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Needs Analysis for Developing Ciputrawangi Agrotourism in Sumedang Regency: An Integration of SWOT Analysis, AHP, and Linear Regression

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Abstract: This research examines the development requirements of Ciputrawangi Agrotourism in Sumedang Regency using SWOT, AHP, and linear regression to formulate sustainable strategies. The site boasts natural attractions like scenic waterfalls, gardens, and convenient access, bolstered by internal strengths such as parking spaces and basic amenities, alongside external opportunities from community backing and rising regional income. Data from seven respondents (village head, managers, traders, and visitors) yielded IFE scores of 3.04 and EFE scores of 2.98, positioning it in Quadrant I (aggressive growth strategy). AHP prioritized six strategies: enhancing facilities, boosting promotion, and environmental conservation. Linear regression indicates that strengths and opportunities significantly mitigate threats ($R^2 = 0.78$), affirming the viability of Ciputrawangi Agrotourism.

Keywords: Ciputrawangi Agrotourism Development, Agrotourism Development Strategy, SWOT AHP Analysis, Aggressive Growth Strategy, Sustainable Community Development.

INTRODUCTION

Tourism is a vital sector for advancing Indonesia's national economy. Ministry of Tourism and Creative Economy data from 2023 indicates the industry contributed 4.8% to GDP while employing 13 million workers. (La Ode Alwi et al., 2023). Thus, regions strive to enhance and explore existing tourist sites to boost revenue for local governments and nearby communities. A key pillar of Indonesia's Fair Economy policy is swift, extensive agrarian reform, aiming to redistribute roughly 12% of national land to farmers and communities (Resosudarmo et al., 2019) in the form of agrotourism management.

Indonesia, as an agrarian nation with vast farmlands and diverse regional topography, offers significant potential for developing agrotourism, a tourism model integrating agricultural activities with visitor experiences. Ecotourism, in turn, serves as a sustainability tool by equilibrating economic, social, cultural, and environmental elements in tourism development (Sahani, 2021).

Table 1. Number of Tourist Visits to Sumedang City

Types of tourists	2022	2023	2024
Foreign tourists	0	11.410	12.023
Domestic tourists	648.004	1.292.992	1.803.403
Total	648.004	1.304.402	1.815.426

Sources : (Statistics, 2023)

Based on the table above, it shows that Sumedang Regency is one of the areas with a fairly developed and increasing tourism sector, which can have a positive impact on the local economy.

Table 2. Types of tourist locations in Sumedang district

No	Agrotourism Names	Locations
1	Batu Agung	Cipicung, District Jatigede. Sumedang
2	Curug Buhud	Sukatani, District Tanjungmedar. Sumedang
3	Curug Cigorobog	Citengah, District Sumedang. Sumedang
4	Curug Cipongkor	Ciherang Cimareme, District Sumedang
5	**Curug Ciputrawangi**	**Narimbang, District Conggeang**
6	Curug Sabuk	Margamekar. District Sumedang Selatan
7	Gunung Calangcang	Citengah, District Sumedang Selatan
8	Gunung Tampomas	Cibeureum Wetan, District Cimalaka
9	Mata Air Cikandung	Nyalindung, District Cimalaka
10	Pangjugjugan	Cilembu, District Pamulihan
11	Pemandian Air Panas Cileungsing	Cilangkap, District Buahdua
12	Perkebunan Teh Margawindu	Citengah Cisoka, District Sumedang Selatan
13	Pesona Jatigede	Jemah, District Jatigede
14	Puncak Damar	Pakualam, District Darmaraja
15	Sirah Cai Cipelang	Cipamekar, District Conggeang

Source: (Department of Tourism and Culture, 2021).

Tourist attractions in Sumedang Regency include water activities, education, and plantations. The Curug Ciputrawangi agrotourism site in Conggeang District is located in Sumedang Regency. Established in 2010, this agrotourism site covers approximately 2.8 hectares. It is a type of agrotourism that utilizes nature as its core activity. This business has not yet developed, so it needs to be researched for appropriate development so that it can compete with other agrotourism.

Tourist preferences and motivations are currently developing dynamically in the form of enjoying specific objects such as fresh air, beautiful views, traditional product processing, and modern agricultural products, which shows the high demand for agrotourism and opens up opportunities for the development of agribusiness products, both in the form of areas and agricultural products that have specific appeal, (Fauziah & Warlina, 2022). Agrotourism and tourism sustainability are more widely studied in developed countries than in developing countries. This study also shows that the economic dimension is more widely studied than the

environmental and socio-cultural-historical dimensions. Future research can explore these sustainability dimensions to advance a more inclusive understanding of agrotourism and sustainable tourism (Ndhlovu & Dube, 2024).

The objectives of this study are:

1. To provide a general overview of Ciputrawangi Agrotourism.
2. To assess the strengths, weaknesses, opportunities, and threats facing Ciputrawangi Agrotourism.
3. To evaluate proposed strategies for Ciputrawangi Agrotourism development.
4. To examine the relationships among strengths, weaknesses, opportunities, and threats in advancing Ciputrawangi Agrotourism.

Literature Review

Agrotourism is a type of tourism commonly found in Indonesia, an agricultural country with diverse natural agricultural resources. Agrotourism is defined as an agribusiness activity where local farmers offer tours of their farms and allow visitors to witness the growth, harvesting, and processing of local foods not found in their native areas (Suparmin et al., 2020). Agrotourism is an increasingly popular form of alternative agricultural business development, designed to increase agricultural income, generally through maximum utilization of existing agricultural resources, (Schilling et al., 2012). Agrotourism serves as a catalyst for sustainable development by enhancing empowerment mechanisms, fostering social bonds and skills, boosting local incomes, diversifying economic activities, creating jobs, and reducing poverty (Hamzah, 2012).

Tourism is a journey undertaken by people for a short time, which is organized from one place to another leaving the original place, with a plan to enjoy various sightseeing and recreational activities, (Suparmin et al., 2020). Activities in agrotourism encourage the adoption of organic farming practices, thus aligning with the preferences of farming families for more sustainable production, our findings shed light on the various indirect ways tourists influence agriculture and its development strategies, (Grillini et al., 2025).

Environmental analysis is the monitoring, evaluation, and dissemination of information from the external environment, a management tool to avoid strategic changes and ensure long-term management, (Atikah, 2024). External environmental analysis consists of 4 components, namely Scanning, Monitoring, Forecasting, Assessing based on seven external environmental segments, namely demographic, economic, political/legal, socio-cultural, technological, global and physical environments, (Nataliningsih, 2018). The company's internal environment includes: financial position, organizational structure, quantity and quality of personnel, product lines, competitive position, condition of facilities, equipment, marketing capabilities, research and development capabilities, and past goals and strategies. Internal environmental analysis is conducted by applying a global mindset to produce "the main source of long-term competitive advantage in the global market."

Strategy is a long-term idea to achieve a desired goal. It also serves as a mission and objective, a comprehensive action plan that takes into account the conditions and influence of strengths and weaknesses, (Suparmin et al., 2020). The meaning of strategy is a set of actions designed to align a company's competencies with external demands within an industry, in order to achieve its goals, both in the medium and long term. Strategy will ensure the company's survival and growth in the future, (Hamali, 2016). SWOT analysis is a method for developing conditions, providing a sketch of what will happen in the future and presenting solutions to problems that will occur, (Suparmin et al., 2020). The AHP method is a decision-making system that uses a mathematical model. AHP helps determine the priority of several criteria by conducting a pairwise comparison analysis of each criterion, (Ginting, Dewi Yohana br, 2020).

METHOD

The research technique used in this study is a SWOT analysis, a method for developing conditions, evaluating, and assessing a problem. Respondents were selected using purposive sampling, a technique for returning data source samples based on specific considerations. This sampling technique is considered to provide optimal data collection. Seven respondents were selected for this study: the Village Head, 2 Managers, 2 Traders, and 2 Visitors.

The analysis technique used in this study is descriptive analysis using SWOT analysis tools which include analysis of internal and external factors that influence the development strategy of Ciputrawangi waterfall agrotourism. In analyzing internal environmental factors, IFE analysis is carried out, while in analyzing external environmental factors, EFE is carried out from factors that influence the development of agrotourism, then a SWOT diagram will be obtained and then a SWOT and AHP analysis will be carried out. Furthermore, a linear regression analysis is carried out to determine the influence of strengths, weaknesses and opportunities on threats in the development of Ciputrawangi agrotourism.

RESULTS AND DISCUSSION

General Description of the Location of the Ciputrawangi Waterfall Agrotourism

Ciputrawangi Waterfall is located on one of the hiking trails to Mount Tampomas. Administratively, it is located in Narimbang Village, Conggeang District, Sumedang Regency, West Java. Access to Ciputrawangi Waterfall is possible by two-wheeled or four-wheeled vehicles. It is located approximately 10 km from the center of Sumedang in the direction of Cirebon.

The attraction of Ciputrawangi Waterfall

1. Beautiful waterfall

Ciputrawangi Waterfall is nestled among lush trees, creating a serene and peaceful atmosphere. It's a tiered waterfall, about 7 meters high. The water is so clear you can see to the bottom of the pool, which visitors can use for swimming.

2. Beautiful nature

The Curug Ciputrawangi ecotourism area still has very beautiful nature, this is indicated by the still shady trees there, the trees towering high up, suitable as a spot for taking photos.

3. Ciputrawangi Garden

Ciputrawangi Garden is a beautiful park equipped with several Instagrammable photo spots. To enter the Ciputrawangi Garden area, you have to pay Rp. 10,000,-, in addition to providing facilities such as photo spots.

Respondents in this study consisted of 7 people consisting of the village head, two managers of Ciputrawangi waterfall, two traders and two visitors, namely : Narimbang Village Head, Manager, Manager, Trader, Trader, Visitor, Visitor.

This agrotourism is anticipated to empower local communities via participation in agrotourism operations and creative economy initiatives. It advances women's empowerment across four dimensions: psychological, social, political, and economic (Arroyo et al., 2019).

1. Analysis of Strengths, Weaknesses, Opportunities and Threats

The results of observations at agrotourism locations obtained the following data:

Tabel 2. Kekuatan, Kelemahan, Ancaman dan Peluang Agrowisata Curug Ciputrawangi

No	Internal	Eksternal
1	Strengths 1. Presence of Potential Areas 2. Availability of Parking area 3. Availability of Toilets 4. Availability of Mousque 5. Availability of a cafe	Opportunities 1. Increased Regional Income 2. Support from the Local Community 3. Additional Facilities
2	Weaknesses 1. Less than optimal marketing/promotional activities 2. Poorly managed environmental conditions 3. Lack of supporting facilities 4. Lack of cooperation and networking among tourism actors for tourism development 5. Inadequate institutional capacity	Threats 1. Environmental Pollution 2. Social Conflict 3. Natural Disasters

The results of the analysis of strengths, weaknesses, opportunities and threats above, a SWOT questionnaire was compiled which was then distributed or asked for income to respondents. The development of sustainable ecotourism in areas with development potential through other sectors, can be a sustainable income-generating activity for local residents and a place for tourists, a development strategy by ranking strategies in the SWOT-AHP-TOWS analysis. The AHP analysis revealed that the most important criteria for sustainable ecotourism development strategies , (Asadpourian et al., 2020)

The observation results were tabulated and then analyzed using IFAS and EFAS to determine the resulting SWOT quadrant. therefore be utilized in subsequent measurement model and structural model analyses.

Table 3. Tabulation of Internal Factor Analysis Summary Data

No	Internal Factors	weight	Rating	Score
	Strength			
1	Presence of Potential Areas	0,13	3,57	0,46
2	Availability of Parking area	0,08	2,57	0,20
3	Availability of Toilets	0,12	3,28	0,39
4	Avaibility of Mousque	0,08	2,57	0,20
5	Avaibility of Café	0,11	3,57	0,39
	Sub Total			**1,64**
	Weaknesses			
1	Less than Optimal Marketing/Promotional Activities	0.10	3	0,3
2	Poorly managed environmental conditions	0,09	2,57	0,23

3	Lack of supporting facilities	0,11	3,14	0,34
4	Lack of cooperation and networking among tourism actors for tourism development	0,11	3.14	0,34
5	Inadequate institutional capacity	0,08	2,42	0,19
	Sub Total		**14,2**	**1,4**
	Total	1,00		**3,04**

From the table above, the value obtained for the X-axis coordinates, namely from strengths and weaknesses, is 3.04. These results will later be combined with the results of the EFAS analysis as a value for the Y-axis coordinates, so that the quadrant position of the agrotourism location is obtained.

Opportunity and threat factors were analyzed by tabulating data and conducting EFAS analysis; results are shown in the table below:

Table 4. EFAS (Eksternal Factor Analysis Summary)

No	Eksternal factors	weight	Rating	Score
	Opportunity			
1	Increased Regional Income	0,20	3,28	0,65
2	Support from the local community	0,21	3,42	0,71
3	Additional facilities	0,19	3,14	0,59
	Sub Total		9,84	**1,95**
	Threats			
1	Environmental Pollution	0,15	2,85	0,42
2	Social conflict	0,14	2,57	0,35
3	Natural disasters	0,11	2,28	0,25
	Sub Total		7,7	**1,02**
	Total	1,00		**2,98**

Based on the EFAS table, the Y-axis coordinates are 2.98, so the next stage of analysis is determining the SWOT quadrant, namely the X-axis is 3.04 and the Y-axis is 2.98, resulting in quadrant I as shown in the image below:

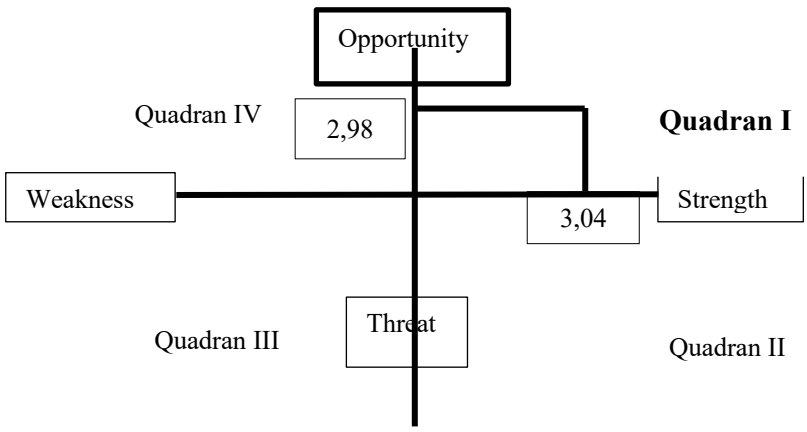

Figure 1. SWOT Quadrant

2. AHP analysis results

The next stage in the SWOT analysis is to determine the policy strategy based on SO, WO, ST, WT, with the following results:

1. Improve facilities and infrastructure
2. Increase cooperation with the community
3. Develop all existing potential, collaborate between management, the community, and visitors
4. Establish/open collaboration with other parties
5. Increase cooperation with the surrounding community in area management efforts
6. Optimize promotion
7. Issue warnings/sanctions for those who damage the tourism area
8. Increase visitor supervision
9. Conduct extension activities to provide public understanding of nature tourism and its benefits
10. Maintain environmental sustainability for visitors, management, and the community
11. Improve accessibility
12. Add tourism facilities
13. Local community involvement needs to be increased

To determine the most important strategy, the results of the strategic policy analysis were analyzed using AHP based on a Likert scale, by compiling strategic policies in the form of a questionnaire and then asking them to the agrotourism managers who will later implement the most important strategy. Policy recommendations were proposed to determine the development of tourism destinations based on AHP, which shows the ranking of destinations that can be developed, (Nguyen et al., 2026). The AHP results are used to prioritize agrotourism development in various destinations, with suggestions for central and local policy initiatives. The main analysis results using AHP, which were carried out by distributing questionnaires to respondents, show the following strategies:

Table 5. Results of AHP analysis of the resulting strategies

No	Strategic	Total	Mean	Rangking
1	Improve facilities and infrastructure	20	4	I
2	Increase cooperation with the community	18	3,6	II
3	Develop all existing potential, collaborate between management, the community, and visitors	18	3,6	II
4	Establish/open collaboration with other parties	15	3	IV
5	Increase cooperation with the surrounding community in area management efforts	19	3,8	I
6	Optimize promotion	19	3,8	I
7	Issue warnings/sanctions for those who damage the tourism area	20	4	I
8	Increase visitor supervision	18	3,6	II
9	Conduct extension activities to provide public understanding of nature tourism and its benefits	19	3,8	I
10	Maintain environmental sustainability for visitors, management, and the community	20	4	I
11	Improve accessibility	18	3,6	II
12	Add tourism facilities	18	3,6	II
13	Local community involvement needs to be increased	18	3,6	II

Based on the AHP analysis, 6 main strategies were obtained, namely:

1. Improve facilities and infrastructure
2. Increase cooperation with the surrounding community in area management efforts
3. Optimize promotion
4. Issue warnings/sanctions for those who damage the tourism area
5. Conduct extension activities to provide public understanding of nature tourism and its benefits
6. Maintain environmental sustainability for visitors, management, and the community

The analysis results are submitted to the management for follow-up in developing agrotourism locations that will improve the welfare of the surrounding community. Rural areas host numerous environmental and cultural public goods that shape distinctive rural landscapes. Their agroecological systems generate community-valued outputs, thereby enhancing rural incomes and well-being (Czyżewski et al., 2021). Sustainability of agrotourism is carried out by identifying factors that are considered to have a positive influence on personal environmental perceptions, and increasing repeat visits, (Nguyet Nguyen & Van Nguyen, 2026).

Furthermore, to determine the feasibility of developing Ciputrawangi agrotourism, it was analyzed using multiple linear regression analysis. The results of the multiple linear regression analysis to determine the influence of strengths, weaknesses, and opportunities on threats in the development of Ciputrawangi agrotourism obtained the following results:

Table 6. Results of variance analysis

Variable	Coefisien	Std. Error	t-value	p-value
Intercept	0.12	0.15	0.80	0.45
X1= strength	-0.25	0.62	-0.40	0.70
X2 =weakness	0.45	0.78	0.58	0.58
X3= opportunity	-1.20	0.68	-1.76	0.12

R2=0.78; Adjusted R2=0.65; F –statistic=4.2 (p=0.04)

The regression results show that strengths, weaknesses and opportunities have a significant influence on threats with the following regression equation:

Y= -0.25X1+0.45 X2-1.20X3+E

The threat will be low if the strengths and opportunities are high, and the threat will be high if the weaknesses are high, the strength of the relationship is 0.78 or 78% and the error is 0.22 or 22%. So it can be concluded that Agrowista Ciputrawangi is worth developing according to the strategy that has been generated from the SWOT analysis.

By combining these methodologies, this study seeks to provide a comprehensive and accurate assessment of the sustainability of agritourism sites, thereby enabling policy makers, managers and investors to make informed decisions regarding agritourism development ,(Trang Le et al., 2025). Challenges facing village development include the capacity of tourism awareness group members, village government policies, community participation, and competition with other tourist villages. These challenges can be addressed through intensive communication and collaboration with various stakeholders and through seeking assistance from practitioners and academics,(Marham Jupri Hadi et al., 2022).

Farmers engaging in agrotourism are driven to transform their farms into tourist destinations, seizing external opportunities from market dynamics, profitability, and broader economic effects. According to owners and farmers, agrotourism yields benefits across three primary areas: economic, environmental, and socio-cultural (Tugade, 2020). The characteristics of agrotourism operations and perceived barriers can develop future expansion plans, (Jensen et al., 2014).

CONCLUSION

The location of Curug Ciputrawangi Agrotourism has great potential for development to increase regional and local income. Analysis of strengths, weaknesses, opportunities, and threats places this tourist attraction in Quadrant I, which is an aggressive type with a growing and evolving development pattern.

The results of the AHP calculation produced six main strategies that need to be followed up in the development of this agrotourism, while the results of multiple linear regression indicate that the potential of Ciputrawangi Agrotourism is worthy of development in accordance with the formulated strategies.

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