

Analysis of The Strengths and Weaknesses of Burai Tourism Village in Ogan Ilir Regency

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ABSTRACT. *Burai Village, situated in Tanjung Batu District, Ogan Ilir Regency, South Sumatra Province, has been classified as a tourist village since 2018. The village's economy, which heavily depends on tourism, has been adversely affected by the Covid-19 pandemic. This situation has hindered the village's ability to utilise its significant potential fully. The objective of the research is to analyse the strengths and weaknesses of the village, serving as a foundation for exploring its potential for development. The research utilises qualitative methods, interviews, and SWOT analysis. The findings from this analysis can be used to maximise the tourism potential in Burai Village and other tourist villages across Indonesia. Ultimately, the goal is to uncover and revitalise Burai Village's potential as a tourist destination.*

Keywords: *Burai Village, tourism village, village potential*

ABSTRAK. Desa Burai yang berlokasi di Kecamatan Tanjung Batu, kabupaten Ogan Ilir, Provinsi Sumatera Selatan adalah desa yang masuk dalam kategori desa wisata semenjak tahun 2018. Perekonomian Desa Burai yang bertumpu pada pariwisata menjadi tersendat pasca pandemic covid-19. Dampak pandemi menjadikan desa ini kurang dapat mengoptimalkan potensi yang besar yang ada. Hal ini menjadi dasar dalam penelitian untuk mengkaji kekurangan dan kelebihan sehingga dapat menjadi dasar dalam pengembangan potensi desa. Metode penelitian yang digunakan antara lain metode kualitatif, survey dengan wawancara, dan analisis SWOT. Lebih lanjut, hasil analisis dapat diterapkan untuk mengoptimalkan potensi wisata di Desa Burai dan lebih lanjut pada desa wisata lainnya di Indonesia. Hal ini terkait dengan potensi yang besar dan mengembalikan kembali potensi di Desa Burai sebagai desa wisata.

Kata kunci: Desa Burai, desa wisata, potensi desa

INTRODUCTION

Background

Tourism villages are often selected to maximise a village's natural and cultural potential and introduce it to a broader audience. According to the Ministry of Tourism and Creative Economy (KEMENPAREKRAF), there are approximately 4,674 tourist villages in Indonesia alone, which is expected to increase over time. Converting a village into a tourist village can also boost the local economy by showcasing the community's cultural traditions and natural beauty, selling local crafts, and creating entertainment opportunities. These initiatives can attract many tourists and provide a source of

livelihood while enhancing the skills of the local community.

To become a tourist village, specific criteria must be met. The village should have unique potential as a tourist attraction, showcasing natural beauty and local customs, featuring typical arts or crafts, and providing essential facilities such as accommodation and space for tourists and locals to interact. Additionally, the attractiveness of a tourist village depends on resources that make tourists comfortable, village cleanliness and aesthetics, ease of access, unique features, adequate facilities and infrastructure, and the village's traditional arts and culture (Wirdayanti, A., 2019, p. 29).

South Sumatra is home to around 37 tourist villages, with the district of Ogan Ilir being one of the prominent areas. Among these villages, Burai Tourism Village stands out. It is located in Tanjung Batu District and spans approximately 2,666 m². Situated about 48.8 Kilometres from Palembang City, this village sits adjacent to the Kelekar River and comprises six hamlets. Five of these hamlets are inhabited by native residents, while immigrants inhabit one. Becoming an ecotourism village in 2018, Burai Village collaborated with the South Sumatra Provincial Tourism Office, the Ogan Ilir Regency Government, and various state-owned institutions in the area. The local village head established a Tourism Awareness Group and a Burai Village Owned Enterprise to further tourism development in 2018 and 2020.

While Burai Ecotourism Village thrived from 2018 to 2020, the coronavirus pandemic led to a decline in tourism from 2020 to 2022 due to travel restrictions. Although visitors still come to the village, their numbers have dwindled. As a result, efforts are underway to revitalise the village's potential and attract more visitors, as Burai Village possesses the attributes necessary to develop a successful tourist destination. The potential for tourism in Burai Village is closely linked to the local community as a driving force. Local communities, prioritising environmental, social, and cultural sustainability, manage community-based tourism (CBT). Its goal is to help tourists understand and appreciate the ways of life of local communities (Tyas, Ninik W., Damayanti, M., 2018).

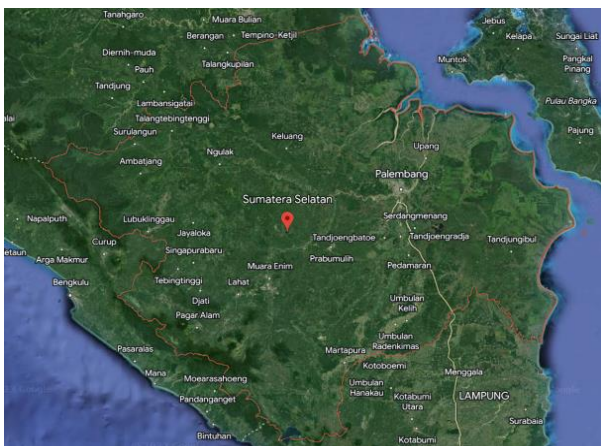


Image 1. Location of South Sumatra
Source: Google Earth, 2023

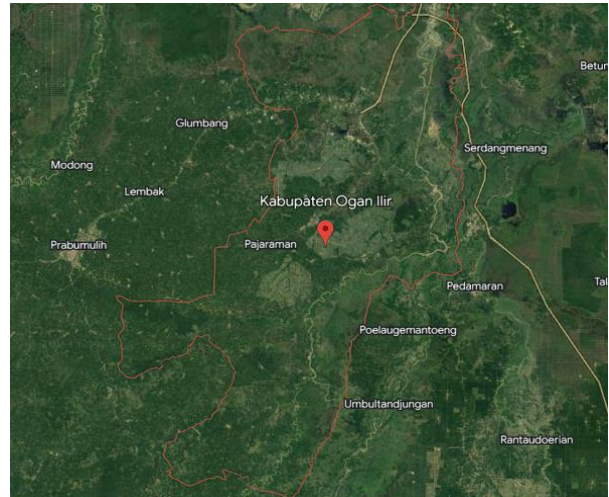


Image 2. Location of Ogan Ilir Regency
Source: Google Earth, 2023

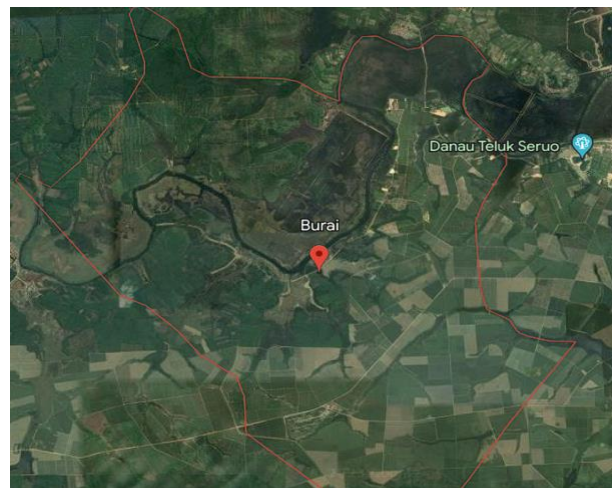


Image 3. Location of Burai Village
Source: Google Earth, 2023

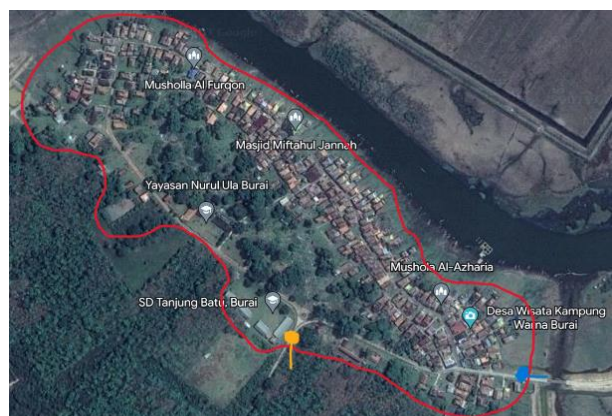


Image 4. Burai Tourism Village Area
Source: Google Earth, 2023

In this research, the problem formulation is as follows:

1. What are the advantages and disadvantages of the Burai Tourism Village?
2. How can the Burai Tourism Village's advantages and disadvantages be maximised?

Definitions

The word "tourism" has various definitions:

- According to Koen Meyers (2009), it refers to a temporary trip made by someone outside their residence.
- According to Robert McIntosh (in Pendit, 2013), it involves interactions between the government, businesses, and tourists. Tourism can be defined as travelling to seek entertainment carried out by individuals or groups.
- According to Urmila Dewi, Made H., Fandeli, C., Baiquni, M. (2013), tourist villages are a form of implementing community-based and sustainable tourism development. The development of tourist villages aims to promote equality in sustainable tourism development.
- According to Nuryanti (2016), a tourist village combines attractions, accommodation, and supporting facilities in a way that integrates with the local procedures and traditions, thus making a village a tourist village.

In general, a tourist village is a rural area that leverages the potential and culture of the village as a tourist attraction.

Tourism Village Terms

Several conditions differentiate tourist villages from other villages (Arida, I. N. S., & Pujani, L. P. K., 2017):

- The village should have tourist attractions such as natural, cultural, or artificial tourism created by the village community.
- Community and human resources involvement in tourism development activities is necessary.
- An institution that manages tourism village activities is required.

- Availability and support of facilities and infrastructure will facilitate village tourism activities.
- Potential and opportunities to develop the tourism market should be present.

RESEARCH METHODS

In our scientific research, we utilised qualitative methods, including a survey approach and SWOT analysis, to assess the strengths and weaknesses of Burai Tourism Village. As Creswell (2016) suggests, qualitative research seeks to explore the perspectives of individuals or groups regarding social and humanistic issues.

According to Moleong (2017), such research aims to comprehend the phenomena experienced by the subjects, such as their behaviour, perceptions, or actions, in verbal form. Generally, qualitative research methods involve collecting data and information from respondents who can articulate their thoughts and feelings, providing an overview of the research topic. We conducted fieldwork in the Burai Tourism Village to gather the necessary data and information. This involved observing the village area and surveying various sources and respondents to gain insights into the advantages and disadvantages of the village.

The authors consulted with Odon, Romi, Andri (KODARWIS), Karang Taruna, the tourism management team, and the local village head, Mr. Erik Asrila, M. Kep. Once we obtained the required data and information, we utilised the SWOT analysis method to evaluate the village's advantages, disadvantages, potential, and opportunities. According to Wustari L.H. Mangudjaya (2020), SWOT analysis is a strategic planning tool used to assess various factors that impact efforts to achieve objectives. This method facilitated our analysis of opportunities for revitalising the Burai Tourism Village and enhancing its appeal to tourists.

Previous Researches

- Based on the research by Indah Kartika, Lisnini, and Esya Alhadi (2020), Burai Village has the feasibility and opportunity to

become a tourist destination due to its strong criteria identified through SWOT analysis.

- According to M. Aditywarman and Muhamad Sidik (2022), the village has promising prospects by leveraging its natural resources, which can lead to increased income for the local farmers.
- Sary Mulya Kurniati and Siti Gomo Attas (2022) suggest that although Burai Village must be fully prepared to become a tourist destination, it holds significant potential for sustainable management.
- Emphasising the necessity for community involvement, government support, and others, Harnani et al. (2020) reiterated that the development of Burai Tourism Village requires ideas, physical effort, skills, abilities, and resources.

RESULT AND DISCUSSION

Burai Village

As we ventured into the heart of the Burai Tourism Village, we were greeted by a picturesque landscape and a bustling community. The village boasted a range of well-maintained facilities, including a place of worship, a reliable PAM water source, electricity, cosy homestays, a fully-equipped health centre, a versatile multi-purpose building, and a recently established waste bank. Notably, the village also featured a dedicated area for cultivating vibrant hydroponic plants, adding to the unique charm of the locale.

We unearthed invaluable insights into the village's dynamics during in-depth conversations with the locals. The community's economic backbone lay in the MSME sector, with many engaging in the trade of traditional songket arts and kemplang crackers alongside the livelihood of fishing. Furthermore, the annual Burai Festival catalysed economic growth, drawing in numerous visitors and showcasing the captivating Bumui/Bumme dance as one of its highlights.

Burai Village emerged as a tourist destination in 2018, marked by the exhilarating bidar boat race

attended by the Regent of Ogan Ilir and supported by prominent government institutions, including PERTAMINA, Bank Indonesia, and Bank SUMSEL BABEL. Before the COVID-19 pandemic, the village enjoyed a thriving influx of visitors.

Regrettably, the pandemic led to a significant decline in tourist arrivals, posing challenges for the village. Notably, the vibrant paint adorning the houses, a key attraction, has started to fade. Additionally, the nascent waste bank faced operational hurdles, while the marketing of hydroponic plants encountered difficulties due to their relatively high prices. Despite these obstacles, the potential and allure of Burai Tourism Village remained undimmed.

Village Facilities Analysis

Located in the eastern part of the village, there is a charming bridge and a welcoming village gate that create a picturesque entryway into the tourist village area. Both of these structures are beautifully adorned with an array of vibrant and eye-catching paint, adding to the delightful ambience of the village.



Image 5. Main Gate of Burai Village

Source: Author, 2023

At the village entrance are brightly painted gazebos sponsored by PERTAMINA, along the road to match the village's colourful concept.



Image 6. Gazebo as Tourist's Facility
Source: Author, 2023

In the southern part of the village area, another gate serves as an entry point to the Burai Village area.



Image 7. Main (South) Gate of Burai Tourism Village
Source: Author, 2023

The village has facilities promoting cleanliness, such as a waste bank. The recently established waste bank in Burai Village appears new, operational for just one month. There is a need for the waste bank facility to function optimally. As a result, there were visible piles of garbage neatly contained in sacks.



Image 8. Waste Bank
Source: Author, 2023

Located at the heart of Burai village, a versatile building serves various purposes, notably as a venue for hosting events and gatherings.



Image 9. Common Building
Source: Author, 2023

Burai Village, a community health centre, offers various health services to the residents. The health centre is not open around the clock and is run by a team of dedicated midwives.



Image 10. Community Health Center
Source: Author, 2023

The village of Burai comprises six hamlets, each delineated by a monumental, sharp bamboo structure serving as a boundary between itself and adjacent hamlets.



Image 11. Boundaries between Hamlets
Source: Author, 2023

In this village, several homestays are available for rent to visitors who want to stay for a while.



Image 12. Home Stay
Source: Author, 2023

Nestled beside the Burai village health centre is a thriving hydroponic cultivation facility that local women have skillfully managed for quite some time. The bountiful produce from this innovative cultivation method is then thoughtfully distributed and sold in local markets, contributing to the sustainable growth of the community.



Image 13. Hydroponic Cultivation
Source: Author, 2023

For educational facilities in Burai Village, there are two schools: SDN 02 Tanjung Batu and MTS Nurul Ula Burai.



Image 14. School
Source: Author, 2023

The SWOT analysis is a comprehensive method to assess the internal and external factors affecting a particular village. It delves into the village environment's strengths, weaknesses, opportunities, and threats.

1. **Strengths** The village benefits from robust support from local and regional governments and significant state-owned companies. They have provided substantial capital, sponsorship, and facilities, fostering a solid foundation for the village's development.
2. **Weaknesses** Despite its potential, the village's visual appeal is marred by fading paint at various tourist spots. Additionally, there is a lack of proactive promotion by both residents and local authorities, hindering the village from attracting visitors beyond its borders.
3. **Opportunities** With a rich cultural heritage and traditional events like the Bumui/Beume dance and the Burai Festival, the village holds great potential as a tourist attraction. These unique cultural offerings can be leveraged to attract visitors and boost tourism.
4. **Threats** External factors such as the recent impact of the COVID-19 pandemic have posed significant threats to the village's economy. The decrease in tourism due to the pandemic has directly affected the livelihoods of local residents, highlighting the village's vulnerability to unforeseen events.

4	<i>Threat</i>	The potential decrease in the number of visitors following the COVID-19 pandemic.
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Source: Author, 2023

RECOMMENDATIONS

Here are some recommendations to enhance the economic and cultural development of Burai village:

1. Facilitate the introduction of online markets to village residents to reduce their dependence on income from in-person visitors. This initiative aims to ensure that local goods such as souvenirs, songket, and traditional food can still be accessible through e-commerce, even during periods of low tourist activity.
2. Collaborate with village residents and the local government to restore the village to its original aesthetic, aiming to attract more visitors.
3. Promote cultural activities that actively engage all village residents, such as festivals. These initiatives will showcase the rich traditional culture of Burai village and draw in tourists from neighbouring areas.
4. Training for managing the tourism village, especially for local people as the main actors of the tourism village.

Table 1. Tabel of SWOT Analyses

No.	Aspects	Description
1	<i>Strength</i>	Supported and provided capital by the regional government, PERTAMINA, Bank Indonesia, and Bank SUMSEL BABEL
2	<i>Weakness</i>	The village's appearance is lacking, with poorly maintained aesthetics resembling faded paint. Additionally, there is a noticeable lack of promotion for the village to the general public.
3	<i>Opportunity</i>	Diverse cultural heritage and traditions include the Bumui/Bumme dance and the Burai Festival.

CONCLUSION

Based on the data analysis conducted on the strengths and weaknesses of Burai Village, the following findings were revealed:

Burai Village needs to develop programs to address the local community's challenges. Some key points of these challenges include:

1. Burai Village offers comprehensive facilities to meet the daily needs of its residents.
2. The village's main attraction is the diversity of colours in the residents' houses. However, the fading paint has reduced the village's visual appeal due to a lack of maintenance.
3. The village's economy heavily relies on MSME businesses, such as Songket Art and Kemplang crackers. These businesses

experience increased activity during the annual festival hosted in Burai Village.

4. Burai Tourism Village has received support from various state institutions, recognising its potential.
5. The COVID-19 pandemic in 2020 significantly decreased the number of visitors to Burai Tourism Village.

Despite the challenges, Burai Village has the potential to revitalise its tourism sector and attract more visitors. Therefore, the program should focus on tapping into its local natural and human resources.

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