potential development into a tourism village destination. However, some weaknesses of this process include steep road infrastructure for bicycles, limited tourism skills, fluctuations in river water levels, inadequate household cleanliness, and dam limiting the length of tourism attraction routes.

3. Mapping SWOT strategy using the 6A tourism elements

The identified strengths (S), weaknesses (W), opportunities (O), and threats (T) are processed in the SWOT matrix. This produces 5 SO strategies that use strengths to exploit opportunities fully and 3 WO concepts response by minimising weaknesses. Six additional strategies are obtained to reduce the impact of threats by using strengths and reducing weaknesses, as shown in table 5.

Table 5. Matrix of strategies

S-O strategy	W-O strategy
1. Promote river tourism attraction, green tourism, and culinary experiences as local tourism destinations (S2, S6, S7, O4, O6).	1. Introduce new alternative routes for cyclists to the northern entrance (under the Sorowajan bridge) as an extension of the existing Romansa Kota Lawas Route I (W1, W6, O2).
2. Develop plans for natural tourism attractions such as river rafting, boat paddling, fishing trips, and other natural attractions (S2, O1, O3).	2. Enhance digital promotion capacity, environmental health, and urban farming for the community of Kampung Balirejo (W2, W4, W5, O1, O4, O6, O7).
3. Develop plans for green tourism attractions (S6, O1).	3. Deepen the riverbed to maintain water flow and sufficient depth to support river tourism attraction (W3, O5, O7)
4. Improve infrastructure/facilities to support culinary tourism (S7, O1, O5).	
5. Build community commitment to developing tourism destinations with the support of government and private sectors (S8, O5, O6, O7).	
S-T strategy	W-T strategy

1. Formulate educational tourism attractions based on nature, greenery, and culinary experiences (S2, S6, S7, T3).	1. Enhance tourism capacity for Kampung Balirejo (W2, T3).
2. Foster collaboration between Muja-Muju and Banguntapan Villages in addressing issues related to constructing the eastern bank slope of Gajah Wong River (S1, S2, T1).	2. Physical revitalisation and formulation of educational activity using the pavilion area and yards (W3, W5, W4, T3).
3. Develop tourism activity themes that can collaborate between Kampung Balirejo (on the west bank of the river) and Kampung Banguntapan (on the east bank of the river) (S2, S4, T2).	3. Expand parking areas by fostering collaboration to provide parking space on the north side of Balirejo bridge (W1, W6, T1, T2).

The presence of tourism components is essential for the development of tourism destinations. Thus, the strategies formulated in this research are mapped for implementation to identify the priority elements necessary for realising Balirejo tourism destinations, as shown in table 6. According to the results, ancillary services are the most strategic element, which is critical in supporting the overall tourism infrastructure. This is followed by amenities, attractions, activities, and accessibility, each significantly enhancing the visitor experience and destination appeal. On the other hand, accommodation is considered the element with the lowest urgency, suggesting that it may require little attention or investment compared to other components. This prioritisation helps in effectively allocating resources and efforts towards elements that will most significantly impact the development and success of Balirejo as a tourism destination.

Table 6. Mapping the implementation of strategies on each tourism element

	A1	A2	A3	A4	A5	A6
Strategy	attraction	activity	accessibility	amenity	Accommodation	ancillary
SO1	-	-	✓	-	-	-
SO2	✓	✓	✓	✓	✓	✓
SO3	✓	✓	✓	✓	✓	✓
SO4	✓	✓	-	✓	-	✓
SO5	✓	-	-	-	-	✓

	A1	A2	A3	A4	A5	A6
Strategy	attraction	activity	accessibility	amenity	Accommodation	ancillary
WO1	✓	✓	-	✓	-	✓
WO2	-	-	✓	✓	-	✓
WO3	-	-	-	-	-	✓
ST1	✓	✓	-	✓	-	✓
ST2	-	-	-	✓	-	✓
ST3	✓	✓	✓	✓	-	✓
WT1	-	-	-	✓	-	✓
WT2	✓	✓-	✓	✓	-	✓
WT3	-	-	-	✓	✓	-
Total	8	7	6	11	3	12

Ancillary services

The initial step in ancillary services is strengthening the aspirations for accessible communication with the government. Therefore, there is a need to build cooperation with the government and private sectors, conduct discussions among Muja-Muju and Banguntapan Village, forming a coalition to manage the Gajah Wong River. Initiating community forums on both sides of the river and establishing a tourism destination is also essential, which requires garnering support from private sector CSR, activating community gardening activity, forming institutional structures for tourism management, developing culinary tour programs, conducting benchmark research on successful tourism village management, collaborating within the community to provide tourism parking spaces, digital promotion training, digital content creation training, and urban farming training. Community-based Tourism (CBT) training and collaboration with tour packages, including those of community and educational institutions, are contributing factors. Regarding the importance of river deepening activity, an adequate proposal to the government is essential to enhance policy implementation.

Amenity

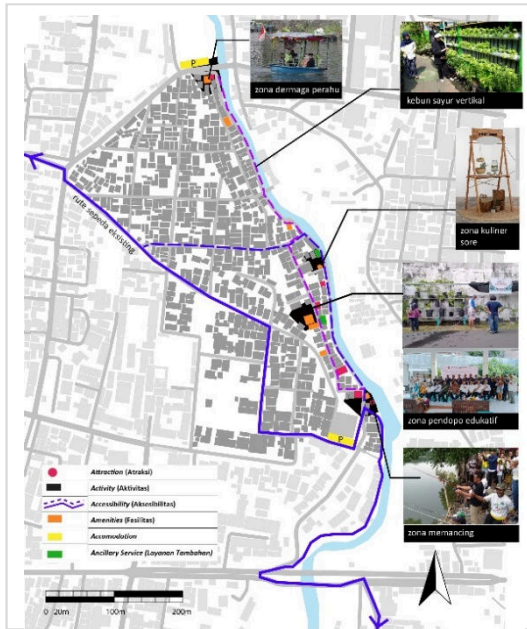


Figure 2. Proposed activity zones based on tourism element mapping

The vision as a local tourism destination promoting river attractions, green villages, and culinary experience requires support from various facilities. These include changing and rinsing areas, food stalls, equipment rentals, souvenir shops, seed and fertiliser stores, processed fruit/produce outlets, and community kitchens (figure 2). For culinary tourism, there is a need to renovate some residential homes into stalls, design portable stands suitable for narrow areas, and enhance the appearance of residential homes to increase the attractiveness of the tourism environment. Bicycle lanes should also be accompanied by comfortable bike routes and parking areas near viewpoints. The pendopo (pavilion in a traditional Javanese house) function should be optimised to support educational tourism activity, including pockets of open space in the village for household waste processing and urban farming demonstrations. Regarding the condition of the eastern riverbank, coordination among local authorities is needed to build river embankments and provide parking areas on the east side of the river. Infrastructure readiness requires improvement to facilitate river rafting, fishing, culinary experiences, and urban farming, including adding buildings and spaces around the

pendopo and creating a performance stage or podium.

Attraction

Kampung Balirejo has the potential for tourism destinations with natural, artificial, and culinary, fishpond, and cyclists' blusukan attractions and various educational attractions, including planting and cooking.



Figure 3. The lower side of the river dam is for the fishing attraction (top), which is adjacent to the gazebo, toilet, and parking area (bottom)

Activity

Various activities can be carried out at the tourism destination of Kampung Balirejo. Moreover, nature tourism enthusiasts can engage in river rafting, boating, fishing in the river, and pond fishing. Activities related to green village attractions include fruit picking, learning plant types and planting methods, urban farming, gardening, fish farming, making household compost, flower arranging, murals, photography, and cycling around the village while taking photos of the atmosphere. Regarding culinary attraction, activities include culinary exploration, courses, self-service, and food processing demonstrations.



Figure 4. The area under the Balirejo road bridge can be used as the starting point for river attraction

Accessibility

Accessibility to Kampung Balirejo can be improved by promoting routes to the destination using various transportation modes. An essential strategy is to ensure the availability of drop-off areas for those arriving by car and the presence of signs/information boards. For river attraction, boat docks are needed at the starting point to the north (figure 4) and the finishing point to the south (figure 5). Additionally, garden tourism can be facilitated by providing information on garden spots and plant benefits and optimising pedestrian bridges to neighbouring areas on the east side. The accessibility to Kampung Balirejo requires improvement both physically and non-physically. Digital accessibility can also be enhanced through digital presence activation, such as creating profile information media, promoting travel routes, and sharing activity content through social media.

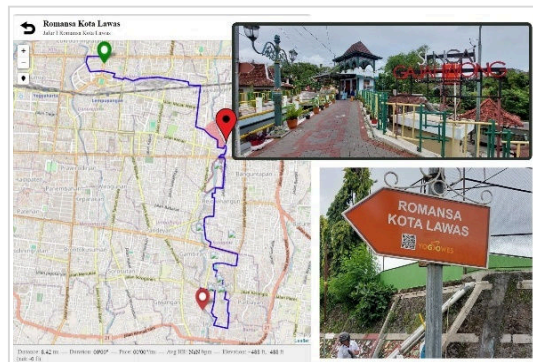


Figure 5. The southern observation post area (above) can be the finishing point for integrated river attraction with existing bike routes (below)

Accommodation

Kampung Balirejo, as a local tourism destination, is frequently visited by the surrounding community that lives only nearby.

Therefore, it only needs waiting and resting areas rather than accommodating overnight stays.

Conclusions

In conclusion, this research showed that ancillary elements, including the role of government and stakeholders and increasing the capacity of the community, were priorities in the pioneering process. The identified amenities included arranging space and attraction points to support natural activity and attraction. Accessibility elements can be achieved by optimising bridges connecting the western and eastern riverbanks, using other potential accesses, such as proximity to the tourism object of Kampung Giwangan and bike routes. Meanwhile, the less strategic element was accommodation, as the community constituted tourism segmentation, whose visiting time was relatively short and did not include overnight stays.

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Author(s) contribution

Hari Saptaning Tyas contributed to the research concepts preparation, methodologies, investigations, data analysis, visualization, articles drafting and revisions.

Mutiara Cininta contributed to the research concepts preparation and literature reviews, data analysis, of article drafts preparation and validation.

Condrodewi Puspitasari contribute to methodology, supervision, and validation.