

# Strategies for Developing Tapis Craft Tourism Villages and Supply Chain in Creative Industries in Negeri Katon Village of Pesawaran, Lampung

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## ABSTRACT

This research discusses the strategy of developing a Tapis craft tourism village and the tourism supply chain in Negeri Katon village, Pesawaran district. The purpose of this study is to identify tourism potential and formulate strategies for developing Tapis craft tourism villages and tourism supply chains. The method used in this study is to use SWOT analysis which includes IFAS, EFAS, IE and SWOT matrices. Based on the results of the research conducted, there are several tourism potentials that can be developed. The IFAS matrix analysis produces 5 strengths and 4 weaknesses, while based on the EFAS matrix analysis there are 3 opportunities and 2 threats. The IE matrix shows that the development of tourist villages is in quadrant one position. The conclusion of this research is that based on the SWOT analysis, there are several alternative strategies that are produced including involving the community in the development of tourist villages starting from planning, implementing and evaluating, making tour package programs, making photo spots for tourists, assisting the community to ensure the program runs well, increasing human resource capabilities, taking advantage of technological developments to maximize promotions, forming tourism management institutions, encouraging people to become entrepreneurs in the culinary field, utilizing and managing people's homes as homestays, building tourist facilities and infrastructure, creating Tapis culture week activity programs, involving the younger generation in exhibition activities, forming the Tapis community, including Tapis lessons in formal schools, improving coordination between craftsmen and the government as well as providing counseling and education to the community.

## 1. INTRODUCTION

A number of unique features that have the potential to be developed as creative villages in the development of tourist villages can be found in almost all regions in Indonesia. Villages that have the potential for uniqueness, attractiveness, both physical characteristics of the rural natural environment and social and cultural life of the community that are packaged and managed attractively with the development of tourism supporting facilities are tourist villages, in a good and well-planned environmental and management system, ready to receive tourist visits. to the village, as well as being able to drive tourism economic activities that can improve the welfare and empowerment of local communities (Muliawan, 2008 in Atmoko, 2014).

One of the villages that has the potential to become a creative village based on local wisdom-based creative industries with the development of an economic-educational tourism model is Negeri Katon Village, one of the villages in Pesawaran district, Lampung province where many residents work as Tapis craftsmen. Based on data from the Industry and Trade Office of Pesawaran district in 2019, there were  $\pm$  114 small and medium industries of Tapis craft in Negeri Katon

Village with a total of 257 craftsmen. This study aims to identify tourism potential and formulate strategies for developing Tapis craft tourism villages and their tourism supply chains.

Muliawan (2008) in Atmoko (2014) states that a tourist village is a village that has the potential for uniqueness and a distinctive tourist attraction, both in the form of physical characteristics of the rural natural environment, social and cultural life of the community that are managed and packaged attractively and naturally with the development of tourism supporting facilities, in a harmonious environment and good management, planned and ready to welcome tourists visits and able to drive tourism economic activities. So that it can improve the welfare and empowerment of local communities. Meanwhile, according to Joshi (2012) in Putri and Manaf (2013) village tourism is tourism consisting of the whole experience, natural attractions, unique elements, traditions, as a whole can attract tourists. Karyono (1997) in Atmoko (2014), suggests that in the development of tourist villages there are several components that are discussed:

1. Tourist attractions and activities. Attractions can be in the form of cultural arts, traditions, natural resources, historical heritage, services, entertainment and so on that become tourist attractions. These give the characteristic of the area that attracts tourists to visit the place.
2. Accommodation in tourist villages, namely where local residents live.
3. Institutional elements and human resources in the development of tourist villages. These institutions must have reliable capabilities in management.
4. Other tourism support facilities, where the development of tourist villages must have supporting facilities such as communication facilities.
5. Other infrastructure is also very important to be prepared in the development of tourist villages such as drainage systems.
6. Easy transportation for guest access.
7. Natural environmental and socio-cultural resources.
8. Community support has a very big role such as maintaining environmental cleanliness, security and hospitality.
9. The tourist village market can be a domestic or foreign tourism market.

The definition of Tapis according to

Widarti Ali (1999) quoted by Sofiatun (2017), where tapis cloth is a Lampung ethnic women's clothing in the form of a sarong woven from cotton or silk thread and embroidered with gold thread or silver thread. This Tapis is basically one of Lampung's traditional crafts in aligning their lives with God and the environment. In Figure 1, it can be seen that the Tapis weaving activities carried out in Negeri Katon village.





**Figure 1.** Activities to weave Tapis in Negeri Katon village  
Source: Research Document

The tourism industry has a number of different characteristics from the manufacturing. According to Haiyan Song, (2012) there are six characteristics of tourism, namely:

1. Coordination Intensive. The different products or services (transportation, accommodation, etc.) are packaged together into tourism products.
2. Perishable. The service cannot be saved for future use.
3. Information Intensive. Tourists need to travel to places where tourism products are produced to consume tourism products that cannot be checked before a purchase is made, meaning that tourism product sales are highly dependent on product presentation and interpretation.
4. Product Complexity. Tourism products are complex, heterogeneous and multiple, consisting of many different service components such as transportation, accommodation, tourist attractions, restaurants and shopping.
5. Demand Uncertainty. High demand uncertainty in the tourism industry.
6. Dynamics. More complex dynamics due to competition among service providers.

The characteristics of the tourism industry, identified in the seven keys of Tourism Supply Chain Management (TSCM) according to Xinyan Zhang, Haiyan Song, George Q. Huang (2009):

1. Demand Management
2. Supply Management
3. Two Party Relationship
4. Tourism Supply Chain Coordination
5. Product Development
6. Inventory Management
7. Information Technology

## 2. RESEARCH METHODS

The research was conducted at the Tapis craft center, Negeri Katon village, Pesawaran Regency, Lampung Province. The data collection methods used are as follows:

1. Interview  
Respondents who were interviewed included Tapis craftsmen and several officials from related institutions related to the development of Tapis craft tourism village in Negeri Katon village, Pesawaran Regency.
2. Observation  
Observing directly the condition of Negeri Katon village, how the activities of the community in weaving Tapis, as well as some of the uniqueness that exists in the village. In addition, it also observes some of the existing potential that can be developed for the advancement of Tapis craft tourism village in Negeri Katon village.
3. Questionnaire  
Collecting data submitted in writing to obtain data related to tourism potential in terms of strengths, weaknesses, opportunities and threats in developing Tapis craft tourism villages and their ratings. Respondents who filled out this questionnaire were Tapis craftsmen, government officials of relevant agencies, and the community. The age of the respondents

varied (20-50) years. Respondents' education also varied, ranging from elementary, junior high school, senior high school, Diploma and Bachelor's graduates.

**Data Analysis used:**

1. Descriptive analysis is an analysis of the description and explanation of the tourism potential in the Katon Country Village. Also Scoring analysis, is an assessment of each element in the aspect of tourism potential by using a modified Likert scale which includes attraction, accessibility, amenity, promotion and ancillary. Then process and analyze the data
2. Internal Strategy Factor Matrix Analysis. After the internal strategy factors have been identified, an IFAS table or Internal Factors Analysis Summary is prepared to formulate the internal strategy factors on the strengths and weaknesses.
3. External Strategy Factor Matrix Analysis
  1. EFAS matrix to analyze factors including opportunities and threats (external).
  4. SWOT Matrix Analysis
    2. SWOT matrix as a tool to develop development strategy factors. This matrix clearly describes external threats and opportunities, adjusted for weaknesses and strengths.

**Tabel 1. SWOT Matrix**

<b>IFAS</b>	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
<b>EFAS</b>	<b>Define 5-10 Internal Strength Factors</b>	<b>Define 5-10 Internal Weaknesses Factors</b>
<b>Opportunities (O) Determine 5-10 External Opportunity Factors</b>	<b>SO Strategy</b> Create strategies using strengths to take advantage of	<b>Strategi WO</b> Create strategies that minimize weaknesses to take advantage of
<b>Threats (T) Determine 5-10 External Threat Factors</b>	<b>ST Strategy</b> Create strategies using strength to overcome threats	<b>WT Strategy</b> Create strategies that minimize weaknesses and avoid threats

Source: Rangkuti, 2006

**3.RESULTS AND DISCUSSION**

1. Analysis of Tourism Potential Aspects of Negeri Katon village.

Tourism products consist of tourist attractions, amenities, accessibility and ancillary services available at tourist objects (Cooper, 2005). In the analysis of tourism potential in Negeri Katon village, the elements used include tourist attraction, accessibility, amenity, promotion and information as well as institutions. The results of the analysis of aspects of tourism potential are in table 2 below:

**Tabel 2.** Final Scoring Score Criteria Related to Tourism Potential of Tapis Craft Tourism Village in Negeri Katon Village

Element	Variable	Score	Criteria
Tourist attraction	Tapis craft tourist attraction	80,83%	very interesting tourist attraction
	Tourist attractions / activities	80,00%	very interesting and has a variety of tourist activities
Accessibility	Condition of the road to the village	53,33%	Road conditions are not good, potholes but still passable
	Availability of public transportation to the village	40,83%	There is public transportation but it is limited and rarely passes
Amenity	Accommodation	25,83%	No Inns or homestay
	Restaurant & drink	25,83%	There are no adequate restaurants and drinking
	Shopping facilities for souvenirs	55,00%	Shopping for souvenirs is available
Promotion and Information	Promotions and information	44,17%	Lack of promotion and information that is quite difficult to obtain
Institutional	Management organization	25,00%	No tour management organization available
	Hospitality of Community	79,17%	People are friendly and willing to help
Source	:	Research	Data

2. The results of the identification of internal strategy factors obtained 5 strength factors and 4 weakness factors. These factors are given a value and rating by the respondents. The results of the IFAS matrix analysis are in table 3:

No	Internal Strategy Factors	Value	Rating	Value x Rating
<u>Strength</u>				
1	Tapis craft center as local wisdom that becomes a tourist attraction	0.132	3,6	0.475
2	People's attitudes who want to participate	0,124	3.6	0.446
3	Friendly village people	0.117	3.6	0.421
4	Visitors can learn to make tapis directly	0.122	3.6	0.439
5	Souvenir shopping facilities available	0.115	3.4	0.391
<u>Weakness</u>				
1	Promotion efforts that have not been maximized	0.099	2.8	0.277
2	The absence of a systematic management agency	0.094	2.7	0.254
3	Hotel, inns or Homestay is not yet available	0.100	2.7	0.270
4	There are no adequate restaurants yet	0.098	2.6	0.255
<b>Total</b>		<b>1.000</b>		<b>3.228</b>
Source	:	Research		Data

Based on Table 2 above, it is known that the total value for internal strategy factors is 3,228. The IFAS table above also shows that the main strength of developing filter craft tourism village in Negeri Katon Village is the existence of Tapis center as a tourist attraction with a total



value of 0.475. The main weakness factor is that promotion efforts have not been maximized with a total value of 0.277.

### 3. External Strategy Factor Matrix

The EFAS matrix analysis is the result of the identification of external factors in the form of opportunities and threats in the development of Tapis craft tourism village in Negeri Katon Village. The results of the identification of external strategy factors obtained 3 opportunity factors and 2 threat factors. These factors are given a value and rating by the respondents. The results of the EFAS matrix analysis are in table 4 below:

**Tabel 4.** EFAS Matrix Development of Tapis Craft Tourism Village in Negeri Katon Village

No	External Strategy Factors	Value	Rating	Value x Rating
<b>Opportunity</b>				
1	Pesawaran district government support	0.275	3.7	1.012
2	Development of information and communication technology	0.242	3.5	0.851
3	The tourism market that is still wide open	0.225	3.5	0.792
<b>Treats</b>				
1	Many young generations are reluctant to learn to weave Tapis	0.133	2.5	0.334
2	Lack of coordination between Tapis craftsmen	0.125	2.5	0.314
<b>Total</b>		1.000		3.303

Source : Research Data

Based on Table 3, it can be seen that the total value for the external strategy factors is 3.303. The EFAS table also shows the main opportunity for the development of Tapis craft tourism village in Negeri Katon Village is the support from the Pesawaran district government with a total value of 1,012. While the main threat factor in the development of Tapis craft tourism village in Negeri Katon Village is the large number of young people who are reluctant to learn to weave Tapis with a total value of 0.334.

### 4. SWOT Matrix

The SWOT matrix can clearly describe how the appropriate tourism village development strategy is based on its strengths and weaknesses in responding to opportunities and threats. Based on the EFAS and IFAS matrix analysis, the score for the Opportunity factor is 2.655 and the Threat factor is 0.648, the Strength is 2.172 and the Weakness is 1.056. Then it is known that the Strength value is above the Weakness difference (+) 1.116 and the Opportunity value is above the Threat difference (+) 2.007. The results of the identification of these factors are illustrated in the SWOT diagram (figure 2).

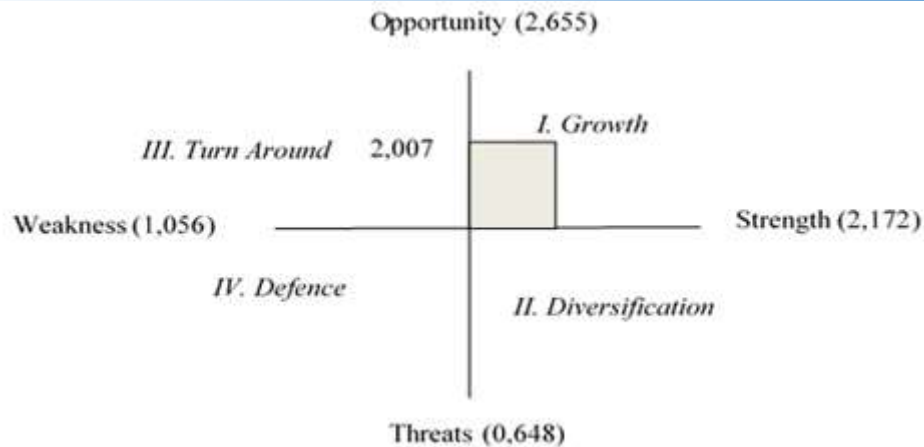


Figure 2. Cartesian Diagram of Internal and External Data Processing Results Development of Tapis Craft Tourism Village

Source : Research Data

Based on the Cartesian diagram above, it clearly shows that the development of the Tapis craft tourism village is on the right track by continuing to carry out a growth strategy so that it can increase the number of tourists to visit the tourist village. The SWOT matrix analysis will produce four main types of alternative strategies, namely S-O (Strength - Opportunities), W-O (Weaknesses - Opportunities), S-T (Strength - Threats) strategies, and W-T (Weaknesses - Treats). The results of the analysis can be seen in table 5.

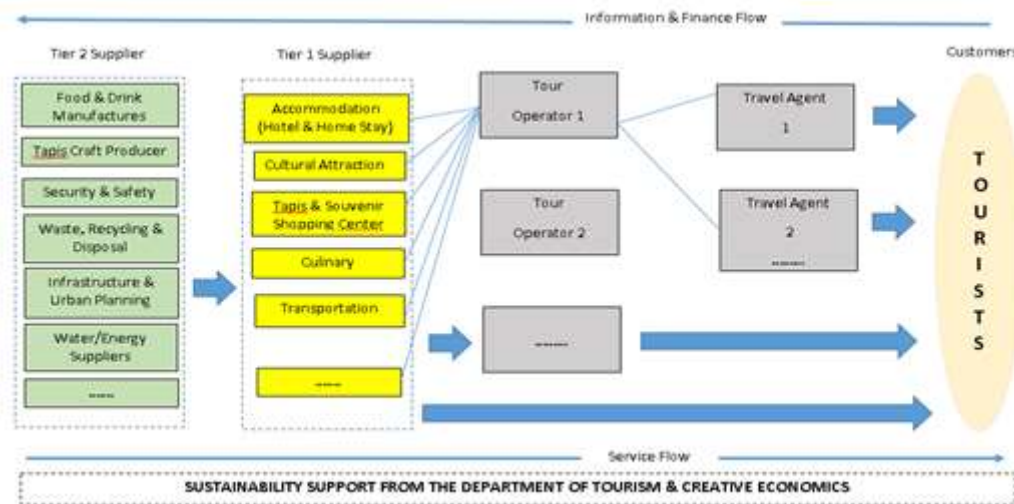
**Tabel 5.** SWOT Matrix Development of Tapis Craft Tourism Village in Negeri Katon Village

<p><b>IFAS</b></p>	<p><b>Strenght (S)</b></p> <ol style="list-style-type: none"> <li>1. Tapis craft center as a tourist attraction</li> <li>2. The attitude of the people who want to participate</li> <li>3. Friendly village community</li> <li>4. Visitors can learn Tapis directly</li> <li>5. Souvenir shopping facilities are available</li> </ol>	<p><b>Weaknesses (W)</b></p> <ol style="list-style-type: none"> <li>1. Promotion efforts have not been maximized</li> <li>2. There is no systematic management agency</li> <li>3. There are no hotels, inns/homestays available yet</li> <li>4. There are no adequate restaurants yet</li> </ol>
<p><b>EFAS</b></p> <p><b>Opportunities (O)</b></p> <ol style="list-style-type: none"> <li>1. Pesawaran district government support</li> <li>2. Development of information and communication technology</li> <li>3. The tourist market is still wide</li> </ol>	<p><b>Strategi S-O</b></p> <ol style="list-style-type: none"> <li>1. Involving the community in developing a tourist village starting from planning, implementing and evaluating</li> <li>2. Create a tour package program</li> <li>3. Create photo spots for visiting tourists</li> <li>4. Assistance to the community</li> <li>5. Improving the capacity of human resources by conducting training in the field of tourism.</li> </ol>	<p><b>Strategi W-O</b></p> <ol style="list-style-type: none"> <li>1. Take advantage of technological developments to maximize promotion</li> <li>2. Forming community organizations to manage tourism villages</li> <li>3. Encouraging and empowering the community to become entrepreneurs in the field of restaurants and drinks and other culinary arts</li> <li>4. Utilizing several residents' houses as a home stay for tourists who want to stay</li> <li>5. Building complementary infrastructure facilities for tourist attractions</li> </ol>
<p><b>Treaths (T)</b></p> <ol style="list-style-type: none"> <li>1. Many young people are reluctant to learn to weave Tapis</li> <li>2. Lack of coordination between groups of craftsmen</li> </ol>	<p><b>Strategi S-T</b></p> <ol style="list-style-type: none"> <li>1. Make a program of filter culture week activities periodically</li> <li>2. Involving the younger generation in Tapis learning activities and holding exhibitions at the district, provincial and national levels</li> <li>3. Forming a Tapis community for the younger generation</li> <li>4. Include material about filtering in formal education as local content or extracurricular subjects</li> <li>5. Improve coordination among craftsmen and also the government towards mutual progress</li> </ol>	<p><b>Strategi W-T</b></p> <ol style="list-style-type: none"> <li>1. Provide counseling, direction and explanation to the community, especially those who live in tourist villages, about the importance of tourism or the benefits of tourism development for efforts to support regional economic development and improve community welfare, especially rural communities who live in tourist villages</li> </ol>

Source: Research Data

From the results of this study, it is also possible to design a tourism supply chain that needs to be developed on the basis of a village development strategy for Tapis craft tourism in the Negeri Katon Village (Source: Zhang et al, 2009):





**Figure 3.** Tourism supply chain needs to be developed on the basis of the village development strategy for Tapis craft tourism, Negeri Katon village

Explanation:

1. Tier 2 supplier: is a supplier/manufacturer that provides supporting facilities and infrastructure such as: suppliers of food and drink, water and energy, security and safety, waste, recycling and disposal, Tapis and souvenir craftsmen, food & drink industry, and equipment other tourism support. At this level is the second level supplier in the form of supply of services or products to the first level supplier (tier-1)
2. Supplier level (tier) 1: is a tourism business company between companies in the field of accommodation (hospitality & home stay), cultural attractions, transportation, shops, restaurants & cafes, souvenir shopping centers, and Tapis craft centers.
3. The next is outbound from tourism companies (tier-1), namely distribution services to consumers, in the form of: tour operators, tour guides, event organizers, and travel agencies.
4. Which in the end goes to costumers, namely tourism visitors / tourists.

#### 4.CONCLUSION

The conclusions of this study are as follows:

- The results of the analysis of tourism potential in the Tapis craft tourism village of Negeri Katon village obtained several tourism potentials including the existence of Tapis craft centers, tourist activities for visitors who can learn Tapis directly, and the hospitality of the community.
- Internal factors that become the strength of the development of Tapis craft tourism village are Tapis craft center which is a tourist attraction (0.475), the attitude of the people who want to participate (0.446), village people who have a friendly attitude (0.421), visitors can learn Tapis directly (0.439), and Tapis and souvenir shopping facilities are available (0.391). Meanwhile, the weaknesses are that promotion efforts have not been maximized (0.277), there is no systematic management agency (0.254), and there are no adequate homestay (0.270) and restaurants (0.255).
- External factors that become opportunities for the development of Tapis craft tourism villages are the government support (1.012), the development of information and communication technology (0.851), and the tourism market which is still wide open (0.314). Meanwhile, the threat is that many young people are reluctant to learn to weave Tapis (0.334), and the lack of coordination between Tapis craftsmen (0.314).
- The SWOT matrix analysis resulted in several alternative strategies, including involving the community in the development of tourist villages starting from planning, implementing and evaluating, making tour package programs, making photo spots for tourists, assisting the community to ensure the program runs well, increasing human resource capabilities, taking

advantage of technological developments to maximize promotions, forming tourism management institutions, encouraging people to become entrepreneurs in the culinary field, utilizing and managing people's homes as homestays, building tourist facilities and infrastructure, creating Tapis culture week activity programs, involving the younger generation in exhibition activities, forming the Tapis community, including Tapis lessons in formal schools, improving coordination between craftsmen and the government as well as providing counseling and education to the community.

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