

**STRATEGI PENGEMBANGAN *BAMBOO CORNER HANDICRAFT*
SEBAGAI DAYA TARIK WISATA DI DESA WISATA SIDETAPA
MELALUI ANALISIS SWOT**

Oleh

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ABSTRAK

Penelitian ini bertujuan untuk merumuskan strategi pengembangan *Bamboo Corner Handicraft* sebagai daya tarik wisata di Desa Wisata Sidetapa melalui analisis SWOT. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi dan wawancara. Data yang terkumpul kemudian dianalisis menggunakan analisis SWOT dan Matriks SWOT untuk merumuskan strategi pengembangan. Hasil penelitian menunjukkan bahwa strategi pengembangan *Bamboo Corner Handicraft* terdiri atas empat alternatif strategi, yaitu: (1) strategi SO (*Strength-Opportunities*) meliputi pengoptimalan aktivitas menganyam sebagai paket wisata edukasi melalui penyusunan alur kegiatan, durasi, dan harga paket yang terstruktur, memaksimalkan keunikan dan keberagaman produk melalui pameran dan platform digital, pengoptimalan navigasi digital melalui pengelolaan *google maps* yang lebih lengkap dan informatif sebagai pusat informasi kunjungan, serta pengoptimalan *homestay* lokal sebagai pendukung pengalaman wisata edukasi berbasis kearifan lokal, (2) strategi WO (*Weaknesses-Opportunities*) meliputi peningkatan fasilitas dan pembenahan fisik lokasi wisata secara bertahap melalui kerja sama dengan pemerintah desa dan pokdarwis, pembentukan tim promosi dan pemasaran untuk pengelolaan konten digital yang terstruktur, pemanfaatan kemitraan bersama akademisi dan pokdarwis untuk penyediaan informasi wisata yang dapat diakses secara mandiri, serta pengembangan layanan transportasi melalui kolaborasi dengan pihak lokal, (3) strategi ST (*Strengths-Threats*) meliputi pelaksanaan diversifikasi bahan baku melalui pemanfaatan bahan alam alternatif seperti daun lontar dan daun pandan duri, pengembangan variasi produk dan aktivitas wisata melalui layanan *custom souvenir* dan spot foto bertema anyaman bambu, serta penguatan kualitas pengalaman wisata melalui pengembangan sistem pemanduan yang lebih terarah, dan (4) strategi WT (*Weaknesses-Threats*) meliputi perencanaan jadwal produksi untuk mengantisipasi penjualan dan permintaan produk pada kondisi tertentu, serta pembenahan tampilan dan informasi produk secara berkala.

Kata Kunci: Strategi Pengembangan, *Bamboo Corner Handicraft*, SWOT, Sidetapa

**DEVELOPMENT STRATEGY OF BAMBOO CORNER HANDICRAFT AS A
TOURIST ATTRACTION IN SIDETAPA TOURISM VILLAGE THROUGH
SWOT ANALYSIS**

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ABSTRACT

This study aims to formulate development strategies for Bamboo Corner Handicraft as a tourist attraction in Sidetapa Tourism Village through SWOT analysis. This research employed a descriptive qualitative method, with data collected through observation and interviews. The collected data were then analyzed using SWOT Analysis and the SWOT Matrix to formulate development strategies. The results of the study indicate that the development strategies for Bamboo Corner Handicraft consist of four alternative strategies: (1) SO (Strengths–Opportunities) strategy, which includes optimizing bamboo weaving activities as an educational tourism package through the arrangement of structured activity flows, duration, and package pricing, maximizing the uniqueness and diversity of products through exhibitions and digital platforms, optimizing digital navigation through more comprehensive and informative Google Maps management as a center of visitor information, and optimizing local homestays to support educational tourism experiences based on local wisdom. (2) WO (Weaknesses–Opportunities) strategy, which includes improving facilities and gradually enhancing the physical condition of the tourist site through collaboration with the village government and pokdarwis, establishing a promotion and marketing team for structured digital content management, utilizing partnerships with academics and pokdarwis to provide tourism information that can be accessed independently by visitors, and developing transportation services through collaboration with local stakeholders. (3) ST (Strengths–Threats) strategy, which includes implementing raw material diversification through the utilization of alternative natural materials such as lontar leaves and thorny pandan leaves, developing product variations and tourism activities through custom souvenir services and bamboo weaving themed photo spots, and strengthening the quality of tourism experiences through the development of a more organized guiding system and (4) WT (Weaknesses–Threats) strategy, which includes planning production schedules to anticipate product sales and demand under certain conditions, as well as periodically improving product displays and information.

Keywords: Development Strategy, Bamboo Corner Handicraft, SWOT, Sidetapa