

## CHAPTER V CONCLUSION AND IMPLICATION

### A. Conclusion

Based on research conducted by researchers from the results of interviews and field surveys as well as discussions regarding local nature tourism development strategies to increase the income of the community around tourist attractions in Matenggeng Village, Dayeuhluhur District, which was conducted using SWOT analysis techniques, researchers can draw the following conclusions:

1. There are several factors that influence the development of nature tourism in Matenggeng Village, Dayeuhluhur District, namely: capital, the role of the surrounding community in terms of managing tourist attractions, support from the village government, promotion of tourist attractions, and tourist attraction infrastructure, as well as the need for support from the local government.
2. Furthermore, in order to determine the right strategy to develop nature tourism to increase the income of the community around the tourist attraction in Matenggeng Village, Dayeuhluhur District, it can be done by analyzing internal and external factors. Based on the results of the calculation data in the IFAS table, it indicates that the development of tourism in Matenggeng Village, Dayeuhluhur District is in a strong position in utilizing strength to deal with weaknesses faced in the development of nature tourism areas in Matenggeng Village. This mean that the development of local nature tourism in Matenggeng Village, Dayeuhluhur District has been able to overcome its weaknesses by utilizing its strengths. The factors that is a strength in the strategy for developing nature tourism in Matenggeng Village, Dayeuhluhur District is the very affordable entrance ticket price. This shows that in addition

to the relatively affordable entrance ticket price, there is also natural beauty with cool and calm air. The results of the analysis of external strategy factors through opportunities and threats indicate that tourism development in Matenggeng Village is in a moderate external position in utilizing opportunities and being able to overcome the threats faced. This means that tourism development in Matenggeng Village, Dayeuhluhur District, responds well to opportunities and is able to overcome threats, so that it can minimize the impact of threats that may arise. The main opportunity in the strategy of developing tourism objects in Matenggeng Village, Dayeuhluhur District is the existence of community support in the process of promoting tourism objects. In addition, there are also other opportunities, namely helping the surrounding community, especially in terms of economy.

3. Based on the results of the SWOT analysis processed from the interview results, the tourism development strategy in Matenggeng Village, Dayeuhluhur District is located in quadrant 4 or is located between external opportunities and internal strengths (Supporting strategy) so it can be said to be in a very good position in using its internal strengths.

## **B. Implication**

1. Based on the result of the research analysis and conclusions, there are implication that can be proposed as follows. The strategy for developing local nature tourism in Matenggeng Village is currently still running well, the community contributes to the development of tourist attractions in Matenggeng Village with the hope of advancing tourist attractions and existing tourism potential to improve and develop the economy of the surrounding community. One of the community's efforts to develop these

tourist attractions is in the form of managing tourist attractions and promotions through social media as an effort to attract visitors. In addition, the initiative of tourist attraction management in the form of the POKDARWIS (Tourism Awareness Group) forum which is able to manage in terms of maintenance, repair of infrastructure is at the forefront of developing tourist attractions.

2. The existence of support from the village government that can provide opportunities and encouragement for the development of tourist attractions in Matenggeng Village, especially as a source of capital in terms of maintenance and further development through the Village Fund Budget. The development of tourist attractions in Matenggeng Village, Dayeuhluhur District certainly requires a lot of money for maintenance, repair, development and renewal of tourist attractions so that attention is needed from the local government, especially the related Tourism Office, regarding funds and capital for the development of tourist attractions in Matenggeng Village because sources of funds and capital are the main problems in the development of tourist attractions in Matenggeng Village, Dayeuhluhur District to be able to compete with tourist attractions in the surrounding areas in order to increase the income of the community around tourist attractions in Matenggeng Village.

3. In terms of developing tourist attractions in Matenggeng Village, it has great potential to be further developed due to opportunities and strengths that are relatively more significant compared to weaknesses and threats. With relatively affordable entrance tickets to tourist attractions, visitors can feel the beauty of nature and a peaceful atmosphere when visiting tourist attractions. In addition, there are community trade businesses that complement tourist attractions so that they indirectly play an important role in the development of tourist attractions. However, with less strategic access and poor roads, it is a problem in the development process.

### **C. Suggestions For Further Research**

In research, a researcher must contribute something useful or beneficial to the development of science, institutions, communities, and various parties involved in the research. The following are the suggestions the researcher offers after examining this problem::

1. For future researchers who will conduct the same study and research, they can develop the research objectives they want to research and focus more on what is being researched.
2. Researchers must understand the focus of the research to be studied by increasing the literature studies related to the focus of the research to be studied.
3. For future researchers who will conduct research with the same theme and location, it is recommended to conduct research on the sources of capital and management obtained for natural tourism development strategies for the future.