

# STRATEGI PRIORITAS PENGEMBANGAN DESA SIDOMULYO SEBAGAI DESA WISATA PERTANIAN BERKELANJUTAN DI KOTA BATU

## *THE PRIORITY OF SIDOMULYO VILLAGE DEVELOPMENT STRATEGY AS A TOURISM VILLAGE FOR SUSTAINABLE AGRICULTURE, BATU CITY*

Widya Rizka Augusty<sup>1</sup>, Wawargita Permata Wijayanti<sup>1</sup>, Gunawan Prayitno<sup>1\*</sup>, Dian Dinanti<sup>1</sup>, Aris Subagiyo<sup>1</sup>, Dimas Wisnu Adrianto<sup>1</sup>

<sup>1</sup>Department of Urban and Regional Planning, Brawijaya University, Malang, Indonesia

\*E-mail: [gunawan\\_p@ub.ac.id](mailto:gunawan_p@ub.ac.id)

### ABSTRACT

*Tourism Village is currently being developed by the Batu City Government. The policy was adopted in the strategic plan of the Batu City Tourism Office in the field of tourism product development by increasing the number of tourism villages that have adequate infrastructure. However, the tourism potential of Sidomulyo Village has not been able to attract tourists to enjoy the village. The problem of Sidomulyo Tourism Village encourages the need for planning that pays attention to all aspects of the tourism village. Therefore, the study was conducted to formulate strategic priorities as a tourism village in Batu City. The sample used in this study are expert respondents. The Analytical Hierarchy Process (AHP) is used to assess the priority of development strategies. Research shows that development elements prioritized in the development of Sidomulyo Tourism Village are human resource elements with alternative priority to make community groups independent and able to build strong work teams.*

*Keywords: Priority of Development Strategy; Sidomulyo Tourism Village*

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## INTRODUCTION

Tourism is a travel activity from the place of residence to a location outside the residential environment which is carried out for vacation and/or recreation. Tourism in Law Number 10 of 2009 concerning Tourism is described as a tourism activity that is supported by various facilities and services provided by the community, businessmen, central government, and local governments. Tourism is one of Indonesia's mainstay sources of foreign exchange, considering the diversity of tourism activities spread from Sabang to Merauke <sup>1)</sup>. Indonesia's rapidly growing and diverse tourism can be managed to become an attractive tourist destination for domestic and foreign tourists.

The form of tourism activities can be in the form of nature tourism or artificial tourism. Current trends show that tourists are generally more interested in nature tourism in collaboration with community involvement in introducing local culture and local social life <sup>2-4)</sup>. The movement of recent developments has penetrated various terms such as sustainable tourism, rural tourism, agrotourism, and ecotourism. This form



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of tourism is a tourism development approach that ensures tourism activities can be achieved in non-urban tourist destinations <sup>5)4)</sup>. Batu City acts as a major tourist destination in East Java. One of the tourist destinations developed by the Batu City Government is a tourist village <sup>6)</sup>. The development of tourist villages by the Batu City Government is carried out as an effort to improve the quality and attractiveness of tourism based on local wisdom. This policy is in line with the vision of Batu City in Batu City's Medium-Term Development Plan for 2017-2022, namely "The city-powered village is victorious in realizing Batu City as an international agrotourism center with character, competitiveness, and prosperity." The tourism village development policy was then implemented in the Batu City Spatial Plan for 2010-2030 through the development of a new tourist village based on ornamental flower farming, namely Sidomulyo Village.

Sidomulyo Village is known as a center for producing ornamental plants in Batu City. As many as 60% of the people of Sidomulyo Village have a livelihood as ornamental plant farmer. There are a thousand variations of ornamental plants and flowers cultivated by the local community scattered in the hamlets of Tinjumoyo, Sukorembug, and Tonggolari. The agricultural production of ornamental plants owned by Sidomulyo Village has been going on for decades and has become an attraction for tourists. In addition, the strategic location of Sidomulyo Village, which is on the main road to Cangar and Selecta tourism objects, allows tourists to stop by to visit the village <sup>7)</sup>. This tourism potential became the basis for the Sidomulyo Village Government to declare itself as a tourist village in 2017 and was successfully established as a flower tourism village through the development of tourist destinations about education about ornamental plant farming in 2020 <sup>8)</sup>.

One of the goals achieved in tourism development in Sidomulyo Village is to function as a tourist village that has adequate infrastructure. This is realized through the completeness of tourism-supporting facilities owned by Sidomulyo Village such as rest areas, homestays, toilets, worship facilities, restaurants, food stalls, flower kiosks, flower markets, and gift shops<sup>9)</sup>. The potential of local wisdom in the form of written batik was developed and managed directly by the Batik agroindustry community group in Sidomulyo Village. The diversity of tourist activities and the completeness of supporting facilities owned by Sidomulyo Village should naturally be an attraction for tourists to visit the village to increase the quality of life (QOL) <sup>9)</sup>.

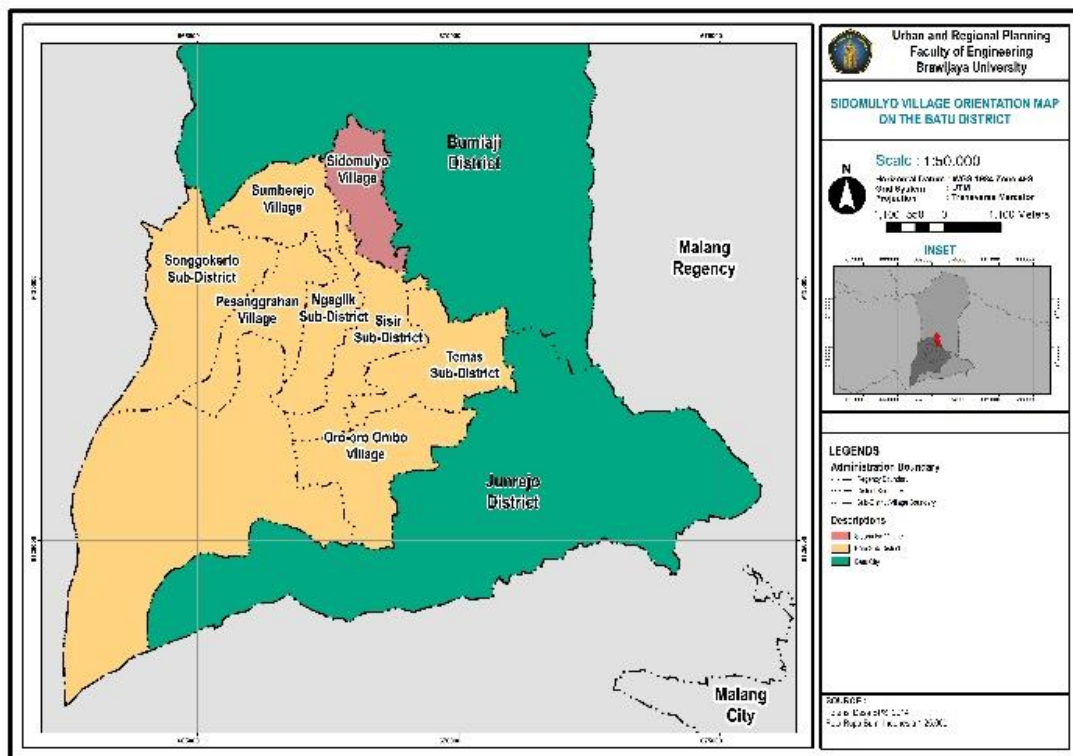
However, in line with the tourism potential of Sidomulyo Village, it has not been able to attract tourist visits to enjoy the village<sup>6)</sup>. The limited skills of the community in managing and marketing tourism potential make the existence of Sidomulyo Village not yet recognized by the wider community. Whereas in the development of tourism in Batu City, Sidomulyo Village is one of the tourist destinations that plays an important role in the utilization of regional locality elements, namely ornamental plant agriculture <sup>10)</sup>.

The problem of tourism in Sidomulyo Village encourages the need for planning a tourist village that pays attention to all aspects of the tourist village. The development of a tourist village can run optimally if its potential can be utilized properly. Therefore, research was conducted to identify the potential of Sidomulyo Village and formulate strategic priorities to ensure that the target of developing a tourism village, namely community welfare, can be achieved.

## **RESEARCH METHODS**

This research is included in the type of research that is quantitative. The quantitative approach is intended to answer the research objectives, namely determining the priority of the development strategy of Sidomulyo Village as a tourism village to maximize the utilization of local potential and the welfare of the local community. This research is located in Sidomulyo Village, Batu District, Batu City, East Java Province (Fig. 1). Sidomulyo Village is designated as a new tourist village in Batu City based on the Batu City Spatial Plan 2010-2030. The plan was then realized in 2020 through the designation of Sidomulyo Village as a flower tourism village by the Batu City Tourism and Culture Office.

The variables used in this study are the development strategies of each aspect of the tourist village starting from the development of aspects of attractions, amenities, accessibility, information, promotion, human resources, and institutions.



**Fig. 1:** The location of Sidomulyo Tourism Village.

**Sampling Technique**

The sample used in the study were expert respondents. Expert respondents represent three different elementary units, namely elements of the government bureaucracy as policymakers, elements of practitioners, and elements of academics. The sample who acts as an expert respondent is the Head of Tourism Product Development Division of the Tourism and Culture Office of Batu City (Representative), Tourism Expert Staff of the Mayor of Batu, Academics in the Tourism Sector, Sub-District Head of Batu City of Batu (Representative), and Head of Sidomulyo Village, Batu District (Representative).

**Analysis Technique**

AHP is used to determine the priority of the village development strategy of Sidomulyo Village as a tourist village. This study uses a scale of 1-9 to compare alternative strategies that affect the development of tourist villages. The stages carried out in carrying out AHP are as follows <sup>11-13</sup>:

- a. Formulating goals and determining the hierarchical structure in AHP (Fig. 2)
- b. Determine expert respondents;
- c. Create a paired matrix to determine the level/intensity of interest between elements/criteria as well as alternative tourism village development strategies (Table 1)

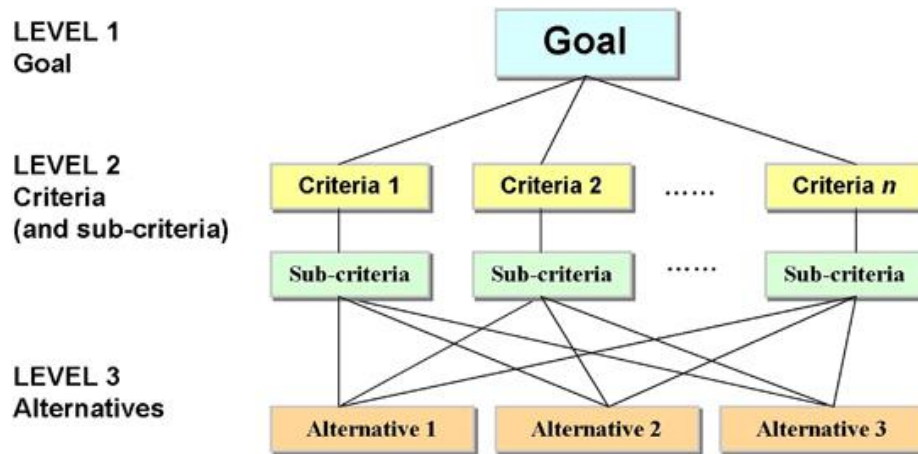


Fig. 2: The hierarchical structure in AHP.

Table 1. The fundamental scale of absolute numbers

Intensity of Importance	Definition
1	Both elements are equally important
3	One element is slightly more important than the other
5	One element is more important than the other elements
7	One element is clearly more absolutely important than the other elements
9	One element is absolutely important than the other elements
2,4,6,8	The values between two adjacent consideration values

- d. Perform geometric mean calculations from paired matrices
- e. Normalize and calculate priority weights
- f. Testing consistency based on the results of the calculation of priority weights on each element as well as alternative tourism village development strategies
  - Paired matrix multiplication calculation with a priority weight matrix

- Calculation of Consistency Index (CI)

$$CI = \frac{\lambda_{maks} - n}{n - 1} \quad (1)$$

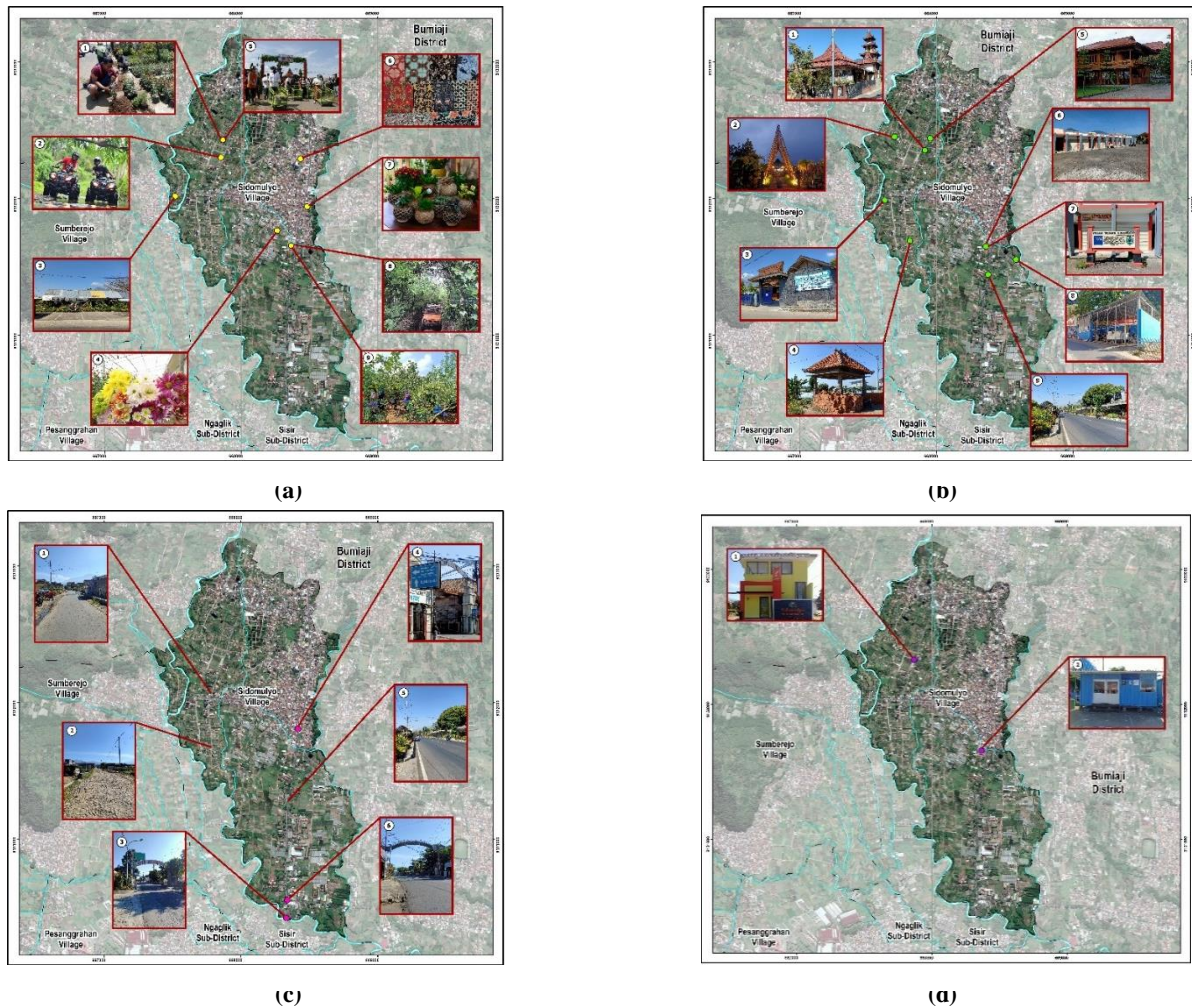
- Calculation of Consistency Ratio (CR)

$$CR = \frac{CI}{RI} \quad (2)$$

If the value of CR 0.10, then the degree of consistency is consistent. The consistent value means that the solutions or results of the AHP technique can be used in research because the answers from respondents are consistent and the resulting decisions are close to valid.

- g. Collect priority weights from elements/criteria as well as alternative development strategies and determine priority rankings.





**Fig. 3:** Tourism potential of Sidomulyo Village.

## RESULTS AND DISCUSSION

The beginning of the determination of Sidomulyo Village as a tourist village was due to the potential in the form of ornamental plant agricultural production that had been going on for decades. This opportunity makes the Batu City Government synergize with the Sidomulyo Village Government to realize the idea of developing existing agriculture by making Sidomulyo Village a flower tourism village that has several tourism destinations for education about ornamental plant farming. Tourism development in Sidomulyo Village does not stop at the advantages of the ornamental plant agricultural sector. Exploration of other potentials continues to be carried out, such as local wisdom in the form of written batik and adventure tourism which can be developed to become an attraction for tourists (Fig. 3a). The completeness of tourism supporting facilities such as rest areas, homestays, restaurants, stalls, flower stalls, flower markets, gift shops, toilets, and worship facilities continues to be pursued as a form of support for the development of the Sidomulyo Tourism Village (Fig. 3b). The condition of the road to Sidomulyo Village is already an asphalt road and is in good condition Sidomulyo (Fig. 3c). Tourism information and promotions have also begun to be carried out both offline and online to market and introduce Sidomulyo Tourism Village to tourists (Fig. 3d). Efforts to involve the community in tourism activities continue to be carried out in the development of the Sidomulyo Tourism Village considering that community involvement is one of the important aspects of tourism management. In addition, a tourism village management agency has also been formed to optimize tourism management in Sidomulyo Village. Finally, in 2017 Sidomulyo Village began to dare to declare

itself a flower tourism village, until in 2020 it was designated a tourist village by the Batu City Tourism Office.

*The hierarchical structure*

Determination of the hierarchical structure is used to determine the arrangement of the stages carried out in decision making. The hierarchical structure of AHP in this study is divided into three levels (Fig. 4). The first hierarchy includes the goals of AHP, namely the development of Sidomulyo Village as a Tourism Village in Batu City. Then the second hierarchy is an element of tourism village development which consists of seven attributes that are compared starting from the development of attractions, amenities, accessibility, information, marketing, human resources, and institutions. Each development element contains an alternative strategy that occupies the next hierarchy, namely the third hierarchy.

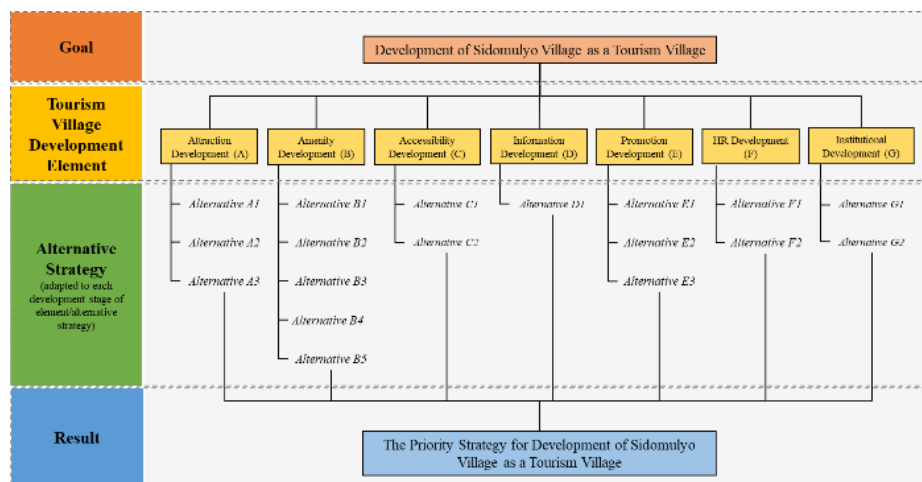


Fig. 4: Hierarchical structure.

*The pairwise comparison matrix*

Filling in the pairwise comparison table is done by comparing the level of importance between elements and alternative strategies using the AHP rating scale. The values that fill in the pairwise comparison matrix are the results of comparisons between elements and alternative strategies contained in the columns and rows of the matrix. If the level of importance of the alternative strategy (column) is slightly more important than the other strategy alternative (row) then the cross between the column and row of the two alternative strategies is worth 3. While the opposite column is the inverse of 3, namely 1/3 or 0.33. The same method applies to other levels of importance. Filling in the pairwise comparison matrix is carried out by all expert respondents with the condition that the degree of consistency of each matrix is 0.10.

*The calculation of geometric average*

The geometric mean of the paired matrix is the result of calculating the value of the root of the power of n (the number of expert respondents) from the product of the values of each row and column in the pairwise comparison matrix of all expert respondents (each row and column is in the same position between respondents).

Calculation of the geometric mean of row h, column b (Table 2):

$$\begin{aligned}
 \text{Geomean} &= \sqrt[n]{x_1 \dots x_n} \\
 &= \sqrt[5]{0,20 \times 1,00 \times 100 \times 5,00 \times 3,00} \\
 &= 1,25
 \end{aligned}$$

Calculation of the geometric mean of row b, column d (Table 3):

$$\begin{aligned}
 \text{Geomean} &= \sqrt[n]{x_1 \dots x_n} \\
 &= \sqrt[5]{0,11 \times 0,33 \times 0,17 \times 0,11 \times 0,20} \\
 &= 0,17
 \end{aligned}$$

**1) Normalize and calculate priority weights**

Normalization of values in row h, column a (Table 4):

$$\begin{aligned}
 V_{ha} &= a_{ha} / s_a \\
 &= 1,00 / 15,04 \\
 &= 0,07
 \end{aligned}$$

Calculation of priority weight on line h:

$$\begin{aligned}
 b_h &= \sum V_h / n \\
 &= (0,07+0,06+0,07+0,06+0,06+0,07+0,06) / 7 \\
 &= 0,06
 \end{aligned}$$

Normalization of values in row d, column a (Table 4):

$$\begin{aligned}
 V_{da} &= a_{da} / s_a \\
 &= 1,00 / 9,84 \\
 &= 0,10
 \end{aligned}$$

Calculation of priority weight on line d:

$$\begin{aligned}
 b_d &= \sum V_d / n \\
 &= (0,10+0,09+0,13) / 3 \\
 &= 0,11
 \end{aligned}$$

Note: the same calculation for all element and alternative tourism village development (step 3 and 4)

Table 2. Geometric average for pairwise comparison matrix of Sidomulyo Tourism Village development elements

Tourism Village Development Elements	Attraction (a)	Amenity (b)	Accessibility (c)	Information (d)	Promotion (e)	HR (f)	Institutional (g)
Attraction (h)	1,00	1,25	1,12	0,84	0,84	0,20	0,20
Amenity (i)	0,80	1,00	0,72	0,90	0,90	0,15	0,15
Accessibility (j)	0,89	1,38	1,00	1,12	1,12	0,16	0,16
Information (k)	1,18	1,11	0,89	1,00	1,00	0,20	0,20
Promotion (l)	1,18	1,11	0,89	1,00	1,00	0,24	0,24
HR (m)	4,99	6,88	6,21	4,99	4,21	1,00	1,25
Institutional (n)	4,99	6,88	6,21	4,99	4,21	0,80	1,00
<b>Total (h+i+j+k+l+m+n)</b>	<b>15,04</b>	<b>19,60</b>	<b>17,05</b>	<b>14,85</b>	<b>13,29</b>	<b>2,75</b>	<b>3,19</b>

Table 3. Geometric average for pairwise comparison matrix of alternative strategy of attraction development

Alternative Strategy of Attraction Development	A1 (a)	A2 (b)	A3 (c)
Independent entrepreneurship-based product innovation / A1(d)	1,00	0,17	0,34
Development of integrated tourism products with other destinations / A2 (e)	5,92	1,00	1,28
Implementing the concept of sustainable tourism / A3 (f)	2,91	0,78	1,00
<b>Total (d+e+f)</b>	<b>9,84</b>	<b>1,95</b>	<b>2,63</b>

Table 4. Normalization for pairwise comparison matrix and weighting of Sidomulyo Tourism Village development elements

Tourism Village Development Elements	Attraction (a)	Amenity (b)	Accessibility (c)	Information (d)	Promotion (e)	HR (f)	Institutional (g)	Priority Weight (a+b+c+d+e+f+g/7)
Attraction (h)	1,00	1,25	1,12	0,84	0,84	0,20	0,20	<b>0,06</b>
Amenity (i)	0,80	1,00	0,72	0,90	0,90	0,15	0,15	<b>0,05</b>
Accessibility (j)	0,89	1,38	1,00	1,12	1,12	0,16	0,16	<b>0,07</b>
Information (k)	1,18	1,11	0,89	1,00	1,00	0,20	0,20	<b>0,07</b>
Promotion (l)	1,18	1,11	0,89	1,00	1,00	0,24	0,24	<b>0,07</b>
HR (m)	4,99	6,88	6,21	4,99	4,21	1,00	1,25	<b>0,35</b>
Institutional (n)	4,99	6,88	6,21	4,99	4,21	0,80	1,00	<b>0,33</b>
<i>Eigen Value (λ)</i>								<b>1,00</b>

Table 5. Normalization for pairwise comparison matrix and weighting for alternative strategy of attraction development

Alternative Strategy of Attraction Development	A1 (a)	A2 (b)	A3 (c)	Priority Weight (a+b+c/3)
Independent entrepreneurship-based product innovation / A1(d)	1,00	0,17	0,34	<b>0,11</b>
Development of integrated tourism products with other destinations / A2 (e)	5,92	1,00	1,28	<b>0,53</b>
Implementing the concept of sustainable tourism / A3 (f)	2,91	0,78	1,00	<b>0,36</b>
<i>Eigen Value (λ)</i>				<b>1,00</b>

Consistency test

Calculation of  $\lambda_{max}$  elements of tourist village development:

$$\begin{bmatrix} 1,00 & 1,25 & 1,12 & 0,84 & 0,84 & 0,20 & 0,20 \\ 0,80 & 1,00 & 0,72 & 0,90 & 0,90 & 0,15 & 0,15 \\ 0,89 & 1,38 & 1,00 & 1,12 & 1,12 & 0,16 & 0,16 \\ 1,18 & 1,11 & 0,89 & 1,00 & 1,00 & 0,20 & 0,20 \\ 1,18 & 1,11 & 0,89 & 1,00 & 1,00 & 0,24 & 0,24 \\ 4,99 & 6,88 & 6,21 & 4,99 & 4,21 & 1,00 & 1,25 \\ 4,99 & 6,88 & 6,21 & 4,99 & 4,21 & 0,80 & 1,00 \end{bmatrix} \times \begin{bmatrix} 0,06 \\ 0,05 \\ 0,07 \\ 0,07 \\ 0,07 \\ 0,35 \\ 0,33 \end{bmatrix} = \begin{bmatrix} 0,46 \\ 0,37 \\ 0,46 \\ 0,47 \\ 0,49 \\ 2,48 \\ 2,33 \end{bmatrix} / \begin{bmatrix} 0,06 \\ 0,05 \\ 0,07 \\ 0,07 \\ 0,07 \\ 0,35 \\ 0,33 \end{bmatrix} = \begin{bmatrix} 7,07 \\ 7,01 \\ 7,03 \\ 7,02 \\ 7,02 \\ 7,09 \\ 7,09 \end{bmatrix}$$

$$\lambda_{max} = (7,07+7,01+7,03+7,02+7,02+7,09+7,09)/7$$

$$\lambda_{max} = 7,05$$

Calculation of CI elements of tourism village development:

$$CI = \frac{\lambda_{max} - n}{n - 1} = \frac{7,05 - 7}{7 - 1} = 0,01$$

Calculation of CR elements of tourism village development:

$$CR = \frac{CI}{RI} = \frac{0,01}{1,32} = 0,01$$

Calculation of  $\lambda_{max}$  elements of alternative strategies development (attraction):

$$\begin{bmatrix} 1,00 & 0,17 & 0,34 \\ 5,92 & 1,00 & 1,28 \\ 2,91 & 0,78 & 1,00 \end{bmatrix} \times \begin{bmatrix} 0,11 \\ 0,53 \\ 0,36 \end{bmatrix} = \begin{bmatrix} 0,32 \\ 1,63 \\ 1,08 \end{bmatrix} / \begin{bmatrix} 0,11 \\ 0,53 \\ 0,36 \end{bmatrix} = \begin{bmatrix} 3,01 \\ 3,04 \\ 3,02 \end{bmatrix}$$

$$\lambda_{max} = (3,01+3,04+3,02)/3$$



$$\lambda_{\max} = 3,02$$

Calculation of CI elements of alternative strategies development (attraction):

$$CI = \frac{\lambda_{\max} - n}{n - 1} = \frac{3,02 - 3}{3 - 1} = 0,01$$

Calculation of CR elements of alternative strategies development (attraction):

$$CR = \frac{CI}{RI} = \frac{0,01}{0,58} = 0,01$$

Note: *the same calculation for all element and alternative tourism village development (step 5)*

The results show that the CR value for the elements of Sidomulyo Tourism Village development and alternative attractions development strategies is 0.01. It can be concluded that the degree of consistency of the alternative AHP tourism village development strategy is consistent and close to perfect because the value is 0.10. Therefore, the priority weight values of tourism village development elements and alternative attractions development strategies can be accepted and used as conclusions in the research conducted.

*Recapitulation (final result)*

Recapitulation of priority weights for tourism village development elements (hierarchy 2)

Table 6. Priority of tourism village development elements

Tourism Village Development Elements	Priority Weight (a)	Priority
Human Resources (F)	0,351	1
Institutional (G)	0,329	2
Promotion (E)	0,070	3
Information (D)	0,067	4
Accessibility (C)	0,065	5
Attractions (A)	0,065	6
Facilities (B)	0,053	7

The highest priority weight value in the AHP of the tourism village development element (hierarchy 2) is the HR development element with a priority weight value of 0.424, while the lowest priority weight value is indicated by the amenity development element with a value of 0.053. Elements of human resource development are in the top position based on the assessment of expert respondents that the community is the spearhead in the successful development of tourist villages. The readiness and ability of the community can guarantee the success of developing a tourist village <sup>14)</sup>. Human resources are considered the key in the development of tourist villages because the community is the main actor behind every effort made in developing the village. Without actors who carry out these efforts, the goal of developing a tourist village will not be achieved. The element of amenity development is in the lowest position due to the assessment of expert respondents stating that the policy of developing the amenity of Sidomulyo Village was carried out in line with its declaration as a village in 2017. The policy of developing a tourist village in Batu City is now starting to shift not only to consider and maintain the quality of the physical aspect but also to improve aspects human Resources.

The results of the AHP elements of tourism village development (hierarchy 2) are in line with the existing conditions of Sidomulyo Tourism Village. The results of the scoring analysis show that the community readiness aspect is at an advanced stage in terms of participation and hospitality, but there are still limitations in community skills regarding the management of tourism businesses in the village. This condition makes HR aspects need to be prioritized in the development of tourist villages. This is inline with the research of Prayitno et al., (2022) <sup>15)</sup> 14) the community readiness on rural tourism development.

Table 7. Priority of alternative tourism village development strategies

Code	Tourism Village Development Strategies	Priority Weight (a)	Result (a x b = c)	Priority
F1	Making community groups independent and able to build strong work teams	0,888	0,311	1
G1	Provide training on more modern institutions and management	0,888	0,292	2
D1	Provision of tourist village information center facilities	1,000	0,067	3
C2	Improved accessibility to and within the tourist village area	0,763	0,050	4
F2	Building cooperation between community groups and other parties	0,112	0,039	5
G2	Establishing a Tourism Village Communication Forum in the region	0,112	0,037	6
A2	Development of integrated tourism products with other destinations	0,535	0,035	7
E3	Build cooperation and networks with various parties	0,430	0,030	8
E1	Expand the marketing of tour packages	0,365	0,026	9
A3	Implementing the concept of sustainable tourism	0,359	0,023	10
B1	Conservation of natural and cultural resources with a sustainable concept	0,428	0,023	11
C1	Provision and improvement of the quality of tourist transportation	0,237	0,016	12
E2	Presenting information about the potential and advantages/characteristics of the product	0,204	0,014	13
B3	Increasing the quantity and quality of sanitation and hygiene facilities	0,225	0,012	14
B5	Provision of facilities for people with special needs, parents, and children in the village center	0,195	0,010	15
A1	Independent entrepreneurship-based product innovation	0,106	0,007	16
B4	Increased parking capacity	0,086	0,005	17
B2	An increase in the number of people's houses being used as homestays	0,066	0,004	18

*Recapitulation of priority weights for alternative of tourism village development strategies (hierarchy 3)*

In (Table 7) shows that the final AHP result is obtained from the multiplication between the priority weight values of elements and alternative tourism village development strategies in a linear hierarchy. The final weight of the alternative F1 development strategy is obtained by multiplying the weight of the HR development element (0.351) by the alternative weight of the F1 HR strategy (0.888) which is 0.311. The same method applies to the final results of other alternative strategies. The alternative priority of the tourism village development strategy based on the assessment of expert respondents is the alternative strategy that has the highest priority weight, namely the alternative strategy F1 (making community groups independent and able to build strong work teams) with a final score of 0.311 and alternative strategy G1 (providing training on institutional and more modern management) with a final value of 0.292, while the lowest priority weight is indicated by the alternative strategy B2 (increasing the number of houses used as homestays) with a final value of 0.004.

The priority assessment of alternative strategies is intended to solve problems that occur in the development of the Sidomulyo Tourism Village according to the scale of interest according to the assessment of expert respondents. Problems are identified based on the tourism village aspect so that they can be handled with their respective alternative strategies. Referring to (Table 7) it can be concluded that the alternative strategies F1 and G1 are in the top two priority positions. This is a consequence of the existing condition of Sidomulyo Village which is still facing obstacles in the form of limited community skills and village institutions regarding professional tourism village management. The results of the third hierarchy AHP are in line with the results of the second hierarchical AHP which also shows that human and institutional development occupies the top position to be developed. Through the implementation of this alternative strategy, it is hoped that it can increase independence, teamwork, and community skills in managing tourist villages considering the important role of community and village institutions in developing tourist villages.

## CONCLUSIONS

The conclusions obtained from determining the stages of development of Sidomulyo Village as a Tourism Village in Batu City are explained as follows. Sidomulyo Tourism Village is in an advanced stage position but has not met all the criteria for the development stage, as indicated by four of the seven aspects of Sidomulyo Tourism Village being classified as developing or still facing problems. The development is carried out to overcome the problems that are still found in the Sidomulyo Tourism Village. The element that becomes the highest priority in the development of the Sidomulyo Tourism Village is the element of HR development with a priority weight value of 0.351, with the alternative having the highest priority, namely the alternative F1 strategy or making community groups independent and able to build a strong work team with a final score of 0.311.

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