

The Implementation Of Tourism Education For Nganjuk Community In Empowerment Efforts For Sedudo Waterfall Tourism Attractions

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Abstract-*The purpose of this study is to assess on tourism education for the surrounding community of Sedudo waterfall and the existing potential. This study used a qualitative approach. Data collection techniques used is observation, interviews, and documentation. The analysis method used is SWOT analysis model. The findings showed two major strategies that can be developed on a Sedudo waterfall tourist attraction which is the commitment to all elements in the development area, improvement and implement the community empowerment. The location of this research was conducted in travel Sedudo waterfall located in the village Ngliman Sawahan Nganjuk and agencies offices were directly involved in the management of tourist areas Sedudo waterfall . Sources of data obtained from structured interviews that could develop from the Department of Tourism , the manager , the village head Ngliman, communities, and visitors. Based matrix IFE and EFE That was followed by a SWOT analysis shows that tourism education for the community in an effort to empower Nganjuk attractions Sedudo waterfall is SO strategy*

Keywords- Tourism, Natural Tourism, Sedudo

I. Introduction

Sedudo waterfall attraction is one of the tourism spot in Nganjuk. The main advantages of the Sedudo waterfall tourism attraction namely natural panorama is beautiful and natural. Potential should therefore be able to contribute income to the community as well as areas with good management. Tourism education for the community around the location where tourism is so important to do to foster a good service at a tourist attraction will grow also for the sustainable development of the community-based as well as partnerships between governments, private and public, and can be an alternative tourism destination and a featured place of tourism.

Educational tourism for local communities is indispensable for a natural potential also can not be separated from the surrounding community and especially in Sawahan districts with the potential of an unspoiled nature of plantation crops, rice fields as well as from some of the tourist attraction that has its own value, in addition to the cultural tourism that is still sustainable also an attraction. This will be most efficiently implemented when the local community, local government synergize to commit its development.

II. Research Methods

This study is a qualitative research and gaining its data from interview and observation sheet. The interview was carried out with open and semi-structured interviews. Interview was conducted according to the interview guide that has been prepared but could have been developed in accordance with respondents and the informants this is done to obtain as much information. The results of the interview then processed by using SWOT analysis approach. The validity of the data is tested by triangulation data. Data is derived from the interviews and be adjusted with the observation and documentation of results. Thus, the obtained data will be more accurate.

III. Findings And Discussion

Sedudo waterfall attractions is located on the slopes of Mount Wilis and located in the Ngliman village in districts Sawahan Nganjuk East Java. Sedudo waterfall panorama has the upper reaches of water at an altitude of 1,438 meters above sea level. Sedudo waterfall itself glides at an altitude of 105 meters. From a distance, the road looks very beautiful, cool air. It becomes the pride of Nganjuk residents that is located 30 Km from the city center of Nganjuk that can be reached in approximately one hour with private vehicles.

Sedudo waterfall tourism attraction is apart from forestry area of Nganjuk regency area which is managed by Nganjuk district through the Department of Culture and Tourism. Potential appeal of Sedudo waterfall tourism attraction include Sedudo waterfall which has a height of 105 meters as the major attraction. Besides, the natural potential of typical regional indigenous mountain and the temperature is quite cool and cold become a major attraction of visitors while off from their daily activities. To reach Sedudo waterfall itself, the distance between the center of town with a location ± 30 Km from the city center to the south and the journey to the location will be exposed with a paddy field, while entering the districts of sawahan will be presented expanse of roses on the side of the road because the majority of people working in agriculture and plantation crops as roses and cloves farmers and other plantation crops such as durian, rambutan, mangosteen. Chill air will be felt more when got close to the location.

Table 3.1Matrix Evaluation of External Factors

No	DESCRIPTION	Value	Rating	Total Score
OPPORTUNITY				
1	Natural tourism is prefered by nowadays community	0,08	4	0,32
2	The existance of other tourism spots around Sedudo Waterfall	0,07	2	0,14
3	There will be a plan to improve the road to Sedudo waterfall tourism attraction	0,06	3	0,18
4	The community awareness in taking care of Sedudo waterfall tourism attraction	0,06	2	0,12
5	The use of website or othe social media as a promotion tool	0,07	2	0,14
6	The availability of area when it is expanded	0,05	1	0,05
7	The existance of tourism village	0,06	3	0,18
8	Promoting Ngliman village	0,05	3	0,15
9	Crops such as vegetable, fruits and roses can be the source of income	0,06	2	0,12
10	Tourism market segment that has been developed	0,05	2	0,10
THREAT				
1	The possibility of natural disasted such as land slide and flood	0,08	4	0,32
2	The infrastructure to Sedudo waterfall tourism attraction is still limited	0,07	2	0,14
3	Limited budget to develop the spot	0,05	3	0,15
4	The paradigm that tourism can be a source of income for the community is still less	0,06	1	0,06
5	The living span of tourists is still low	0,05	3	0,15
6	Lack of housing for stay over	0,04	2	0,08
7	Illegal logging	0,04	1	0,04
Total				2,44

Regardless of the amount of the main opportunities and threats are included in the external evaluation matrix, scores the highest total weight is 4.0 and the lowest score is 1.0 weighted average score of 2.5 score total weight of 4.0 indicates that an organization responds are both opportunities and threats. As shown in the analysis of the potential that exists in Sedudo waterfall tourism attraction external factors, it is 1.00 and a total score of 2.44 and still has a great opportunity for improvements and further improve the quality for the highest weight that is 4.00 and can be said to be successful.

Table 3.2 Internal Factors Evaluation Matrix

No	Description	Value	Rating	Total score
STRENGTH				
1	Sedudo waterfall tourism attraction is on of the highest waterfall in Indonesia by placing itself as no 4 in Indonesia and no 1 in Java	0,08	4	0,32
2	Preserved cultural heritage	0,05	3	0,15
3	Cooperation with the related institution is running well	0,06	3	0,18
4	The support from the surrounded community	0,05	4	0,20

5	Cool and fresh air from the mountain	0,06	4	0,24
6	Friendly welcome from the surrounding community	0,07	3	0,21
7	Affordable ticket to enter the area	0,06	3	0,18
8	Commitment to keep on developing the area	0,05	4	0,20
WEAKNESS				
1	Absence of souvenir that makes a certain characteristic after visiting Sedudo	0,08	2	0,16
2	Community Empowerment is still lacking	0,05	1	0,05
3	Access points to the location	0,05	2	0,10
4	Facilities and infrastructure they need to add more	0,04	1	0,04
5	Entertainment or tourist attractions that only appears once a year	0,05	2	0,10
6	The human resources that are still lacking	0,07	2	0,14
7	Lack of packaging for travel market	0,06	2	0,18
8	There is only small hotel or inn available	0,05	2	0,10
9	The absence of a replacement program after program completion PNPM-Tourism	0,07	1	0,07
Total		1,00		2,62

Regardless of the many factors that entered into the Internal Factors Evaluation Matrix, score a total weight ranging between 1.00 and 4.00 as a low point as the highest point with an average score of 2.62 indicates a strong internal position, this shows that the factor existing internal attraction of Sedudo waterfall already showing a positive thing.

Table 3.3 ANALYSIS OF STRENGHT, WEAKNESS, OPPORTUNITY, THREATS (SWOT)
SWOT Matrix of Sedudo Waterfall Tourism Attraction

IFAS(<i>Internal Factor Analysis summary</i>)	Sedudo waterfall tourism attraction is one of the highest waterfall in Indonesia by placing itself as no 4 in Indonesia and no 1 in Java Preserved cultural heritage Cooperation with the related institution is running well The support from the surrounded community Cool and fresh air from the mountain	WEAKNESS (W) Absence of souvenir that makes a certain characteristic after visiting Sedudo Community Empowerment is still lacking Access points to the location Facilities and infrastructure they need to add more Entertainment or tourist attractions that only appears once a year The human resources that are still lacking Lack of packaging for travel market There is only small hotel or inn available The absence of a replacement program after program completion PNPM-Tourism
EFAS (<i>Eksternal Factor Analysis summary</i>)	Friendly welcome from the surrounding community Affordable ticket to enter the area Commitment to keep on developing the area	
OPPORTUNITIES (O) Natural tourism is preferred by nowadays community The existence of other tourism spots around Sedudo Waterfall There will be a plan to improve the road to Sedudo waterfall tourism attraction The community awareness in taking care of Sedudo waterfall tourism attraction	STRATEGY (SO) The integration between natural attraction and cultural attraction of siraman in Suro Month that can be the unique attraction for tourists S1,S2,O1,O2 Optimizing the tourist attractions and its supporting factors around Sedudo Waterfall which	STRATEGY (WO) Increasing the cooperation with government agencies and the private sector to optimize the role of a travel agency, a souvenir shop, and road infrastructure, transportation and lodging W1, W2, W3, W8, W9, O3, O4, O9, O10 Improving the quality of employees by improving the quality of tourism education and optimize to the public to be aware of and cooperation with

The use of website or othe social media as a promotion tool	can be the alternative for tourism attractions	the private tour W6, W7, O4, O7,08, O9
The availability of area when it is expanded	S8O2,O3,O6,O9	Packaging tourism packages with a Nganjuk district still maintained the original cultures of Nganjuk district so it would be optimal both natural tourism, historical tourism, religious tourism and W5, W7, O1, O2, O7, O8, O10
The existance of tourism village	Developing tourism attractions that are supported by the surrounding community	
Promoting Ngliman village	S2, S6,S8,	
Crops such as vegetable, fruits and roses can be the source of income	O1,O2,O3,O4,O6,O7,O8	
Tourism market segment that has been developed	The commitment from the management with the related institutions	
	S3,S8,O,O7,O8,O10	
THREATS (T)		
The occurrence of natural disasters such as landslides and floods	Anticipate tha Sedudo Waterfall is safe for certain periods to be visited S1,T1,	Empowerment program for more creative community to produce goods and agricultural products which sawahan districts be interesting to be visited by tourists when visiting attractions waterfall Sedudo W1, W2, W5, W6, W7, T4, Cooperation with the department of tourism agencies and the private sector so that it would be well known in the area of East Java alone or National level W1, W7, T3
Currently, access to Sedudo location waterfall tourism attractionis relatively narrow and the road full of holes	Conducting socializing for the community mainly for sawahan district community and make them realize that their area has the potential to attract the tourist S4,S6,T4,T7	
The budget allocation for tourism development	Improving the tourism sectors facilities and its supporting factors to attract the tourists	
The presumption of public sector still travel into their livelihood	S1,S3,S8,T2,T5,T6	
The period of stay of tourists is very low		
Still lacking the existing hotels and inns		
Illegal tree felling		

Based on the factors strengths , weaknesses, opportunities and serious threat that has been known from internal and external analysis sedudo waterfall tourist attraction, it can be arranged several alternative tourism development strategy by moving the results of the analysis EFE and IFE in the SWOT matrix . In the SWOT matrix there are four kinds of strategies that can be developed SO (Strengths-opportunities), WO (Weaknesses - Threats), ST (Stenghts-Threats) WT (Weaknesses-Threats) and the most appropriate strategy for the attraction Sedudo waterfall is SO strategy.

Table 3.4 MATRIX SPACE

No	Financial Strenght (FS) value +1 (the worst) till +6 (the best)	Rating
Support from APBD		+4
Entrance ticket		+2
Commitment to make cooperation		+3
Mean		3,00
Competitive Advantage (CA) value -1 (the best) till -6 (the worst)		
Competition among tourism spots		-2
Visitors' loyalty		-3
Development commitment		-4
Tourism opportunity that is broader		-2
Mean		-2,75
Enviromental stability (ES) value -1 (the best) till -6 (the worst)		
Economic condition		-2
Natural condition alam		-3
Safety stability		-2
Facility		-3
Mean		-2,55
Industrial Strenght (IS) value +1 (the worst) till +6 (the best)		
Natural potential		+4
Supporting attraction		+3
Development potential		+2
Mean		3,00

Based on the mean, the X and Y axis on SPACE Matrix is:

Axis X means CA +Mean IS
 $(-2,75) + 3,00 = 0,25$

Y Axis means ES + mean FS
 $(-2,55) + 3,00 = 0,45$

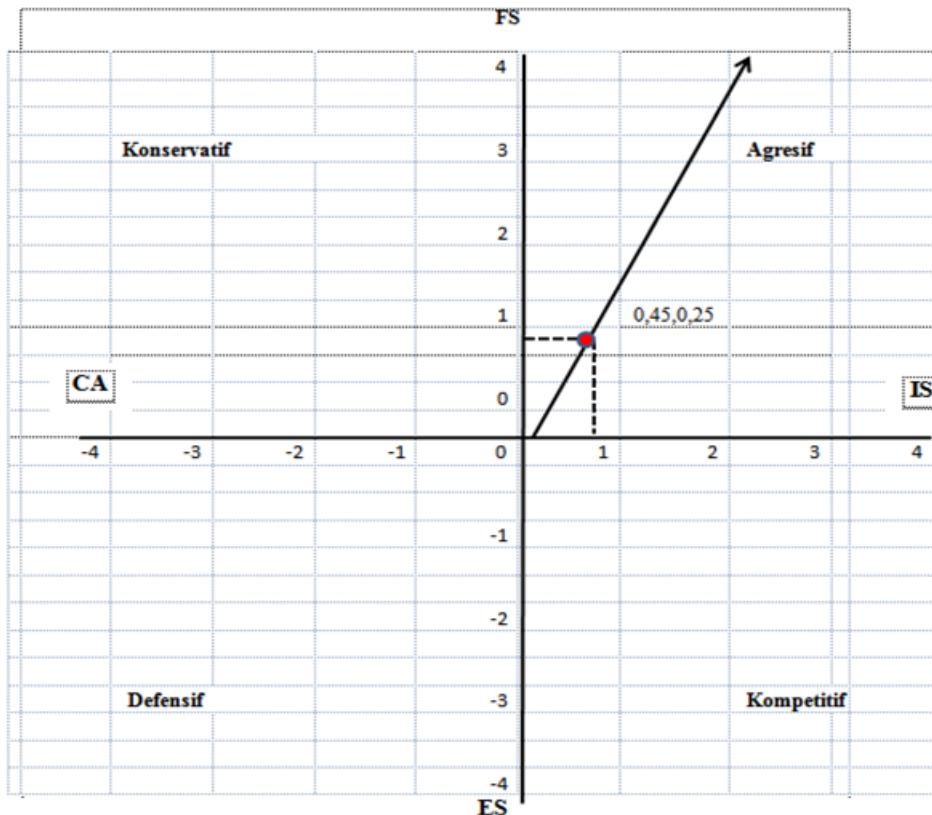


Figure 3.1 Matric Space

From the results of the matrix space, it is found an aggressive strategy to position on the X axis 0.45 and 0.25 on the Y axis so this suggests that strategies supported in managing the existing potentials are already showing a positive thing to certainly perform a gradual improvement in order the potentials that exist in Sedudo waterfall tourism attraction can be maximized.

Table 3.5 Quantifiable Strategic Planing Matrix (QSPM)

No	Main Factors	Value	Commitment from all elements in development and improvements		Doing community empowerment	
			AS	TAS	AS	TAS
OPPORTUNITY						
1	Natural tourism is preferred by nowadays community	0,08	-	0,08		
2	The existence of other tourism spots around Sedudo Waterfall	0,07	2	0,14	3	0,42
3	There will be a plan to improve the road to Sedudo waterfall tourism attraction	0,06	4	0,24		
4	The community awareness in taking care of Sedudo waterfall tourism attraction	0,06	2	0,12	4	0,48
5	The use of website or other social media as a promotion tool	0,07	2	0,14		
6	The availability of area when it is expanded	0,05	3	0,15		
7	The existence of tourism village	0,06	2	0,12	4	0,48
8	Promoting Ngliman village	0,05	-	0,05	3	0,15
9	Crops such as vegetables, fruits and roses can be the source of income	0,06	-	0,06	3	0,18

10	Tourism market segment that has been developed	0,05	2	0,10		
THREAT						
1	The occurrence of natural disasters such as landslides and floods	0,08	4	0,32		
2	Currently, access to Sedudo location waterfall tourism attraction is relatively narrow and the road full of holes	0,07	3	0,21		
3	The budget allocation for tourism development	0,05	-	0,05		
4	The presumption of public sector still travel into their livelihood	0,06	1	0,06	4	0,24
5	The period of stay of tourists is very low	0,05	-	0,05		
6	Still lacking the existing hotels and inns	0,04	4	0,16		
7	Illegal tree felling	0,04	1	0,04	2	0,08
STRENGTH						
1	Sedudo waterfall tourism attraction is one of the highest waterfall in Indonesia by placing itself as no 4 in Indonesia and no 1 in Java	0,08	-	0,08		
2	Preserved cultural heritage	0,05	-	0,05	2	0,10
3	Cooperation with the related institution is running well	0,06	2	0,12		
4	The support from the surrounding community	0,05	3	0,15	4	0,60
5	Cool and fresh air from the mountain	0,06	-	0,06		
6	Friendly welcome from the surrounding community	0,07	-	0,07	3	0,21
7	Affordable ticket to enter the area	0,06	-	0,06		
8	Commitment to keep on developing the area	0,05	4	0,20	4	0,80
WEAKNESS						
1	Absence of souvenir that makes a certain characteristic after visiting Sedudo	0,08	1	0,08	3	0,24
2	Community Empowerment is still lacking	0,05	-	0,05	4	0,20
3	Access points to the location	0,05	3	0,15		
4	Facilities and infrastructure they need to add more	0,04	-	0,04		
5	Entertainment or tourist attractions that only appears once a year	0,05	-	0,05		
6	The human resources that are still lacking	0,07	3	0,21	3	0,63
7	Lack of packaging for travel market	0,06	3	0,18		
8	There is only small hotel or inn available	0,05	4	0,20		
9	The absence of a replacement program after program completion PNPM-Tourism	0,07	2	0,14	3	0,42
Total				3,98		5,23

Description:

AS : Attractiveness Score

TAS : Total Attractiveness Score

Value AS 1 = not interesting

Value AS 2 = less interesting

Value AS 3 = quite interesting (logically)

Value AS 4 = very interesting

Based on the QSPM analysis, the researcher supports the strategy maker to input both relevant internal and external factors in making decision. Developing QSPM will decrease the possibility that the main factor will be forgotten or overvalued. In fact, in the development of QSPM takes subjective decision. Based on those analysis, there are 2 strategies that show alternative which can be implemented by the management to maximize the existing potential in Sedudo waterfall tourism attraction for elements in its development, bettermen as well as empowerment to the community, after analysis using QSPM show empowerment strategies to the community to explore potential existing in the Sedudo waterfall tourism attraction, so that the people will play a very important role in the future

IV. Discussion

Having analyzed using the IFE and EFE in Sedudo tourism objects have strengths weaknesses opportunities and threats it must be handled. Tourist attraction Sedudo located in the highlands into its own advantages and become a force with the beauty of natural scenery that there is, in addition to the Sedudo waterfall tourism attraction also relatively very cheap it is expressed by some visitors, with a low cost but can enjoy the attractions waterfall Sedudo and natural beauty. "Pricing is a critical decision that the success of the operation profit and non-profit" Tjiptono (2007: 178).

Having analyzed using the IFE and EFE with the highest value of 4.00 and 1.00 for the lowest value of 2.62 means that the internal matrix potential in Sedudo waterfall tourism attraction have a good score while the

external factor is 2.44 means that external factors opportunities and threats and when the positions of managers and stakeholders that exist in the Nganjuk district make improvements and the gradual development that could be a strength.

After finding the IFE and EFE factors, the subsequent analysis is determining the matrix strategy analysis SWOT for SO, WO, ST, WT if this is necessary. SO strategies utilizing internal factors for companies to take advantage of external opportunities in the Sedudo waterfall tourism attraction found such as a combination of natural and cultural tourism travel spray in each Suro month makes its own characteristics and can attract the tourists. Secondly, the optimization attractions supporters around the object of Sedudo waterfalls be another alternative to visit the attraction of Sedudo Waterfall. Third, the tourism development is supported by the surrounding community. Four of his commitment to cooperation with the managers of the institutions concerned, this is done so in a sustainable development goes well.

(David, 2009: 327) stated that WO Strategy aims to improve internal weaknesses by taking advantage of external opportunities". Sometimes, great opportunities arise, but the company has internal flaws that prevented tersebut take advantage of opportunities. Stetelah analysis found several WO strategies including the following; The first is to improve cooperation with government agencies and private pihakl to optimize the role of a travel agency, a souvenir shop and improve infrastructure, transportation, and lodging. In the development of tourism these things are very important to do for spearheading the sustainability of a tourist spot. The second is to improve the quality of employees by improving the quality of tourism education and optimize to the public to be aware of travel as well as cooperation with other private parties which must be to develop tourism in Nganjuk especially Sedudo waterfall. Third packaging Nganjuk travel packages districts with still subdued indigenous cultures and heritage of the district Nganjuk past history so it would be optimal to be promoted.

David, 2009: 327 stated that Strategy ST uses the power of a company to avoid or reduce the impact of external threats" this does not mean that a strong organization should always face the threat directly in the external environment. After the analysis of SWOT matrix, there are three strategies, namely; The first to anticipate in certain seasons and assured that the Sedudo waterfall tourism attraction is safe to visit. This is done to maintain the image of a Sedudo waterfall attraction with a layout that is on the plateau and in anticipation of a disaster can do open and close straegy.

Second, doing dissemination to the public, especially for sub-district Sawahan that their region is potentially a tourist area that can suck rating, districts sawahan located on the plateau could be a tourist village, with many waterfalls and the emergence of tours of the new as the Ngoro hills, Gedangan waterfall, Estumulyo ponds, caves Ndalem, and many more travel in sub Sawahan, besides natural landscapes, and crop yields could be an advantage, especially roses into income residents but it also vegetables in sub Sawahan.

Third is improvements to all sectors both in attraction and supporters so that tourists will be satisfied visited Sedudo waterfall tourist attraction, of some of the visitors stated that no travel more besides Sedudo it is obvious that tourists were not familiar with travel existing support area attractions in Sedudo waterfall.

WT strategy is defensive tactics that is directed at reducing internal weaknesses and face various external threats. An organization which faces of external threats and internal weaknesses really in a dangerous position. In WT strategy researchers found two strategies, the first is community empowerment program to be more creative to produce goods and agricultural products which districts sawahan be interesting to be visited by tourists when visiting attractions Sedudo waterfall, it is griped by a visitor in the absence of a characteristic which indicates that they have visited Sedudo there is only T-shirt seller, but if visitors get the typical souvenirs in Sedudo.

Second cooperation with tourism agencies and private sector institutions that would be well known in East Java area itself and the national level, managers and office holders extend your reach to cooperate with outsiders its goal is to attract tourists nationwide. By collaborating expected number of events in sub sawahan and in Sedudo especially.

(David 2009: 332) stated Matrix space is a quadrant four framework that shows whether the strategy is aggressive, conservative, defensive, or competitive most appropriate for something specific organizations. In this space matrix to determine which are in which quadrant. Financial strength (FS) has an average value of 3.00 competitive advantage (CA) -2.75, environmental stability (ES) has an average value of -2.55, industrial strength (IS) has an average value of 3. 00. After the calculated average of the X-axis value of CA + IS has an average value of 0.25 and a Y-axis average value ES + FS has an average value of 0.45. These issues are found in the quadrant aggressive and certainly still need for improvements.

QSPM matrix used to determine the relative attractiveness of the (Relative Attractiveness) and which strategy is best for SWOT matrix strategies is obtained from the selected based on the use researchers on strategies tend aligned incorporated into the strategy. Some strategies that have been choosen are:

1. Commitment of all the elements in the development of improvement
2. Implement empowerment to the community

Based on the values obtained matrix QSPM total attractiveness score (TAS) for both strategies at 6.59 thereby strategy in the tourism sector for the attraction waterfall Sedudo by empowering communities as possible. In accordance with the concept of ecotourism is responsible for managing nature with the aim of enjoying panoramic beauty of nature as the primary goal, the education element of local communities to conserve, preserve natural resources and conservation efforts are needed so that sustainability will not be damaged. Community involvement is necessary due to the development strategy is expected to reduce the damage to the Sedudo waterfall tourism attraction and surroundings and natural scenery sebgai tourist attraction is maintained.

Increasing people's livelihoods around Sedudo waterfall tourism attraction is very important, because empowerment is a concept that refers to grow the desire for someone or a community to thrive, so that the people have motivation to thrive by exploiting the existing potential in the Sedudo waterfall tourism attraction. In the community development needs to be considered by the characteristics of the surrounding communities in order to determine the direction in coaching to communities with livelihood assortment, people predominantly as farmers or work in the fields, as well as merchants, employees, etc. The purpose of empowerment to the community that is sure to improve the welfare of the people residing in the vicinity of the object Sedudo waterfall. "However, it is important to involve the community in the planning and development of tourism" Teye, Sonmez, and Sirakaya (2002).

Community empowerment attraction around Sedudo waterfall in the role of the tourism development will be effective if community has their involvement. Community engagement activities more geared as the operator with the additions of facilities and infrastructure activities include children's playground, flying fox, outbound, camping ground, as workers or guest house accommodation. Sedudo waterfall tourism attraction has very less souvenirs which show a typical after visiting Sedudo, it becomes an opportunity for local communities to do business in souvenirs.

Sedudo waterfall tourism attraction indirectly opens up opportunities for the local population employment in order to improve the quality of life, prosperity and economic capacity of the society. Development and empowerment of the community is very necessary, given as a goal the areas visited by tourists they will interact, besides empowering the community to produce a product that is marketed by the people around travel also increase revenue. Community empowerment must be emphasized that the districts Sawahan very great potential as a tourist village with many tourist attractions that still has not been explored to the fullest.

The tendency of creative and innovative actions that grow in the surrounding community attraction Sedudo waterfall with a target of Nganjuk district government, especially the tourism office of the district Nganjuk expected society to flourish such as:

1. People should be more creative and innovative ways to create a product or service which later as income to fulfill the needs of the society.
2. Communities around Sedudo waterfall tourism attraction have oriented attitude far ahead, thinking ahead, so presence Sedudo waterfall tourism attraction deengan development will not harm the environment and indigenous cultural communities.
3. Communities around the Sedudo waterfall tourism attraction should be able to respond positively to feedback, the outrage, the challenge of visitors so the shortfall will be motivated to turn out to be more positive
4. People should think positively of tourists who visit it can be a learning experience to transfer knowledge from the outside
5. People should behave best to the tourists so that tourists who visit feel satisfied and always want to come back, it should be created surrounding community attraction.

The role and involvement in empowerment around the Sedudo waterfall tourism attraction can be synergized between the interests of the community to meet their needs which most people depend on the same natural, it is the responsibility of all the elements to each other constantly maintain the sustainability and continuity of Sedudo waterfall tourism attraction and surrounding around and district governments of Nganjuk can manage the entrance fee which will be the source of local revenue in district Nganjuk. "In the context of regional tourism is that it can help planners contribute to the welfare of society, and, at the same time, ensuring the needs of local tourism are met simultaneously" Macbeth, Carson, Northcote (2004)

V. Conclusion

Based on the results of the potential that exists in the Sedudo waterfall tourism attraction by using SWOT analysis drawn some conclusions as follows: (1) Sedudo waterfall tourism attraction is located in the highlands became the main attraction besides the waterfall has a height which is very interesting; this is the main attraction for tourists to visit. (2) The potential of Sedudo waterfall attractions when analyzed using SWOT analysis at this stage of the EFE has an average value of 2.44 and IFE has an average value of 2.62. SWOT

matrix found a few strategies such as five SO strategies, three WO strategies, three ST strategies and two WT strategies. SPACE matrix analysis taken from the average value on the X axis of 0.25 and 0.45 in the Y axis with the result matrix quadrants on an aggressive strategy, at this stage there are two QSPM first strategy is the commitment of all the elements in the development of improvement and implement empowerment for the community. (3) Having analyzed the implication of the policies that can be applied is the that the manager should further intensify enhance cooperation with parties related to tourism areas such as travel agencies, tourism education institutions and investor in order that the potential that exists in the Sedudo waterfall tourism attraction can be managed optimally. (4)Community empowerment should be intensified further with their characteristic resulting from Sawahan community in order that tourists will be attracted to visit the spot.

VI. Recomendation:

The planning process needs to combine top-down and bottom-up approaches . Local communities will be directly affected by government policy in development. (1) pack of tourism products (2) to train the people around so that the existing resources into business opportunities (3) to give the facility a place for original marketing distinctive products Nganjuk

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