Visitor Perceptions and Development Strategies for the Kanaga Hill Natural Tourism Object, Mount Ciremai National Park

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ABSTRACT

The purpose of this study was to determine visitor perceptions and development strategies for the Kanaga Hill tourism object. The method used is purposive sampling while for data analysis using a Likert scale and SWOT analysis. The results of visitors' perceptions of the Kanaga Hill tourism object produce a good scale value while for the development strategy: Kanaga Hill tourism object provides opportunities for the community to grow a better economy. The use of Kanaga Hill tourist objects for educational and research facilities. Adequate accessibility for tourists who visit. Promotion that has been going well to attract tourists to visit. The perception of visitors to Kanaga Hill tourism object is good from three variables, while for the development strategy there are four alternatives SO strategies that can be used are Kanaga Hill tourism objects provide opportunities for the community to grow a better economy and the use of Kanaga Hill tourism objects for educational and research facilities. Accessibility is adequate for visiting touristsand Promotion that has gone well to attract tourists to visit.

Keywords: Kanaga Hill, Visitor Perception, Development Strategy

INTRODUCTION

Indonesia, as a country with abundant natural wealth and high biodiversity, has great potential in developing the natural tourism sector. One example of a prominent natural tourism destination is Mount Ciremai National Park, which is located in West Java (Agustiana et al., 2019). This National Park is not only a habitat for various endemic flora and fauna, but also offers stunning natural views, making it a major attraction for domestic and foreign tourists (Utarki et al, 2020). Within the Mount Ciremai National Park area, there is Kanaga Hill, a natural tourist attraction that offers extraordinary tourist experiences and natural panoramas.

The tourism sector encourages a lot of growth in order to support the achievement of development targets, so efforts need to be made to develop potentials that are related to the tourism sector. Development in the tourism sector is expected to be able to provide benefits to society, this is because the tourism sector is one of the many supporters of the development sector in the economic sector (Syahwaldi, 2024)..

Kanaga Hill is a favorite destination for climbers and nature lovers. The top of Kanaga Hill offers expansive green views and calming fresh air, making it an ideal place to escape from the hustle and bustle of city life. However, as the number of visitors increases, various challenges arise that need to be faced to maintain sustainability and improve the quality of the tourism experience. One important aspect that must be considered is the visitor's perception of Kanaga Hill, because this perception will greatly influence the attractiveness and sustainability of this tourist attraction (Wiharno et al, 2020; Nian et al, 2023).

Visitor perceptions include various dimensions, such as satisfaction with available facilities, condition of climbing routes, cleanliness, safety and services provided (Chan et al, 2019). Positive experiences will encourage visitors to return and recommend this destination to others, while negative experiences can reduce the reputation of the tourist attraction (Yin et al, 2020). By understanding visitor perceptions, tourism managers can identify existing deficiencies, improve services, and develop appropriate strategies to increase satisfaction and the number of visits (Streimikiene et al, 2021).

The Kanaga Hill development strategy is also a crucial factor in maintaining and increasing the attractiveness of this destination. The right strategy will not only increase the number of visitors but also ensure environmental sustainability and provide economic benefits for local communities (Chong & Balasingam, 2019). A sustainable approach must be the basis of every development effort, ensuring that natural beauty and biodiversity are maintained for future generations.

The application of ecotourism principles is also very important in the development of Kanaga Hill. Ecotourism is a form of tourism that is environmentally responsible, prioritizes nature conservation, and provides economic benefits for local communities (Meilani et al, 2019). By applying these principles, the development of Kanaga Hill can be carried out in a sustainable and environmentally friendly manner.

Facing the challenges of climate change and pressure from human activities, sustainability is the main key in managing natural tourist attractions. Therefore, research regarding visitor perceptions and development strategies for Kanaga Hill is very important to determine the appropriate steps in managing this tourist attraction. In this way, it is hoped that Kanaga Hill can continue to develop as a superior tourist destination, providing an unforgettable experience for visitors, as well as supporting nature conservation and the welfare of the surrounding community.

LITERATURE REVIEW

Perception

According to Derman (2021) perception is a process involving the entry of messages or information into the human brain, through perception humans continuously make contact with their environment. This relationship is carried out through the senses, namely the senses of sight, hearing, touch, taste and smell. According to Robbins (2003) who describes that perception is an impression obtained by an individual through the five senses which is then analyzed (organized), interpreted and then evaluated, so that the individual obtains meaning. According to Pandit (2017), perception is a direct response from an absorption or the process of someone knowing several things through sensing. According to Sari and Rosyidi (2023), the diversity of tourist attractions should be a driving and attracting factor for visitors to visit to witness these unique things. Apart from that, efforts are being made to develop or manage attractions better, supported by the provision of tourism facilities and supporting facilities for visitors' needs while at the tourist attraction, proper accessibility and appropriate promotion.

Traveler

Tourists are people who carry out tourist activities, all people who undertake tourist trips are called tourists. Whatever the important purpose, the journey is not to stay and not to earn a living in the place visited (Abram and Waldren, 2021). Tourists can be further divided into two, namely: International tourists (foreigners) are people who travel abroad and tourists within their country. National (domestic) tourists are Indonesian residents who travel in Indonesian territory outside their place of domicile, for a period of at least 24 hours or stay overnight except for activities that generate income in the place visited.

Criteria for Assessment and Development of Tourist Attractions

Efforts to develop events seen from policies in developing natural tourism from an economic perspective, natural tourism will be able to create jobs. Indeed, natural tourism requires relatively large investments for the development of facilities and infrastructure (Azizah and Muhfiatun, 2018). For this reason, a careful evaluation of natural tourism activities is needed. Many opinions state that natural tourism in the form of ecotourism has not succeeded in acting as a tool for nature conservation or for developing the economy. One of the reasons is the difficulty in obtaining funds for developing activities. Management of natural tourism areas uses funds from tourism revenues from visitors as a mechanism for returning costs for managing and preserving natural tourism activities which have not been achieved optimally.

According to Batara and Rifanjani (2019), the criteria needed to assess and develop a natural tourism area are: (1) Attraction,(2) Market potential, (3) Relationship level, (4) Environmental conditions, (5) Management, maintenance and service, (6) Climatic conditions, (7) Accommodation, (8) Facilities and infrastructure, (9) Availability of water, (10) Relationship with other tourist attractions.

SWOT Analysis

SWOT analysis is the systematic identification of various factors to formulate a strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. This is called situation analysis, the most popular model for situation analysis is SWOT analysis. SWOT analysis compares

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external factors, opportunities and threats, with internal factors, strengths and weaknesses. (Paes et al, 2019).

RESEARCH METHOD

The research was carried out in an area of 4 hectares of the Kanaga Hill Tourist Attraction (6º58'21"S - 108º23'00"E), at an altitude of ±1300-1450 m asl, which is located in Ciinjuk Hamlet, Cipulus Village, Cikijing District, Majalengka Regency.

The types of data required in research consist of primary data and secondary data, namely:

1. Primary Data: is data obtained directly from the research object through a questionnaire, including: visitor biodata, visitor characteristics, perceptions, facilities and infrastructure as well as tourism potential that supports the research object.
2. Secondary Data: is data obtained from literature studies and information available at the research location and related agencies, including the number of visitors and the general condition of the research location.

Data collection techniques are one part of research and a very important element. Therefore, the success of a research is very dependent on the accuracy and completeness of the notes compiled by the researcher.

The data collection techniques in this research include:

1. Direct observation: carried out to find out the actual object, namely: tourism potential, facilities and infrastructure, infrastructure and the surrounding environment/community.
2. Literature study: searching for data by reading and studying books, reports and other literature to support the data obtained from the research object.
3. Questionnaire: is a list of questions that must be filled in by the person to be measured (respondent).

Samples were taken for visitors around the Kanaga Hill tourist attraction using the Purposive Sampling method, namely a data source sampling technique with certain considerations or criteria that must be met by the samples used in this research. (Ismail and Yusuf, 2021). Determining the visitor sample using the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information :

n : Sample size, N : Size of visitor population, e : Critical value or accuracy limit

The critical value or accuracy limit used for the visitor population is 10% (0.1). The tourist population is 465 people (visitor data in September 2022).

To determine the perception of visitors to the Kanaga Hill Tourist Attraction area in the Mount Ciremai National Park (TNGC) area, data analysis was carried out using the formula (Likert Scale):

Table 1. Determining the answer score

No	Category	Score
1	Very good (VG)	5
2	Good (G)	4
3	Pretty good (PG)	3
4	Not good (NG)	2
5	Very Not Good (VNG)	1

The model used in the research is as follows: The SWOT matrix table can be seen at:

Internal factors External factors	Strengths Determine the factors that constitute internal strength	Weakness Determine the factors that constitute internal weaknesses
Opportunity Determine the factors that constitute external opportunities	S-O Strategy Create strategies that use strengths to take advantage of opportunities	W-O Strategy Create a strategy that minimizes weaknesses to exploit opportunity
Threath Determine the factors that constitute external threats	S-T Strategy Create strategies that use strengths to overcome threats	T-W Strategy Create strategies that minimize weaknesses and avoid them threat

Figure 1. SWOT Matrix

Determining the value of the SWOT analysis is carried out by weighting the results of distributing the questionnaires given to visitors. The weighting is: The results of the questionnaire given to visitors which are qualitative in nature are quantified on a scale ranging from 4 (very important) to 1 (not important). After all the questionnaire results are calculated, it is then continued by identifying internal and external strategic factors in the Kanaga Hill Tourist Attraction area, using the weighting (scoring) method.

After the weighting calculations have been completed, the next step is to create external and internal strategy factors, with the following steps:

1. Determine the factors that are the strengths and weaknesses in the Kanaga Hill Tourist Attraction area in column 1.
2. Give weight to each of these factors on a scale from 1.0 (most important) to 0.0 (not important), based on the influence of these factors on the strategic position of the Kanaga Hill Tourist Attraction. All these weights add up to no more than one based on the influence and conditions of the Kanaga Hill Tourist Attraction Area.
3. Determine the rating, positive variables (all those in the strengths and opportunities category) are given a value ranging from +1 to +3 (very good), for negative variables the opposite is true.
4. Multiply the weight in column 2 by the rating in column 3.
5. Add up the weighted scores to obtain a total score

RESEARCH RESULTS

Visitor perception
The perceptions of visitors to the Kanaga Hill tourist attraction are shown in the table below using percentages and scale values resulting from each questionnaire that has been distributed to respondents using predetermined criteria.

Table 2. Percentage scale results

Percentage	Scale
81 % - 100%	Very good (VG)
61 % - 80 %	**Good (G)**
41 % - 60 %	Pretty good (PG)
21 % - 40 %	Not good (NG)
0 % - 20 %	Very Not Good (VNG)

Based on a comparison of research results (Wahyuningsih, 2018) regarding visitor perceptions in terms of percentage which produces an average score of Good (B) with a score of 61% - 80%. So in the results of research conducted in the Kanaga Hill tourist area from all variables, namely, facilities, attraction attributes, and accessibility with a total of 25 questionnaires distributed to each respondent and resulting in an average visitor perception with a score of 61% - 80% and get a Good scale (B).

From the results of visitors' perception, the facilities available in the Kanaga Hill tourist area are rated on a Good scale (B), the facilities in the Kanaga Hill tourist area are well available for visiting tourists. Attraction attributes in the Kanaga Hill tourist area from the results of visitors' perceptions produce a Good (B) scale score, regarding the attraction attributes in the Kanaga Hill tourist area, one of which is the prohibition on hunting of wild animals in the tourist area, with that tourists appreciate the ban on hunting to maintain the naturalness of the animals in the area. Kanaga Hill tourist area. Accessibility is a result of visitor perception by getting a scale result of Good (B), one of which is regarding accessibility, namely easy access to Kanaga Hill tourism with paved roads and Kanaga Hill tourism also gets good appreciation for being used as a learning or research facility.

Development Strategy

The strategy for developing the Kanaga Hill Tourist Attraction was formulated through a SWOT analysis which includes internal factors, namely 4 strengths and 5 weaknesses and external factors, namely 3 opportunities and 3 threats resulting from direct observations in the field and interviews with the managers of the Kanaga Hill Tourist Attraction.

Identify internal and external factors

Internal Factors (Strengths and Weaknesses)
1. Strength
   a. Beautiful natural panorama in the form of natural landscapes. Weight 0.13, Rating 4 and Score 0.52.
   b. Cool air. Weight 0.11, Branch 3 and Score 0.44
   c. Unspoiled tourist resources. Weight 0.12, Rank 3, and Score 0.48
   d. There is a campground. Weight 0.11, Rank 4, and Score 0.44
   e. Good promotion. Weight 0.11, Branch 4, Score 0.44
   f. Accessibility is easy. Weight 0.10, Branch 3, and Score 0.4
   g. Maintained cleanliness. Weight 0.12, Chain 3, Score and Score 0.48
2. Weakness
   a. There is no cooperation in the tourism sector. Weight 0.09, Rank 2, and Score 0.18
   b. Less extensive tourist area. Weight 0.06, Branch 1, and Score 0.06
   c. Managers must learn more about tourism. Weight 0.05, Rank 2, and Score 0.10

External factors (Opportunities and Threats)
1. Opportunities
   a. Growing the community's economy. Weight 0.22, Rank 4, and Score 0.88
   b. Can be used as a means of education and research. Weight 0.23, Rating 4, and Score 0.92
   c. Easy road access. Weight 0.20, Branch 3 and Score 0.60.
2. Threats
   a. Competitiveness with other tourist attractions. Weight 0.10, Branch 2, Score 0.20.
   b. There is still a lack of public transportation to the Kanaga Hill Tourist Attraction location. Weight 0.13, Branch 1, and Score 0.13.
   c. Tourist behavior that damages the environment. Weight 0.12, Branch 2, and Score 0.24

After the internal and external strategic factors have been identified, an IFAS (Internal Factors Analysis Summary) table is created to formulate internal strategic factors in the Strengths and Weaknesses framework and an EFAS (External Factors Analysis Summary) table to formulate external strategic factors in the Opportunities framework. and Threats.

Table 3. Internal Factor Matrix for the Kanaga Hill Tourist Attraction

Internal Factors (Strength)	Weight	Ratings	Score
1. Beautiful natural panorama in the form of natural landscapes.	0,13	4	0,52
2. Cool air.	0,11	3	0,44
3. Unspoiled tourist resources.	0,12	3	0,48
4. There is a campground.	0,11	4	0,44
5. Good promotion	0,11	4	0,44
6. Accessibility is easy	0,10	3	0,4
7. Maintained cleanliness	0,12	3	0,48
TOTAL	0,80	24	3,20
Internal Factors (Weaknesses)	Weight	Ratings	Score
1. There is no cooperation in the tourism sector.	0,09	2	0,18
2. Less extensive tourist area	0,06	1	0,06
3. Managers must learn more about tourism	0,05	2	0,10
Total	0,2	5	0,34
Total Strengths and Weaknesses	1	29	3,54

Table 4. Kanaga Hill Tourist Attraction External Factor Matrix

External Factors (Opportunities)	Weight	Ratings	Score
1. Growing the community's economy	0,22	4	0,88
2. Can be used as a means of education and research.	0,23	4	0,92
3. Easy road access	0,20	3	0,60
Total	0,65	11	2,40

External Factors (Threats)	Weight	Ratings	Score
1. Competitiveness with other tourist attractions.	0,10	2	0,20
2. There is still a lack of public transportation to the Kanaga Hill Tourist Attraction location.	0,13	1	0,13
3. Tourist behavior that damages the environment.	0,12	2	0,24
Total	0,35	5	0,57
Total Opportunities and Threats	1	16	2,97

Based on the table above, it can be seen the weight and rating of the internal and external strategic factors of the Kanaga Hill Tourist Attraction, where the weighting is carried out with the aim that these factors can have an impact on strategic factors. Based on calculations carried out through SWOT analysis, the final values of strengths, weaknesses, opportunities and threats are obtained as shown in the following table.

That within the framework of the overall strategy, the basic strategy that can be planned is to make the best use of opportunities, try to anticipate and overcome threats, use strengths as basic capital for operations and make the most of them, and try to reduce and eliminate existing weaknesses. It can be seen from the results of these calculations that the Kanaga Hill Tourist Attraction has strengths that are dominant compared to its weaknesses and opportunities that are greater than its threats with the following values: Strengths – Weaknesses (internal factors) : 3.20 - 0.34 = 2.86 Opportunities – Threats (external factors) : 2.40 - 0.57 = 1.83

If these values are included in the Grand Strategy Matrix, it can be seen that the position of the development of the tourism sector at the Kanaga Hill Tourist Attraction is in the Growth Strategy position, namely making optimal use of the strengths and opportunities it has.
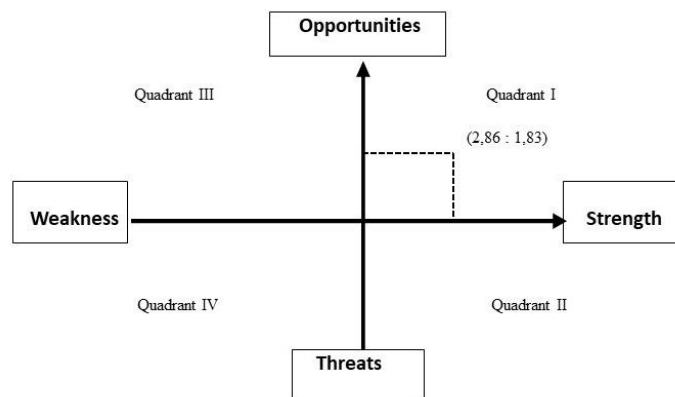

Figure 2. Kanaga Hill Tourist Attraction Grand Strategy Matrix

Based on the image in the diagram above, it shows that point cut (2.86 : 1.83) is in quadrant I, where this situation can be achieved by taking advantage of strengths and opportunities in order to increase the growth of the Kanaga Hill Tourist Attraction. Based on the results of the SWOT analysis quadrant, the appropriate strategy for developing the Kanaga Hill tourist attraction is the SO (Strengths Opportunity) Strategy. The SO strategy is to create a strategy by using the strengths it has to take advantage of opportunities.

Formulation of SWOT Matrix Alternative Strategies

The results of data analysis in the field are outlined in a SWOT analysis matrix table for strategies for developing the Kanaga Hill Tourist Attraction in the future by comparing

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internal and external factors. The following is a strategic analysis matrix for the development of the Kanaga Hill Tourist Attraction.

Table 5. Strategy analysis matrix for the development of the Kanaga Hill Tourist Attraction.

	Strength 1. Beautiful Natural Panorama In The Form Of Natural Landscapes. 2. Cool Air 3. Unspoiled Tourist Resources 4. There Is A Campground 5. Good Promotion 6. Accessibility Is Easy 7. Maintained Cleanliness	Weaknesses 1. There Is No Cooperation In The Tourism Sector. 2. Less Extensive Tourist Area. 3. Easy Road Access
Opportunities 1. Growing The Community's Economy. 2. Can Be Used As A Means Of Education And Research. 3. Tourist Behavior That Damages The Environment.	S-O Strategy 1. The Kanaga Hill Tourist Attraction Provides Opportunities For Society To Grow A Better Economy. 2. There Is Use Of The Kanaga Hill Tourist Attraction For Educational And Research Facilities. 3. Accessibility Is Adequate For Visiting Tourists. 4. It Has Good Selling Points For Tourists, Such As Cool Air And Unspoiled Natural Resources. 5. Promotions That Have Been Going Well For Attract Tourists To Visit.	W-O Strategy 1. Establishing Cooperation In The Tourism Sector. 2. Expanding The Kanaga Hill Tourist Attraction Area 3. Further Improve The Capabilities Of Tourism Managers In The Tourism Sector.
Threats 1. Competitiveness With Other Tourist Attractions. 2. There Is Still A Lack Of Public Transportation To The Kanaga Hill Tourist Attraction Location. 3. Tourist Behavior That Damages The Environment.	S-T Strategy 1. Providing interesting tourist attractions so you can attracts many tourists. 2. Providing skilled tour guides in the tourism sector. 3. Make rules and regulations at tourist attractions for comfort and safety when traveling while maintaining environmental sustainability.	W-T Strategy 1. The need for skills and management training in the tourism sector manager of the Kanaga Hill Tourist Attraction. 2. Further improve public transportation which is still rare to the Kanaga Hill tourist attraction.

DISCUSSION

Based on research, visitors' perceptions of the Kanaga Hill tourist area are rated on an average scale of Good (B), which means it has a score of 61% to 80%. This research involved distributing 25 questionnaires to respondents who visited the tourist area. The research results include three main variables: facilities, attraction attributes, and accessibility. From the research results, the facilities available in the Kanaga Hill tourist area received a Good (B) scale rating. This shows that the facilities provided are adequate and meet the needs of tourists. Good facilities in tourist areas are very important because they can increase visitor comfort and satisfaction, and encourage them to return to visit in the future. Attraction attributes in the Kanaga Hill tourist area are also rated on a Good (B) scale based on visitor perceptions. One aspect that is appreciated by tourists is the prohibition on hunting of wild animals in tourist areas.

This prohibition shows the management's commitment to preserving the animals and natural environment on Kanaga Hill, which in turn improves the tourist experience and provides educational value about nature conservation. Accessibility to the Kanaga Hill tourist area received a Good (B) scale rating. One of the factors that supports this assessment is the ease of access to tourist locations, with paved roads. Easy access and good road conditions are very important to attract more tourists, because they can reach the location comfortably and safely. Apart from that, Kanaga Hill has also received appreciation as a learning or research facility, which shows that this area is not only attractive for ordinary tourists, but also for academics and researchers.

Discussion is a basic explanation, relationships and generalizations shown by the results. The description answers the research question. If there are doubtful results then present them objectively. Based on the SWOT analysis carried out, the basic strategy that can be planned for the development of the Kanaga Hill Tourist Attraction includes several important aspects. This strategy aims to maximize opportunities, anticipate and overcome threats, utilize strengths optimally, and reduce or eliminate existing weaknesses. The calculation results show that Kanaga Hill has dominant strengths compared to its weaknesses, as well as opportunities that are greater than its threats.

From internal factors, the strength of this tourist attraction scored 3.20 while the weakness was only 0.34, resulting in a difference of 2.86. This shows that Kanaga Hill has significant advantages that can be used as basic capital for further development. On the other hand, external factors recorded an opportunity of 2.40 and a threat of 0.57, with a difference of 1.83. With these values, Kanaga Hill is in a strong position to develop and take advantage of the opportunities that exist in the tourism market.

If these values are included in the Grand Strategy Matrix, it can be seen that the development of the tourism sector at the Kanaga Hill Tourist Attraction is in the "Growth Strategy" position. This means that tourist area managers need to focus on several strategic steps. First, make optimal use of your strengths, such as using the advantages of existing facilities and resources to attract more visitors. Second, taking and developing market opportunities, for example through increasing promotions and marketing to attract the interest of domestic and international tourists.

In addition, it is important to reduce and eliminate existing weaknesses by making improvements and improving service quality to increase visitor satisfaction. Managers also need to anticipate and overcome potential threats that could affect tourism development, by preparing effective mitigation strategies. Overall, the Kanaga Hill tourist attraction has great potential for further development. With the right growth strategy, managers can make optimal use of existing strengths and opportunities, as well as overcome weaknesses and threats better. Focusing on developing facilities, increasing accessibility, and effective promotion can help Kanaga Hill become a leading tourist destination.

CONCLUSIONS

The perception of visitors to the Kanaga Hill tourist attraction has good scores from several variables, namely, facilities, attraction attributes and accessibility, thus the motivation for visiting the Kanaga Hill tourist attraction is to enjoy the beautiful natural landscape, feel the cool, natural air, and hold camping activities. So the Kanaga Hill tourist attraction relies on the beauty of the natural landscape and natural air quality, far from pollution.

SO strategies that can be used are: 1) The Kanaga Hill tourist attraction provides opportunities for the community to grow a better economy. 2) There is use of the Kanaga

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Hill tourist attraction for educational and research facilities. 3) Adequate accessibility for visiting tourists. 4) Has good selling points for tourists, such as cool air and unspoiled natural resources. 5) Promotions that have been running well to attract tourists to visit.

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