The Development of Pengempu Waterfall Cau Belayu Tabanan as One of Natural Objects Tourism in Tabanan Bali

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Abstract
Pengempu Waterfall is one of the tourist attractions located in Cau Belayu Tourism Village, which is currently a tourist location that is busy being visited by local and foreign tourists. The purpose of this research is to describe the tourism potential of the Pengempu Waterfall and analyze the strategy for developing the attractiveness of the Pengempu Waterfall as a natural tourism in Cau Belayu Village. Data collection techniques used were observation, interviews, documentation and SWOT analysis to describe tourism potential and to formulate a tourism development strategy for Pengempu Waterfall. The data analysis technique used is the SWOT analysis technique, namely analyzing internal factors (strengths and weaknesses) and external factors (opportunities and threats) with the help of the SWOT matrix. The results of this study are that the strategy used in developing the Pengempu Waterfall as a natural tourism in Cau Belayu Tourism Village is the potential of 4 A, (attraction, amenity, accessibility and ancillary), with the role of stakeholders helping the development of tourism in Pengempu Waterfall using the SWOT strategy namely strengths, weaknesses, opportunities and threats.

Keywords: Development Strategy, Tourism Potential, SWOT Analysis
INTRODUCTION

Tourism itself is referred to as a very important economic sector for the Indonesian state, with millions of natural beauty, culture and heritage of Indonesia’s ancestors who became positive values that must continue to be published. Tourism occupies a strategic position in increase the country's foreign exchange earnings. Even last year, the Indonesian tourism industry able to generate about 10 billion USD in foreign currency, this position occupies ranks 4th after petroleum, coal and palm oil (kominfo.go.id). Tourist itself, such as the service industry based on creativity. Indonesia, with its tourism potential rich, must be able to maximize its potential for the benefit of its people. Tourism is everything related to tourism including the exploitation of tourist objects and attractions as well as businesses - business related to this field. Tourism is a social, economic, political, cultural and technological phenomenon, so that this situation is of great concern to experts and development planners. The land area in Indonesia according to data from the Central Statistics Agency (BPS, 2017) is 1,913,578.68 Km2, has a wealth of culture and arts of its people, and its natural beauty is the main attraction. Under these conditions, Indonesia’s tourism potential can become one of the strengths to be reckoned with (Dayansyah, 2014).

The territory of Indonesia that is passed by the equator makes Indonesia have a climate that gives rise to a variety of flora and fauna that fascinates tourists to visit Indonesia. Indonesia’s geographical conditions are in the form of tropical rain forests, mountains, beaches and also oceans as well as cultural diversity which is the basic capital to become a world-famous tourist destination. Natural beauty and cultural diversity have made Indonesia a country famous for its tourist attractions, both natural and cultural attractions.

The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally. However, if the development is not properly prepared and managed, it will create various problems that make it difficult or even harm the community. One way to gain competitive advantage is to maintain loyalty consumer is the brand image (brand image) which is a representation of overall perception of the brand and is formed from information and past experience against that brand. The image of the brand is related to attitudes in the form of beliefs and preference for a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. Brand image refers on the memory schema of a brand, which contains consumer interpretations or attributes, strengths, users, situations, users, and marketer characteristics and/or
characteristics maker of the product/brand. Brand image is what consumers think and feel when hearing or seeing the name of a brand.

Indonesia has become the number one or best tourist destination in the world based on a percentage that represents the average tourist satisfaction. Where in the ranking second and third followed by Thailand and Portugal. This is also supported by the increase the number of foreign tourists who have continued to come to Indonesia in the last five years sourced from data from the Indonesian Central Bureau of Statistics (2009), with arrival points the most at Bali’s Ngurah Rai Airport. This is a matter of pride for the Indonesian nation, this increase can certainly provide its own benefits for Indonesian nation. Which can be used for efforts to equalize development in Indonesia.

The development of the tourism industry in Bali is so rapid. The growth rate of facilities and infrastructure is so fast that it attracts investors to build accommodation everywhere that takes up productive land. The positive impact and development of tourism in Bali is the opening of jobs which can automatically increase people’s income and increase knowledge for the community as a result of globalization that accompanies tourism activities themselves. However, it is undeniable that the negative impact of tourism activities is also quite worrying where there is a conversion of agricultural land which results in a lack of agricultural land, catchment areas, social impacts on the community and security. Bearing in mind that Bali tourism is cultural tourism which is rooted in agriculture with a rice field irrigation system, namely subak which is decreasing over time and the worst is the loss of Balinese tourism identity. In addition, the increasing number of accommodations that have grown in Bali has spawned unhealthy price competition as a result of the excess number of rooms in Bali.

Regional tourism development is one of the industrial developments which cannot be separated from local community development and facility development that supports it. This condition will threaten tourism in Bali itself, losing tourism identity and saturation for tourists. Tourism Village is one solution that can be developed to save Bali tourism. Through government programs in developing rural community-based sustainable tourism programs, tourism villages were developed with the aim of village community empowerment activities, small-scale, prioritizing nature and environmental conservation, having a positive impact on the socio-cultural life of the community. One of the villages developed as a Tourism Village is Cau Belayu Village.

Cau Belayu Village is located in Marga District, Tabanan Regency, Bali Province. The location of this village is also somewhat unique because it borders Tabanan Regency and
Badung Regency. To the north of Cau Belayu Village is bordered by Perean Kangin Village, Baturiti District, Tabanan Regency. To the east, Cau Belayu Village is bordered by Sangeh Village, Abiansemal District, Badung Regency. To the south, Cau Belayu Village is bordered by Swing Village, Abiansemal District, Badung Regency. To the west of Cau Belayu Village, it is bordered by Sembung Village, Mengwi District, Badung Regency. Cau Belayu Village consists of 2 (two) Traditional Villages namely Cau Belayu Traditional Village and Pekraman Seribupati Traditional Village. Which consists of 4 traditional Banjars, namely the Cau Belayu Traditional Banjar, the Seribupati Traditional Banjar, the Babakan Traditional Banjar and the Padang Aling Traditional Banjar. In general, the population is 3,000 people, the majority of whom work as farmers. This is not surprising considering that Tabanan Regency is famous for its rice barns. In the era of the Covid-19 pandemic as it is now, based on observations the people's economy is still in the stage of adjustment or adaptation to the new normal. Residents whose livelihoods are in the tourism sector who were affected at their previous workplaces take other alternatives in order to survive, either by returning to the fields or selling.

Having several beautiful objects, Cau Belayu Village was made into a Tourism Village in 2020 through the Decree of the Regent of Tabanan Number 180/1286/03/HK & HAM/2020 (Aryawan, 2020). This tourist village has involved the role of the community in development, for example as members and administrators of Pokdarwis. In the Pokdarwis guidebook issued by the Ministry of Tourism and Creative Economy, it is an institution at the community level whose members consist of tourism actors who have concern and responsibility, and play a role as an activator in supporting the creation of a conducive climate for the growth and development of tourism. The Cau Belayu Tourism Village is a tourist attraction that has just been managed in 2020 which is managed directly by the Traditional Village, especially by the Tourism Awareness Group (Pokdarwis). The potential of the Cau Belayu Tourism Village is enormous, be it in the form of natural, cultural and man-made tourism. According to Suwantoro (1997, in Utami, 2017), nature tourism is a form of natural tourism activity that utilizes the potential of natural resources and environmental management. Nature tourism has resources that come directly from nature. In addition, nature tourism has the potential and attractiveness for tourists and its activities are aimed at fostering a love of nature, both in nature activities and after cultivation.

One that will be discussed in this study is the potential for Nature Tourism in the Cau Belayu Tourism Village, namely the Pengampu Waterfall located in Cau Belayu Village. With a distance of 21 km on the Denpasar - Bedugul route, which can be reached in less than 45
minutes. This waterfall has a height of 25 meters, still natural water that comes from a paddy field spring that seeps into the ground with a fairly heavy water discharge because it is used by the Cau Belayu Village Community for irrigation.

The natural scenery of Pengempu Waterfall is very unique, namely its position which seems to be flanked by 2 rock cliffs. The rocks look more beautiful because it looks like moss grows almost evenly on the rock cliffs. Meanwhile, the water discharge is also not so heavy, with a natural pool of bluish green water, it is certain that it is very safe for swimming or bathing. The atmosphere around the Waterfall is so cool, birds chirping is almost always heard, as well as the silence that is felt in this place.

There are 4 aspects (4a) that must be considered in the tourism offer. These aspects are, the Attraction or Attraction of the Pengempu Waterfall is not only the beauty of the Waterfall, but here there are tubing and river rides which have very clear water which will make the tourists very happy and feel at home. After that Accessibility or Access to the Pengempu Waterfall can be said to be quite easy to pass through the Denpasar - Bedugul Highway and enter the Cau Belayu road where the road has been hotmiked so there is no need to worry about damaged roads. Then the Amenities or Facilities around the object or area of the Pengempu Waterfall are stalls, public toilets, gazebos, and parking areas. And finally, the Ancillary or institutions that handle or manage the Pengempu Waterfall are privately owned in collaboration with the Village. Pengempu Waterfall has and saves a lot of potential that is worthy of being used as a natural tourist attraction.

I Putu Eka Jayantara who is the Head of Cau Belayu Village said that the tourist destination of the Pengempu Waterfall is currently temporarily closed, especially during the PPKM period. "It's okay to come to the waterfall, it's just that the officers and managers are not at that location. So the Village and the manager are not responsible if something unexpected happens. Eka Jayantara explained that the existence of the Pengempu Waterfall was discovered by a foreign tourist six years ago. At that time it was exposed to social media, then after that there were visits from the public to the waterfall. With this visit, the people of Cau Belayu Village spontaneously cleaned up the waterfall. Access to the stairs has been around since 2003, but actually the access stairs are used by the community for the melasti ceremony to Beji Campuan. Now with the Pengempu Waterfall, the access ladder has an added function, namely as access to the waterfall as well.

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Then Eka Jayantara said that since the establishment of the Pengempu Waterfall, the entrance ticket fee has been a voluntary donation. Even in 2020 until now, people who visit don’t need donations. Eka Jayantara also revealed that Cau Belayu Village is currently in the stage of developing a tourist village. The right development strategy is needed for the development of Pengempu Waterfall in managing the land so that it is wider, neater and more tourists visit Pengempu Waterfall.

Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. In the world of tourism brand image or what can be called a Brand Destination. This destination brand aims to introduce destination products to sell them in the tourism market, so the product apart from being imaged through a process of social construction, the product must also be communicated to the public. In communicating a product, it is necessary to understand several concepts of communicating a product to the public.

Brand image is widely accepted as a multidimensional concept consisting of brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets (Aaker 1991). Keller (1993) proposed a knowledge-based framework for creating brand equity based on two dimensions, namely, brand awareness and brand image. Yoo and Donthu (2001) adopted four dimensions to measure brand equity, namely brand loyalty, brand awareness, perceived quality, and brand association. Atilgan et al. (2009) consider perceived quality, brand loyalty, brand association, brand awareness, and brand trust as the five basic customer-related dimensions of brand equity. For the purpose of this study, we adopted six dimensions to measure brand equity, namely brand awareness, brand image, brand association, brand trust, perceived service quality and brand loyalty. The results of previous research conducted by Shihab and Sukendar (2010) also show that brand equity has an influence on loyalty. The results of previous research conducted by Hengestu and Iskandar (2017) also show that brand equity has an impact on loyalty.
Activities that seek to disseminate information, influencing and persuading or reminding the target market of the company and products to be willing to accept, buy loyal to the products offered by the company concerned. Therefore, efforts to maintain consumer loyalty is important. Important for companies to do. Loyalty doesn't just come, its needed strategy in terms of consumer management in order to obtain it. Brand is defined as the customer's perspective on the brand. reputation (Hawkins & Mothersbaugh, 2013, p. 339). When a certain brand has a good reputation, it means that that particular brand has the potential to have high brand equity (Hawkins & Mothersbaugh, 2013). Brand trust is an important component in increasing consumer loyalty, many brands are unknown and remembered by consumers and result in brand change. This can be caused by brand trust in certain products by consumers starting to disappear.

Regarding the background description above, the researcher will conduct a study entitled “The Development of Pengempu Waterfall Cau Belayu Tabanan as One of Natural Objects Tourism in Tabanan Bali”. This study aims to describe the potential of Pengempu Waterfall Cau Belayu Tabanan and also to compile the development strategy of Pengempu Waterfall Cau Belayu Tabanan.

METHODOLOGY
This study used qualitative methods as the research method. Through this qualitative research approach, researchers try to describe the potential of Pengempu Waterfall Cau Belayu Tabanan and also to compile the development strategy of Pengempu Waterfall Cau Belayu Tabanan. The data obtained are in the form of interview results, primary and secondary documents and direct observation.

RESULTS AND DISCUSSION
1. The potential of Pengempu Waterfall Cau Belayu Tabanan as One of Natural Objects Tourism in Tabanan Bali. The potential of Pengempu Waterfall is divided into two, natural potential and cultural potential.
   a. The natural potential of the Pengempu Waterfall is said to be very unique, namely the position of the Waterfall as if it is flanked by two rock cliffs. The rocks look more beautiful because it looks like moss grows almost evenly on the rock cliffs. This waterfall has a height of 25 meters with very clear natural water that comes from springs in rice fields which seep through the ground with a fairly heavy water discharge because it is used by the people of Cau Belayu
Village for irrigation. Meanwhile, the discharge of this waterfall is not that heavy, with a pool of bluish green water, it is certain that it is very safe for swimming or bathing. Pengempu Waterfall is downstream from the tubing attraction because in the village of Cau Belayu it also manages tubing. After tourists take a downstream tubing tour, they will directly enjoy the Pengempu Waterfall. There is a river called Tukad Yeh Penet, where the river is located under the Waterfall, which is now often used as a bathing place for tourists visiting the Waterfall. Pengempu Waterfall has several types of fauna in the surrounding environment such as birds, fish, monitor lizards and monkeys which are highly protected. There are many types of flora such as ferns, papayas, ornamental plants, bamboo, and shady trees that make the atmosphere cooler and more comfortable and look more beautiful. The view that the Pengempu Waterfall has, while going down the stairs, you will be treated to views of the forest, the atmosphere is so beautiful and fresh. Shady trees make the road shady and cool along the way. Pengempu Waterfall when viewed from a physical perspective, has a resting place such as several kazebo buildings, Pengempu Waterfall is still very natural and has not been touched by human hands. So it is a very suitable location for seekers of serenity and peace of mind. The sound of splashing waterfalls, the gurgling flow of water and the singing of birds can be reassuring. Pengempu Waterfall can be enjoyed as a place to relieve fatigue because of the beauty and green nature around it. This waterfall, which is surrounded by 2 rock cliffs and shady and unspoiled trees, is located in the village of Cau Belayu, Tabanan district, not many people knew about this waterfall before. The access to get here is looking for the direction of the Sangeh tourist attraction, then there is a T-junction not far 200m entering the Cau Blayu village area. Pengempu Waterfall has a physical condition that is still very natural. As a natural addition before heading to the Pengempu Waterfall, there is a stretch of rice fields that can spoil the eyes of visitors. So that it becomes an added value for the Pengempu Waterfall to attract tourists to visit.

b. Cultural Potential, where most of the people in Cau Belayu Village are people with Hindu religious beliefs, so that the Pengempu Waterfall area can also be used as a place for prayer ceremonies for the Cau Belayu people. Apart from that, the local community also believes that the Pengempu Waterfall area is a sacred spring area, where around the Waterfall there are fountains and other springs. There is a belief
from the Cau Belayu community which is also written in their customary law in the form of awig – awig. Adheres to the belief in the philosophical implementation of Tri Hita Karana, which is wrong one element of Tri Hita Karana is its weakening, which maintains a harmonious relationship between humans and the universe. Because it is used as a sacred area, the Pengempu Waterfall area can be used as a place to pray to the universe and God Almighty, apart from that the Pengempu Waterfall area is also suitable as an area to do curing or in Hinduism it means the process of self-cleaning. The people also believe in Pancoran Penglukatan to ask for the blessing of heredity because it is believed that in the area of the Waterfall there is one, in Balinese terms, the meeting of two rivers so that there are people who believe in asking for the blessing of heredity. And it is also suitable as a place to meditate or to calm down from all activities that make a person stressed.

The Development Strategy of Pengempu Waterfall Cau Belayu As One of Natural Objects Tourism in Tabanan Bali.

The theory of tourism components which according to Cooper et al (199:81) suggests that there are 4 (four) components that must be owned by a tourist object, namely: attraction, accessibility, amenity and ancillary:

1. Attraction (attraction)

Waterfall is an object that can be used to carry out various interesting activities and calm the mind because Waterfall is located in an area far from road conditions so that when you are at Waterfall the atmosphere will feel comfortable and calm. Pengempu Waterfall has a very unique natural landscape where the position of the Waterfall seems to be flanked by two rock cliffs. The water discharge at the Waterfall is not as large as other Waterfalls, so it is safe for children, but during the rainy season the water at the Waterfall is often dirty, because the subak irrigation canal in the Seribupati banjar neighborhood is garbage, there may be trash shipments from households or from local communities who are not yet able to manage their waste properly, and these weaknesses will culminate in Waterfalls, which will pose a threat to Waterfalls in competition with similar tourist areas in other areas such as Nungnung Waterfall, Leke-leke Waterfall, Tegenungan Waterfall. In addition, the water flow from the Pengempu Waterfall flows into the Yeh Penat River which can be
used as a Tubbing activity, namely white water rafting using tires. In the Pengempu Waterfall area it is also believed by the local community to be a sacred area of springs, where around the Waterfall there are showers, the Pengampu Waterfall area is used as an area for melukat or self-cleaning and is suitable for meditating or calming down from all activities that make someone gets stressed. The waterfall is at the left, in a big rock niche. To point out, Pengempu Waterfall is not big. But the sound of the water that falls from a 20-meter is rumbling. Behind the discharging water, the rock is carved into ledges and niches. Tree roots are spreading on the wall. There is a pool, near the green pond. Some banners and *tedungs* (umbrellas) at the south signal that locals consider the area holy and use the water for religious ceremonies. The pool is completed with some pipes to tap the water in *Melukat* ceremony. There are boulders at the edge surrounding the pond. Dipping into the pond is not recommended. Nevertheless, the waterfall and surroundings are great for a photo backdrop.

2. Accessibility (Access)

Access to the Pengempu Waterfall can be said to be quite easy via the Denpasar - Bedugul Highway and enter the Cau Belayu road where the road has been hotmiked so there is no need to worry about damaged roads. The road leading to the Waterfall from the parking lot is neatly arranged with stairs that are in pretty good condition. However, the road to the supporting potential of the Pengempu Waterfall, namely the road to the finish of the Tubbing attraction, is still not good. Access to the Golden Triangle Pengempu Waterfall has destinations, namely one Taman Ayun, the second is Ubud, there is Sangeh and there is Bedugul. In terms of access to the Pengempu Waterfall, the opportunity is very big, the access is close, the road to the Waterfall is not so steep. Because this is an access to the Seribupati banjar area and the Basangbe riverbank area, the threat is in the mobilization of one parking lot is very crucial when this Waterfall is developing and there will be chaos in traffic because parking for tourists heading to the Waterfall is indeed inadequate.

3. Amenities (Facilities)

Facilities are things that really have an important role in a tourist attraction because facilities are a support for the success of an object to become a famous tourist
attraction. With the signposts showing the way to the Waterfall already installed, there will be opportunities because tourists who want to visit the Waterfall will find it easier to get to the Waterfall. According to the Prebekel, Cau Belayu Village, Pengempu Waterfall has facilities that already have public toilets, gazebos, stalls and parking areas. However, in terms of inadequate parking, often the problem is parking. The lack of parking facilities will pose a threat to Waterfall when this Waterfall develops.

4. Ancillary (additional service)

The institution that handles or manages the Pengempu Waterfall is privately owned in collaboration with the Cau Belayu Village. Cau Belayu Village is also a new tourist village, which has various potentials to become a strength for the Pengempu Waterfall as one of the natural tourism potentials of the Cau Belayu tourist village. In terms of promotion, the manager of the Pengempu Waterfall is still not optimal in increasing promotions for tourists to visit the Pengempu Waterfall. With the existence of other tourist attractions that are well known in advance such as Sangeh Monkey forest. This can be a great opportunity for tourists who visit this attraction to also visit the Pengempu Waterfall because it is close. The existence of similar tourist areas, such as Nungnung Waterfall, Tegenungan Waterfall which are already well-known, will pose a threat to Pengempu Waterfall in competition.

2.1 The Development Strategy of Pengempu Waterfall Cau Belayu As One of Natural Objects Tourism in Tabanan Bali by Using SWOT

According to Iskandar (Ruspradana, 2019) development is an educational effort both formal and non-formal which is carried out consciously, planned, directed, organized and responsible in order to introduce, grow, guide, develop a basic personality that is balanced, whole, aligned, knowledge, skills in accordance with talents, desires and abilities as provisions on one’s own initiative to add, improve, develop oneself towards achieving dignity, quality and human abilities that are optimal and independent.

According to Chandler quoted from Rangkuti (2009) strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and priority allocation of resources. Meanwhile, according to Pearce and Robinson (2008)
strategy is a large-scale plan, with a future orientation, to interact with competitive conditions to achieve company goals.

a. **Strength is an internal strategic factor that has described the advantages or advantages possessed by Pengempu Waterfall, including:**

1. The natural scenery of Pengempu Waterfall is very unique, namely its position which seems to be flanked by two rock cliffs.
2. The road leading to the Waterfall from the parking lot is neatly arranged with stairs that are in fairly good condition.
3. The facilities owned by Waterfall are available such as: public toilets, gazebos, stalls and parking areas.
4. In terms of management, the Pengempu Waterfall is privately owned in collaboration with the Village.

b. **Weaknesses are internal strategic factors that describe the deficiencies possessed by Pengempu Waterfall, including:**

1. During the rainy season, the water in waterfalls is often dirty. It was caused by trash sent from the Banjarribupati environment that visited the Waterfall.
2. There is no collaboration between tourist objects that are close to well-known waterfalls such as Taman Ayun, Ubud, Sangeh Monkey Forest and Bedugul.
3. Inadequate parking area.
4. Tourism promotion is still not optimal.

c. **Opportunity is one of the external factors that provide an opportunity to increase the profits of Pengempu Waterfall, including:**

1. Waterfall discharge is not so heavy, so it is safe for children.
2. Access to the Golden Triangle Pengempu Waterfall has destinations, namely one Taman Ayun, the second is Ubud, there is Sangeh and there is Bedugul.
3. Signposts have been installed to make it easier for tourists to get to the Pengempu Waterfall.
4. There are other well-known tourist attractions such as the Sangeh Monkey Forest. This can be a great opportunity, tourists visiting the attraction also visit Pengempu Waterfall due to its close proximity.

d. **Threats are external environmental conditions that hinder Waterfall from developing, including:**

1. The existence of tourism activities that utilize various existing potentials, allows for damage to the quality of the natural, social and cultural environment itself.
2. Because this is access to the Seribupati banjar area and the Kangin Basangbe area, the threat of one parking being mobilized is very crucial when this
Waterfall is developing and the threat will be chaos in traffic because indeed parking for tourists going to the Waterfall is inadequate or still not enough.

3. Parking facilities will pose a threat to Waterfall visitors when the Waterfall is developing.

4. There is competition with similar tourist areas in other areas such as the famous Nungnung Waterfall and Tegenungan Waterfall.

5. Less in promotion, using social media makes a person who they are. Apart from speed information that can be accessed in seconds, being yourself on social media is Why is social media growing fast? No exception, the desire for self-actualization and the need to create personal branding. The development of social media is really fast, yes seen the number of members owned by each social networking site.

Based on the SWOT analysis above, the Strategy for developing the Pengempu Waterfall as a natural object tourism in the tourist village of Cau Belayu, Tabanan Regency, can be formulated as follows:

1. **SO Strategy (Strength Opportunities).**
   
   This strategy was created to maximize the strengths and take advantage of the opportunities owned by Pengempu Waterfall.

   a. Develop tourist attractions for children, namely bathing in swimming pools or in waterfalls, tourists can play in the water under waterfalls or in the river flow. Children to adults can play in the water around the Waterfall. But still, anyone who plays in the water must be careful. For example, the location of the Waterfall is very crowded, so playing in the water can be done in the swimming pool area. Usually this swimming pool is used by children.

   b. Utilizing the golden triangle for opportunities to promote means access to the Pengempu Waterfall has promotional opportunities, where tourists who travel from Ubud to Bedugul will automatically pass through Cau Belayu Village, which incidentally in Cau Belayu Village there is a tourist attraction that called Waterfall Pengempu.

   c. Improve supporting facilities so that visitors feel satisfied and safe when visiting Waterfall. The facilities owned by Waterfall are public toilets, gazebos, stalls and parking. But it needs to be improved again, where parking facilities are lacking, parking lots are already available but the area is not sufficient.

   d. The management promotes Waterfall natural tourism to well-known tourist attractions or collaborates. Increasing the promotion of tourism objects to attract tourists to visit Pengempu Waterfall by distributing travel agent brochures to tourists at well-known tourist attractions such as the Sangeh Mongkey Forest, or working with well-known tourist attractions by making a tour package.
2. **ST Strategy (Strength Threats)**
   This strategy is made by using strength to overcome the threats that are owned by Pengempu Waterfall.
   a. Increase the maintenance or maintain the uniqueness that is owned. Pengempu Waterfall has a uniqueness which is a strength for the Waterfall itself, where the uniqueness of the Pengempu Waterfall must be maintained or maintained so that the interest of visiting tourists remains. Having tourism activities that take advantage of various existing potentials, allows for damage to the quality of the natural, social and cultural environment, therefore it is necessary to have good maintenance.
   b. Increase security by building good facilities and infrastructure. The security of the Pengempu Waterfall is arguably not safe because in terms of traffic it is often chaotic or there are frequent traffic jams because parking is inadequate, therefore building good facilities and infrastructure is very much needed for the safety of the Pengempu Waterfall.
   c. Add the existing facilities at Waterfall, especially the parking area which is indeed inadequate. Pengempu Waterfall from the facilities can be said to be quite adequate, such as public toilets, resting places (gazebos), stalls. However, parking facilities that are very inadequate need additional facilities in the form of expanding the Waterfall parking area.
   d. Increase competitiveness through good service from tourism object managers. There is competition with similar tourist areas in other areas, there needs to be good service from managers in managing a tourist attraction, with good service it is a comfort for visitors visiting the Pengempu Waterfall.

3. **WO (Weakness Opportunities) Strategy**
   This strategy was made in exploiting existing opportunities by minimizing the weaknesses possessed by Pengempu Waterfall.
   a. By developing tourist attractions will minimize the weaknesses possessed by Waterfall. During the rainy season, the water in waterfalls is often dirty, but with the development of tourist attractions, tourists will be able to enjoy other tours, such as the water in dirty waterfalls.
   b. Utilizing the golden triangle for opportunities to collaborate between well-known tourist attractions, such as Taman Ayun, Ubud, Sangeh Monkey Forest and Bedugul.
c. Complete with inadequate facilities. The facilities at the Pengempu Waterfall can be said to be adequate, but in terms of parking it is still lacking. So it is necessary to have facilities that are equipped in order to minimize existing weaknesses.

d. Increasing promotion from social media and the role of the Cau Belayu Village community, and tourism object entrepreneurs who were previously well-known. In terms of the promotion of the Pengempu Waterfall, it is indeed still not optimal, with the role of the Cau Belayu Village community being able to help the natural tourism object of the Pengampu Waterfall by promoting through social media owned by the Cau Belayu Village community or directly, and in collaboration with tourism object entrepreneurs who already famous.

By leveraging social media to connect with customers, companies can increase brand loyalty. Communication strategy through social media can influencing customers to become loyal customers of one antacid drug product.

Increase the chance of a conversion, by enabling customers to be able to interact on every post made by the company, both on image content, videos, or text. Make it easy for consumers to provide feedback directly. Media Business-owned social networks provide consumers with access to positive feedback or negative, which is valuable information from a consumer perspective. Develop target markets and stay one step ahead of competitors by leveraging #hashtag associated with the product.

4. **WT Strategy (Weakness Threats)**

This strategy was created to minimize existing weaknesses and avoid threats that are owned by Pengempu Waterfall.

a. Maintain cleanliness in the Waterfall area and provide understanding to the local community about good waste management. The water in the Waterfall is often dirty during the rainy season, because the Waterfall often receives garbage from irrigation channels in the Seribupati Banjar area. So it is necessary to have regular cleaning in the aterfall area and understanding to the local community about good waste management so as not to pollute the surrounding environment.

b. Building better tourism facilities and infrastructure with reference to customary awig – awig. Building tourism facilities and infrastructure is very much needed at the Pengempu Waterfall tourist attraction, because with good facilities in a tourist attraction, visitors will feel more comfortable and safe when in the object. There is a need for customary awig – awig
in tourism object facilities and infrastructure in order to reduce violations of facilities owned by tourist objects.

c. Build inadequate parking area facilities. Of the several facilities owned by Pengempu Waterfall, it is already sufficient, but there is a need for parking facilities which are very influential for the comfort of visitors and the safety of the tourist attraction of Pengempu Waterfall itself.

d. Increase promotion and improve development programs with new innovations so that they are ready to face competitors between tourism objects. In terms of the promotion of the Pengempu Waterfall, it is still not optimal, with the existence of a development program with innovations that are new or different from similar tourist objects in other areas, so that the Pengempu Waterfall tourism object is ready to face competitors from similar tourist objects in other areas, such as the Waterfall. The famous Nungnung Waterfall and Tegenungan Waterfall.

According to all the strategies described above, it can be concluded that the most profitable strategy for the Pengempu Waterfall tourist attraction is: Strengths – Opportunities (SO). This strategy aims to maximize the strengths of the Pengempu Waterfall and take advantage of the right opportunities so that they can minimize the weaknesses and threats that exist. This position is very beneficial for Pengempu Waterfall by applying the above conditions so that it can make the natural tourism of Pengempu Waterfall better.

CONCLUSION

Based on research conducted at Pengempu Waterfall, the authors draw the following conclusions:

The potential that exists in the tourist attraction of Pengempu Waterfall are:

a. The Natural Potential of the Pengempu Waterfall which has a height of 25 meters with a variety of interesting activities that tourists can do when visiting this tourist object is to see the unique natural scenery, namely the position of the Waterfall as if it is flanked by two rock cliffs, and the Pengempu Waterfall is downstream from the tubing attraction because in the village of Cau Belayu also manages tubing. There is a river called Tukad Yeh Penet, there are several types of fauna in the environment around the Waterfall such as birds, fish, monitor lizards and monkeys which are highly protected. And there are many types of flora such as spikes, papayas, ornamental plants, bamboo, and shady trees, which make the forest scenery so beautiful and cool. When viewed from a physical perspective, it has resting places such as several kazebo buildings, public toilets and food
stalls. There is a stretch of rice fields that can spoil the eyes of visitors. So that it becomes an added value for the Pengempu Waterfall to attract tourists to visit.

b. Cultural Potential, where most of the people in Cau Belayu Village are people with Hindu religious beliefs. So that the Pengampu Waterfall area can also be used as a place for prayer ceremonies for the Cau Belayu community, besides that the Pengempu Waterfall area is also believed by the local community to be a sacred area of springs, where around the Waterfall there are fountains and other springs. The Pengempu Waterfall area is suitable as an area for melukat or in Hinduism it means the process of self-cleaning, because it is also believed by the community to invoke the blessings of offspring. The community’s trust written in customary law in the form of awig - awig adheres to the belief in the implementation of Tri Hita Karana, one of the elements of which is “Palemahanya” is to maintain relations.

The strategy for developing the Pengempu Waterfall tourism object is:

a. The strategy for developing the Pengempu Waterfall tourism object is to develop tourist attractions for children, namely bathing in a pool or in a waterfall.

b. Utilizing the golden triangle for promotion opportunities, in which tourists who travel from Ubud to Bedugul will automatically pass through Cau Belayu Village which happens to be in Cau Belayu Village where there are tourist attractions.

c. Maintaining security at the Pengempu Waterfall so that tourists are comfortable doing various activities, inviting the local community to work together to add and improve existing supporting facilities to increase the level of tourist satisfaction.

d. Improve maintenance or maintain the uniqueness of Waterfall.

e. Increase the promotion of social media and the role of the Cau Belayu Village community and tourism object entrepreneurs by promoting interesting activities that tourists can do.

f. Improving good service from tourism object managers by working with the community to improve supporting facilities at Pengempu Waterfall.

g. Maintain cleanliness in the Waterfall area and provide understanding to the local community about good waste management.
REFERRAL LIST


