Strategy for Development of Tourism Facilities for *Putuk Truno* Waterfall, Prigen Village, Prigen District, Pasuruan Regency

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**ABSTRACT**

*Putuk Truno* Waterfall Tourism Attraction is one of the tourist attractions in East Java that has been known for a long time by the people of East Java. This tourist attraction is located in Prigen District, Pasuruan Regency. With the rapid development of tourism in Pasuruan Regency, *Putuk Truno* Waterfall Tourism Attraction has also followed the development of tourism by continuing to improve facilities that can complement the attraction and increase satisfaction for tourists. Based on this, the researcher conducted a study on the development of facilities that can be done in *Putuk Truno* Waterfall Tourism Attraction. The research method used in this research is a qualitative method with SWOT analysis techniques. The data sources in this study are primary and secondary collected through observation, documentation, interviews, and literature studies. The determination of informants is done by the purposive sampling method. The results of this study show that the construction of facilities carried out by this tourist attraction is already in order. Based on the results of the interviews, produced more positive responses, but some interviewees stated that there is a negative response that can be used as an input for improvement. Development strategies formulated from strengths, weaknesses, opportunities and weaknesses based on the results of interviews with the respondents produced nine variations of options that can be selected in the continuing development.

**Keywords:** Facilities, Development, *Putuk Truno* Waterfall Tourism Attraction.

**I. INTRODUCTION**

Tourism is one of the leading sectors in improving the national economy. In Indonesia, tourism is very suitable to be developed because Indonesia has tourism resources in the form of abundant natural and cultural wealth (Mulyadi, 2017). According to the World Economic Forum, Indonesia’s travel and tourism competitive index in 2019 was ranked 40 out of 140 countries with a score of 4.3 where a score of 1 is very bad and a score of 7 is very good, which means the score is above average. With the assistance of Indonesian tourism, it is hoped that the government will prioritize the development of Indonesian tourism.

East Java Province has more than 800 tourist destinations as of 2019 making East Java one of the provinces with the most tourist destinations in Indonesia, so that in the future East Java will direct tourism to increase Gross Regional Domestic Product (GRDP) as a leading nature-based economic sector and culture. In addition to the ability of tourism to accelerate economic growth, tourism is also very useful in supporting other sectors. The positive performance of the tourism sector which is increasing from year to year due to an increase in tourists which has an impact on increasing production and consumption in the tourism industry shows the success of East Java Province in developing tourism.

Based on the results of an infographic survey conducted by the Culture and Tourism Office of East Java Province to 2,400 respondents in 2018, 87% of domestic tourists visiting Pasuruan Regency came from East Java, and the remaining 13% from outside East Java. Most tourists from East Java come from Sidoarjo Regency with a percentage of 19.35%, while tourists from outside East Java mostly come from Central Java with a percentage of 42.19%. The movement of domestic tourists in Pasuruan Regency is mostly active in Pandaan District by 19.49%, while the movement in Prigen District is ranked 11th out of 20 sub-districts with a percentage of 3.08%.

In Prigen District there is a tourist area known as the Tretes Cluster. This tourist area is famous as a place for recreation on weekends that is suitable for families. The Tretes cluster has advantages in the natural beauty and coolness of the area. The Tretes cluster has been known to be a tourist area since the Dutch colonial era. In this area, there are already various accommodations such as hotels and villas scattered throughout the area, and it is also not difficult to find food here. The Tretes cluster itself only consists of two tourist attractions and one inn, namely *Putuk Truno* Waterfall, *Kakek Bodo* Waterfall, and a resort lodging. In addition, nearby tourist attractions from this area include the culinary market...
in front of the Surya Hotel, Pintu Langit, Cimory Dairyland, and so on.

*Putuk Truno* Waterfall is one of the tourist attractions in the *Tretes* area, which is located in Prigen Village, Prigen District. This waterfall is located on the slopes of Mount Welirang in Pasuruan Regency, East Java. *Putuk Truno* Waterfall is entirely under the auspices of Perhutani, where Perhutani itself is a State-Owned Enterprise in the form of a Public Company which has the authority to manage state forest resources on the islands of Java and Madura by acting as a supporter of the environmental, socio-cultural and economic sustainability system of the community. Forestry unit which consists of 23 Forest Management Units and 4 Independent Business Units, one of which is KBM Ecotourism which oversees ecotourism activities. This waterfall has been known since the Dutch colonial era, where Dutch people who were in Surabaya visited *Tretes* for vacation due to the relatively close distance. Then a few years after independence the management authority was given to PERHUTANI. This waterfall has a height of about 45 meters. This tourist attraction has been equipped with various supporting facilities such as toilets, resting areas, and restaurants that were built in the last few years. According to legend, this waterfall is the love story of Joko Taruno and Sri Gading Lestari. Based on observations, *Putuk Truno* Waterfall has the potential to be developed, even from the rating that has been included from google reviews which get 4 stars, it means that according to tourists and visitors who come, they state that this place is good and worth visiting. In addition, this tourist attraction is strategically located close to other tourist attractions in the *Tretes Cluster*. So far, *Putuk Truno* Waterfall has developed from year to year in terms of facilities. Seen by the rest area, cafe, toilet, and so on. However, there are still shortcomings in these facilities. Among them are the lack of rest areas and toilets, small prayer rooms, and narrow parking areas so that tourists who come in groups by bus have to park their vehicles elsewhere (Yuni & Artana, 2016).

### II. LITERATURE REVIEW

#### A. Tourist

Tourism is an activity of traveling temporarily from the place of origin to a tourist area carried out by a person or group of people within more than 24 hours with the main purpose not to work and earn income, but to spend free time, find balance in life, study nature or culture and all tourism activities are supported by the government, the private sector, and the local community. In tourism, various components are needed to serve all the needs of tourists. The component of tourism products referred to as the 4A component is a fundamental component that must be owned by a tourist attraction to succeed in tourism development. The 4A components consist of: Attractions; Facilities (Amenities); Accessibility; and Additional Services (Ancillary) (Anggraeni & Arida., 2018).

#### B. Tourist Attraction Concept

A tourist attraction is anything that attracts tourists to visit, has its value and uniqueness to be witnessed by tourists (Pendit, 2006). According to Zaenuri (2012), a tourist attraction is an object that has an allure so that it can be seen, watched, enjoyed by tourists, and is worthy of being sold in the tourism market. Spillane (2002) states that tourist attractions can be in the form of nature such as flora and fauna, landscapes, the results of human cultivation, as well as tourist objects that include humans and traditional culture. Tourist attractions can be divided into several categories, namely: Natural Tourist Attractions; Socio-Cultural Tourism Attraction; and Artificial Tourist Attractions.

A tourist attraction fulfills several requirements to meet the criteria of a tourist attraction. These conditions are: Something to see; Something to do; Something to buy; and Something to learn (Dewi & Sunarta, 2018).

#### C. Tourism Development Strategy Concept

A tourism development strategy is an activity carried out by a tourism organization in allocating and utilizing tourism resources to make something that does not yet exist, improving existing ones for the better to achieve short-term, medium-term, and long-term goals. In this case, the intended development strategy is to see the potential of the available resources and the condition of the tourist attraction (Diantasari & Suryawan, 2018).

#### D. Nature Tourism Concept

Nature tourism is a travel activity carried out by a person or group of people by visiting tourist attractions that utilize natural resources and ecosystems, whether these attractions are still natural or have been combined with human creations (Fandeli, 1995). Nature tourism is an activity in the form of tourist trips carried out by tourists with nature as the main attraction. In this case, the researchers focused their research on the attractions of Wana Wisata Waterfall.

#### E. CHSE Protocol Concept

In August 2020 the Ministry of Tourism and Creative Economy drafted a health protocol aimed at the tourism sector, hereinafter referred to as the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) Protocol, some of which must be provided by the manager, namely: Non-cash payment instruments; Handwashing facilities equipped with soap or hand sanitizer; Written and verbal appeals reminding them to obey health protocols; Body temperature checker for tourists; Availability of trash bins; Cleanliness of the environment and facilities at Tourist Attractions; Handling emergency conditions; and Provision of insurance from the manager (Sanjiwani, 2020).

#### F. Facility

Facilities are something that can help make things easier. Tourism facilities can be interpreted as a form of service provided to visitors or tourists in the form of physical or non-physical to facilitate the activities of tourists at a tourist location to gain experience in recreation (Marpaung, 2000). Facilities can be divided into six types according to Lawson & Baud-Bovy (1997), including Accommodation facilities; Food and beverage facilities; Cleaning facilities; Access facilities; Active facilities, Other facilities.
III. METHODOLOGY

Research and data searches were carried out from March 2021 to May 2021. The data aspects in this study include the existing condition of Putuk Truno Waterfall (Availability and condition of facilities at tourist attractions; Internal conditions at tourist attractions; and Application of the CHSE protocol at tourist attractions). tourist attraction) and the strategy for developing the Putuk Truno Waterfall facility.

Data collection techniques were carried out by interviewing; Observation and Literature Study. The technique of determining informants in this study is a purposive sampling technique, where this technique determines informants based on certain considerations. So the informants selected as informants according to these considerations are the Manager of the Putuk Truno Waterfall Tourism Area; Head of Prigen Village; Local Communities; and Tourists. This study, uses qualitative descriptive analysis techniques and SWOT analysis.

IV. RESULTS AND DISCUSSION

A. Existing Condition of Putuk Truno Waterfall

Putuk Truno Waterfall do Sanitation by spraying disinfectant in the morning and evening. The main skills needed by these workers are knowledge of carpentry and plantations which will later be needed when building/maintaining facilities and maintaining plants in Putuk Truno Waterfall. So far, there is still no need for a local guide because all information is written. With the number of 8 people, the manager still feels inadequate and persuasion is still being carried out to KBM Ecotourism regarding the addition of the number of employees because the KBM must also be aware of the addition or reduction of the number of employees. However, if there are people around Tretes who want to peddle their wares, it is enough to ask for approval from the manager, for example, mobile meatball sellers and grilled sausage sellers.

So far, no problems have been found by internal parties. Coordination is always carried out by mutual deliberation to avoid any harmed party. In addition to internal deliberation, there is also a monthly District Leadership Meeting. the community does not have a special role in managing the Tourist Attractions in the Prigen Tourism Area, especially Putuk Truno Waterfall because even though the Tourist Attraction is located in the Prigen Village area, Prigen District, in managing the Putuk Truno Tourist Attraction, there is no involvement from the local government.

Marketing and promotion are mainly done through social media, one of which is on the Instagram account @putuk_truno. Promotion with social media was chosen for the reason that most Indonesian people use social media as a means to find information about various places that they find interesting to visit, besides that, because social media platforms are free for users, there is no need to spend money on promotions. In addition to social media, the manager has also brought in a national television reporter so that Putuk Truno Waterfall is covered on television broadcasts and can be seen by all Indonesian people. The promotion of television media causes a symbiotic mutualism, Putuk Truno Waterfall can promote itself and television reporters get content to broadcast. The next promotion method is to leave leaflets at inns around the Prigen Tourism Area so that staying tourists know that there are indeed Tourist Attractions in the Prigen Tourism Area. The accommodations that are commonly used as leaflets are Foresta Hotel and Resort and Royal Senyiur Hotel. These two hotels were chosen because of the location of the Royal Senyiur Hotel, which is close to tourist attractions and often serves as lodging for tourists who come by cruise ship. All of these methods are considered quite successful by the manager with evidence of the increase in the number of tourists and an increase in annual income.

From 2018 to 2020 there was an increase in domestic tourist visits per month until August in 2019 compared to 2018 with the highest growth in June of 1,584 domestic tourists, but this figure is considered quite stable. The number of foreign tourist visits tends to fluctuate throughout the year. It is known that there was a decrease in visits from September to November 2019 when compared to the same period in 2018 and a rapid increase to more than 80,000 tourists in December 2019. In January 2020 there was a growth in tourists and a decline in February and March from both domestic and foreign tourists. foreign countries. In the period from April to July 2020, Putuk Truno Waterfall was completely closed, causing no tourists to visit and income dropping. Putuk Truno Waterfall was re-opened in August 2020 following a certification fit for operation in a pandemic with the number of visits up to 4,395 visits and tends to be stable until it drops to 2,172 visits in December 2020.

According to the manager, the location of Putuk Truno Waterfall is still not strategic because it is a bit far from Jalan Raya Prigen. To reach Jalan Putuk Truno, a signboard has been provided on the right side of the road which is sometimes not visible to tourists because the signboard is in a damaged condition, so rely on online map applications to avoid going the wrong way. Due to the narrow road area, tourists who visit can only use vehicles in the form of motorbikes or cars and minibuses. While tourists who come by bus will be parked below to avoid accidents. At the entrance, a gate and a sign for the name of the waterfall have been provided. The car park is to the left of the entrance, while the motorbike parking is to the right of the entrance and costs IDR. 5000 and IDR. 4000, respectively (the motorbike parking details are IDR. 2000 for parking and IDR. 2000 for helmet storage, calculated per motorbike). The ticket price is IDR 12,000 on weekdays, IDR 18,000 on weekends, and IDR 25,000 flat for foreign tourists. A special price is also provided for venue rental if it is used as a pre-wedding photo location of IDR 250,000. All prices include life insurance of IDR. 200.

B. Application of the CHSE Protocol

From the beginning of 2020 to 2021, the world, including Indonesia, is still hit by the COVID-19 pandemic. Therefore, since December 2020, the Ministry of Tourism and Creative Economy has begun to initiate the CHSE (Cleanliness, Health, Safety, Environment) protocol which must be applied in tourism activities, both in hotels, restaurants, tourist attractions, and other tourism activities. Putuk Truno Waterfall experienced a temporary closure for four months from March 2020 to July 2020 and re-opened on August 1, 2020 after obtaining certification from the Pasuruan Regent
as the head of the task force for the acceleration of handling Covid-19 at the district level to operate under new normal conditions. Unfortunately, this tourist attraction still does not have the CHSE protocol certification from the Tourism Office of Pasuruan Regency because there has been no follow-up in the official evaluation process. Based on the CHSE guidelines made by the Ministry of Tourism and Creative Economy in 2020, the CHSE protocol must be carried out by both tourists and tourist site managers while in a tourist attraction starting from entering the area to leaving the area.

At the entrance area, there are already two sink units with running water and soap that can be used. As an alternative to the sink, the manager has provided hand sanitizer at the counter. The ticket payment method uses two methods, namely cash payments and non-cash payments such as e-wallet, credit cards, debit cards, or online ticket reservations. At the entrance area, tourists are required to wear masks and follow health protocols, but body temperature measurements are still rarely carried out.

Environmental cleanliness is well maintained with evidence of no scattered garbage. Trash cans have been prepared by the manager at several points, even organic and inorganic waste has been separated. Scattered leaves are also cleaned every day so that the entrance area looks cleaner and neater. The cleanliness of the facilities is also considered by the manager, the prayer room and toilet are very clean and tidy. Tourist safety is guaranteed with helmet storage and insurance paid along with entrance tickets.

When traveling to the waterfall, tourists are still found who do not wear masks when walking out of the location of the waterfall. The main reason why many tourists put down or even take off their masks is that they feel short of breath when walking up and wearing a mask. This is considered normal for managers due to tourist complaints and this tourist attraction is an open place. This condition is getting worse with only one way in and out and the road is quite narrow with an area of about 3 meters. This can eliminate the policy of keeping a distance, but in reality, tourists in groups have a high awareness of being able to keep their distance from other groups of tourists so as to minimize the possibility of spreading the virus between groups of tourists.

The environmental cleanliness of the road to the waterfall is quite well maintained. There is no trash or fallen leaves scattered about. Trash cans have also been provided every 50 meters and have been divided between organic and inorganic. The problem that tourists complain about is safe while on the trip. The lack of an iron fence is a concern for parents if their child accidentally falls into a ravine, but until now there has been no report of an accident falling into a ravine from the manager. In addition, the mossy paving can make tourists slip while walking when the rainy season comes.

Health protocols are difficult to enforce while at the waterfall site. When at the waterfall it is still felt to be less guarded because many tourists wear masks when entering, but take them off when they are at the waterfall location and the lack of distance care at the waterfall location. The waterfall pool with a size which is not too large can still allow tourists to keep their distance from each other.

So far, there has been no rapid antigen test or swab test that has been carried out collectively by managers on employees, all of which are still used independently. Warning signs for tourists to obey the health and safety protocols tourists are already available in the entrance area to the waterfall area. If violations are found by tourists, the manager admits that he has warned them to obey health protocols, but tourists say otherwise. They admitted that no warning was given at the waterfall area, only at the counter. Sanctions are intentionally not given to avoid a negative image of the destination that seems to scold tourists. Various preventive actions are taken to maintain the security and safety of tourists including taking action against tourist complaints, preventive actions against forest fires such as prohibiting cigarette butts from being dumped into forest areas, and simulating natural disasters.

Overall, there are still problems regarding the application of health protocols at Putuk Truno Waterfall, including lowering or removing masks in the resting area at the waterfall and when returning to the entrance, several sinks that are still not equipped with hand soap, and the lack of consistency in checking body temperature, by Tourist Attraction employees to all visitors, and the lack of distance between tourists during busy days such as weekends and national holidays.

C. Development of Facilities that Have Been Done so far

So far, Putuk Truno Waterfall has undergone many developments. Most of these developments focus more on the facilities provided for visiting tourists to make them feel more comfortable. When compared with the situation of Putuk Truno Waterfall between 2017 and early 2021 by Mr. Valdy's tenure as Site Manager, there have been many differences in the management and development of facilities. At first, the vehicle parking area had not been fixed, it was still in the form of land, but now the parking area has been expanded. The car park area is still left on the ground due to a lack of funds from the center. While the paved motorbike parking can accommodate a large number of motorbikes and couple with a helmet storage area for motorbike riders, it can increase tourists' confidence in the security facilities offered by Putuk Truno Waterfall.

The only update that was carried out in March 2021 was to change the ticket from a sheet of paper into a bracelet that will be used when tourists are at Putuk Truno Waterfall. To support the replacement of the ticket form, a gate with a barcode reader on the bracelet was made that would open the turnstile. This turnstile gate has been established since March 2021 following the replacement of tickets into bracelets, but in May 2021 the barcode reader machine has not been used because it still cannot function properly. The path that was traversed was still a rock, in recent years it has been updated to become a cast/plaster road on some roads and partly in the form of paving roads. The toilet, which used to only have 2 units, was added 1 more unit, and the cleanliness was very well maintained, judging from the cleanliness of the floor, toilet, and water reservoir. Rest areas such as gazebos were also added, so there were 3 small gazebos in total, one each at the entrance, in the middle of the road, and near the first viewing post. The viewing post has also been changed from wood to concrete, making it more durable and safe for tourists to use. The water reservoir is always maintained by cleaning the pool to be free from garbage, arranging rocks in the pool.
water flow to the river to create a natural atmosphere for tourists while preventing the impact of flooding.

Putuk Truno Waterfall has another potential that can be used as an attraction to attract tourists, such as a sapling waterfall located across the ravine and the river flowing under the waterfall. However, because it is considered too dangerous, there has been no follow-up in the effort to develop these two potentials. The location of the sapling waterfall is too far from the main location of the waterfall, and the river flow is surrounded by large rocks so that road access to this place is very difficult and has the potential to endanger the safety of tourists in the event of a flash flood disaster during the rainy season. At this time the manager has the latest idea to add plant varieties around the road to the waterfall which will later be used as a means of educating tourists about the types of plants and their functions. Education will be carried out by giving a sign to the plant which will contain the name in Indonesian, the name in Latin, the age of the plant, as well as the benefits and uses of the plant. Not all trees are given a name sign, only a few selected are visible to tourists. This construction began following a landslide a few months ago. So apart from being a means of education as well as forest reforestation. In addition, the vacant land above the Forest Truno Café can be cleaned of piled leaves and converted according to the needs of the manager, but still avoids being converted into a camping ground because no electricity gets there and there is no guard at night. The function transfer that can be carried out is to change the vacant land into a flower garden as an additional facility and/or attraction to attract tourist visits.

Constraints faced by managers in facility construction activities are capital constraints. Every proposal that is owned by the manager must be known by KBM Ecotourism for further review according to the level of need for the facility, even though the proposal for capital submission is not necessarily approved. The initiative of the management is to do sponsorship/bundling with lodging around the Prigen Tourism Area. Sponsorship/bundling is carried out using lodging that is allowed to place advertisements on Putuk Truno Waterfall in return for Putuk Truno Waterfall getting financial assistance for development. So far, it is not known whether this activity has taken place and has produced results. For capital problems, you must first propose to the KBM and it is not always approved. There are no other sources of funding yet. Maybe if there is a bundling/sponsorship.

D. Development Strategy for the Future

A tourist attraction must have its advantages and disadvantages, along with the influence of opportunities and threats from outside the system (Hudson, 2006). A manager must be able to determine what kind of development strategy is suitable to be applied to a place and a binding time. The strategy formulated by looking at the internal and external factors of a tourist attraction is often referred to as a SWOT strategy (Farhan & Anwar, 2016).

The results of interviews with several randomly selected tourist respondents stated that on average they relatively liked Putuk Truno Waterfall in terms of beauty and natural preservation, cleanliness of the tourist attraction area, and complete and well-maintained visitor facilities. The existence of guarded parking, houses of worship, several gazebo units provided for rest, to photo spots with waterfall views are sufficient for tourists. In addition, the road that is already good gives a good impression from tourists because it is easy to reach the waterfall area. It's just that some tourists are still complaining about security for visitors, namely the ravine along the edge of the path to the waterfall. Iron fences are only installed at the front, while natural fences made of plants are still not high enough so they are still considered dangerous. The toilets have tiled floors and are kept clean but tourists say that the number of units still needs to be increased.

### TABLE I: LIST OF STRENGTH AND WEAKNESS OF PUTUK TRUNO WATERFALL

<table>
<thead>
<tr>
<th>No</th>
<th>Strength</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The atmosphere is still natural and surrounded by plants</td>
<td>Relatively narrow area</td>
</tr>
<tr>
<td>2</td>
<td>Access to the nearby waterfall is about 450 meters from the entrance</td>
<td>The path to and from the waterfall is not wide enough</td>
</tr>
<tr>
<td>3</td>
<td>Visitors are registered and recovered by accident insurance</td>
<td>Information for directions to the waterfall poorly maintained and the writing is not clear</td>
</tr>
<tr>
<td>4</td>
<td>Have a separate helmet storage</td>
<td>Cleanliness of well-maintained facilities, there are still many natural fences that are too low and unsatisfactory for visitors</td>
</tr>
<tr>
<td>5</td>
<td>Cleanliness of well-maintained facilities, both parking areas, toilets, stalls, and waterfall areas</td>
<td>Lack of sanitation facilities (soap for washing hands)</td>
</tr>
<tr>
<td>6</td>
<td>Access to the nearby waterfall is about 450 meters from the entrance</td>
<td>Information for directions to the waterfall poorly maintained and the writing is not clear</td>
</tr>
<tr>
<td>7</td>
<td>Strength</td>
<td>There are no special employee facilities yet</td>
</tr>
<tr>
<td>8</td>
<td>Strength</td>
<td>Less consistent in implementation</td>
</tr>
</tbody>
</table>

### TABLE II: LIST OF OPPORTUNITIES AND THREATS OF PUTUK TRUNO WATERFALL

<table>
<thead>
<tr>
<th>No</th>
<th>Opportunity</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total productive age reaches 60%</td>
<td>The unfinished Covid-19 pandemic</td>
</tr>
<tr>
<td>2</td>
<td>There are quite a lot of people who work in the service sector</td>
<td>There are other tourist attractions in the Prigen Tourism Area which are similar and have more complete facilities and historical sites that support it</td>
</tr>
<tr>
<td>3</td>
<td>The Prigen Village area is potentially dangerous during the relatively safe from criminal acts rainy season (Flood and landslides)</td>
<td>Great desire to change the image</td>
</tr>
<tr>
<td>4</td>
<td>Of tourism in the Prigen Tourism Petilasan can't be reached easily</td>
<td>Area</td>
</tr>
<tr>
<td>5</td>
<td>Total productive age reaches 60%</td>
<td></td>
</tr>
</tbody>
</table>

E. Strength – Opportunity (SO)

SO strategy formulation is as follows: Using SO strategy means maximizing strengths and taking all kinds of opportunities available at that time (Budiman, 2017). One of the advantages of Putuk Truno Waterfall is its position as waterfall no. 2 best in East Java Province. This position is achieved by the height of this waterfall and the nature that has not been converted. If the plants around Putuk Truno Waterfall can be identified properly, it can become a means of educational tourism about plants and their functions. In addition, it is reinforced by the legend of Joko Taruno's heritage. In the Prigen area itself, there is a petilasan where Joko Taruno's heritage is. With the legend circulating Prigen about Joko Taruno and his remains found, it can be used as a tourist attraction channel from Putuk Truno Waterfall to Joko Taruno's shrine.
F. Strength – Threat (ST)

Putuk Truno Waterfall should be able to give a special impression on tourists by using its strongest points such as a clean environment, closer access, an unspoiled and fresh atmosphere, and is the best waterfall no. 2 in East Java as the main value to be sold to tourists. In addition, if you focus on the advantages of facilities, access from the entrance is quite close, only 450 meters and surrounded by plants that provide fresh air and provide insight into these plants, making this tourist attraction very suitable if it is intended for families. For the facilities at Putuk Truno Waterfall, there are enough available for tourists, even the conditions are well maintained, neatly laid out and well-maintained, although some say that other supporting facilities such as rest areas and toilets still need to be added. Rest areas can be added at the mid-walk location, and toilets can be added at the entrance location. However, this again refers to the benchmark for which a facility can be added or not. And some of the factors that become the benchmark are the availability of resources and capital. Because Putuk Truno Waterfall is located in a protected forest area, it is not possible to take forest products, so you still have to apply for capital to KBM Ecotourism or enter into cooperation with outside parties regarding the provision of facilities.

Threats that exist during the rainy season are the potential for flooding and landslides. However, preventive measures have been taken by the management, namely by closing the location of the waterfall during heavy rains. Tourists who are already at the entrance are asked to wait until the rain stops, and tourists who are already inside the waterfall location when it rains are directed to use rest areas and stalls as shelter during heavy rains and are advised not to return to the entrance. In the event of an accident, the management has registered accident insurance which is included in the entrance bracelet ticket. Emergency help can also be given immediately because there has been coordination between the manager of the tourist attraction and the nearest health facility, namely the Prigen Health Center.

The existence of a petilasan that can be used as an additional attraction at Putuk Truno Waterfall is a strength in itself because it can add to the historical and spiritual value of this tourist attraction. However, this is still constrained by the location which cannot be easily reached. If there is a mode of transportation and providing access to make it easier to reach, this location has the potential to be more crowded with tourists.

G. Weakness – Opportunity (WO)

This strategy is formulated by looking at the external opportunities to improve the condition of tourist attraction shortages. The potential for renewal from the outside should be used properly to always improve the weaknesses of tourist attractions so that tourists feel satisfied having visited the place. If these weaknesses are allowed to continue, tourists will automatically stop visiting a tourist attraction and the manager will feel at a loss. The formulation of the WO strategy is as follows: With a very large number of productive age up to 60% and the high interest of the surrounding community in the service sector, this should be a great opportunity for Putuk Truno Waterfall to improve itself. Not only that, the public’s interest and high desire to improve the image of tourism should increase public interest in working in the tourism sector, especially at Putuk Truno Waterfall. Recruitment of workers here can be used as an improvement in services to tourists, as well as increasing tourist comfort and implementing health protocols while traveling amid a pandemic. Improved services will leave a good impression on tourists because the services provided are proper and by current conditions, tourists will feel reluctant about this tourist attraction and have the potential to come back.

Changing the image is not only done by inviting the public, but also by fixing tourist attractions, complementing the various shortcomings that are still being faced. Capital constraints should not be an insurmountable obstacle. It is indeed a good idea to submit a proposal to get capital. The main development that needs to be carried out is special facilities for employees. In the CHSE protocol, there must be a distinction between the incoming and outgoing lines. However, considering natural conditions that are not possible, the provision of this route can be postponed, and to avoid crowds on the in and out route, it is hoped that there will still be supervisors on duty to prevent the spread of the Covid-19 virus. Some tourists do not agree with the natural fence, but some of them feel enough about the natural fence. This is because their concern for children is not controlled. Researchers suggest providing iron fences in locations that are considered the most dangerous to pass so that family tourists feel safer.

So far, there are no special facilities provided for elderly visitors, but the manager admits that he is ready to take him by motorbike to the waterfall location and the manager has prepared a stretcher in case of an accident. The procurement of special facilities for elderly visitors is still difficult to see the natural conditions here which are not possible with the terrain being traversed is a narrow road flanked by ravines and sloping land.

H. Weakness – Threat (WT)

Each tourist attraction requires a room or office that is dedicated to employees as special employee facilities. If you look at other tourist attractions around the Prigen Tourism Area, both Kakak Bodo Waterfall and Cimory Dairyland already have special employee facilities. To increase employee comfort, it is better to focus on these shortcomings. The office can also function as a tourist information center. The services provided for tourists who feel they are lacking are provided by internal tour guides who can provide complete information about the history of Putuk Truno Waterfall. Meanwhile, regarding the signage on the road leading to the entrance, it should be repaired and placed at a point that can be seen by tourists so that tourists can immediately find out and they don't have to look for a detour.

Managers must also focus on improving the maintenance of health protocols, considering that the Covid-19 pandemic is still not over and based on the observations of researchers and the results of interviews with several tourist respondents stated that the implementation of health protocols such as checking body temperature at the entrance and wearing masks for tourists has not yet been implemented. maximally. So it is still necessary to provide training to employees to create awareness of themselves.
V. CONCLUSION

Putuk Truno Waterfall has its advantages and disadvantages that can be used as a reference for designing strategies to improve themselves for the future. Some related findings that the author can convey here include the facilities for tourists that are considered quite complete and the majority of tourists like the natural atmosphere at Putuk Truno Waterfall. However, there are still shortcomings such as the lack of office facilities and information centers, and the lack of consistency in preventing the transmission of the COVID-19 virus. Putuk Truno Waterfall must also be prepared to face threats that come from outside such as the existence of other tourist attractions with better and complete facilities and being able to take advantage of various opportunities that can be used, especially with the high interest of the Prigen Village community in tourism. This all can be done to achieve success in development. The strategies that have been formulated in the previous chapter are expected to help expedite the development of facilities for Putuk Truno Waterfall.

The research that has been carried out is expected to make a useful contribution in how to develop similar tourist attractions in general and contribute to the success of tourism activities at Putuk Truno Waterfall in particular. In addition, it is hoped that this research can be a reference that can be used in further research.

Of course, in carrying out this research, various obstacles are still limited, such as time, funds, and the distance that is quite far from the researcher's residence, as well as various other obstacles. For this reason, the researcher apologizes profusely if there are shortcomings in this study.

To implement health protocols at Putuk Truno Waterfall, this has been carried out but needs to be tightened, especially in the use of body temperature measuring devices, the provision of soap for washing hands, and the use of masks at the waterfall location considering that the Covid-19 pandemic has not been completed until now. This prioritizing the construction of facilities for employees as one of the main requirements for completeness of facilities in a tourist attraction, such as special toilets for employees, and the main office space of a tourist attraction. Fixing an’d continuing the facilities development programs for tourists that have been/will be implemented.

REFERENCES


