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Local Potential-Based Tourism Village Development Strategy through a SWOT Analysis Approach in Tinalah Tourism Village

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ABSTRACT

Tinalah Tourism Village is a rural-based tourism destination with outstanding potential in terms of nature, culture, and local wisdom. Located in a hilly area with a well-preserved natural landscape, Tinalah Tourism Village offers a tourism experience that emphasises natural beauty and direct interaction with the local community. The development of tourism villages represents an important effort to improve the local economy while preserving the village's natural, cultural, and local wisdom resources. This study employed a qualitative method with a descriptive approach. Data collection techniques included observation, in-depth interviews, and documentation involving tourism village managers, local communities, and relevant stakeholders. Data analysis was conducted by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats) influencing the development of Tinalah Tourism Village. The SWOT analysis results were further strengthened through in-depth interviews analysed using MAXQDA, enabling the study to reveal new findings. The results indicate that Tinalah Tourism Village possesses significant strengths, including attractive natural resources, unique local culture, and high levels of community participation. Based on the SWOT analysis results, this study selected aspects of weaknesses and threats as the primary focus in developing in-depth interview transcripts. Furthermore, data exploration was conducted through interviews with the management of Tinalah Tourism Village, which were systematically analyzed using MAXQDA software to generate a more comprehensive and relevant understanding of tourism village development strategies. The analysis recommends continuously strengthening local potential through digital-based promotion while reinforcing local wisdom as the core foundation of sustainable tourism development.

Keywords: *Dewi Tinalah, Local potential, Development strategy, SWOT analysis, Sustainable tourism.*

1. INTRODUCTION

Tourism sector development is currently a key strategy for driving regional economic growth while improving community well-being. Area-based development, particularly tourism villages, presents an alternative model that focuses not only on economic gain but also on environmental preservation, culture, and local wisdom. This concept positions communities as key actors in managing and developing village potential, thereby creating sustainable and inclusive tourism[1].

Tinalah Tourism Village is a tourist village with significant local potential, both in terms of nature and culture. Its beautiful hilly landscape, natural attractions such as rivers and camping areas, and the preservation of traditional traditions and community activities are a unique draw for tourists. Furthermore, community involvement in the management of the tourist village demonstrates efforts towards developing community-based tourism.

However, the development of Tinalah Tourism Village is not yet fully optimal. Various challenges remain, such as limited supporting infrastructure, suboptimal promotional strategies, particularly digital ones, and the need for improved human resource capacity in tourism management. Furthermore, the dynamics of competition between tourist destinations and changing tourist preferences demand adaptive, innovative development strategies based on local potential.

This situation indicates a gap between existing potential and the level of development achieved. Without a focused strategy, local potential, which should be a key strength, risks being underutilized.

Situated along the Tinalah River, which flows through the Menoreh Mountains, Tinalah Tourism Village is a destination that combines natural beauty with rich local culture. With the slogan "The Charm of Nature and Culture," this village offers an experience that highlights not only the natural scenery but also the life and traditions of the local community. Tinalah itself is named after the iconic river in the area. Locals and tourists know it better as Dewi Tinalah, and it has now become a popular tourist destination in Yogyakarta.

As an implication, an analytical approach is needed that is able to identify internal and external factors comprehensively as a basis for formulating strategies for developing tourist villages.

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis approach is a relevant method for assessing this situation. This analysis identifies the tourism village's internal strengths and weaknesses, as well as the external opportunities and threats that influence its development. The results of this analysis are expected to generate appropriate strategies to optimize local potential and enhance the competitiveness of Tinalah Tourism Village.

This research is crucial for formulating a development strategy for the tourism village based on local potential through a SWOT analysis approach. Therefore, the research findings are expected to provide not only academic contributions but also practical recommendations for tourism village managers and stakeholders in developing Tinalah Tourism Village sustainably.

2. LITERATURE REVIEW

Developing tourist villages based on local potential is a strategic approach to tourism development that emphasizes optimizing a region's resources. This concept focuses not only on increasing tourist visits but also on community empowerment, cultural preservation, and environmental sustainability. Tourist villages are seen as a form of integration between tourism activities and the social and cultural life of local communities, creating an authentic and valuable tourism experience.

Various studies in the field of Sustainable Tourism confirm that the success of village tourism development is greatly influenced by the ability to identify and optimally manage local potential. This potential can include natural resources, cultural traditions, local wisdom, and even creative economic products from the community. A local potential-based approach is crucial because it can differentiate tourist destinations and increase competitiveness amidst the increasingly competitive tourism industry.

Furthermore, the development of tourism villages is inseparable from the active role of the community as key actors in the planning, implementation, and evaluation of tourism activities. From a Community-Based Tourism perspective, local community involvement is key to creating inclusive and sustainable tourism. Community participation not only enhances a sense of ownership of the destination but also impacts economic well-being and the preservation of local cultural identity.

However, in practice, the development of tourism villages often faces various challenges, both internal and external. Limited human resources, infrastructure, and suboptimal management are common obstacles. Furthermore, the dynamics of the tourism market, changing tourist preferences, and competition between destinations demand adaptive development strategies based on comprehensive analysis.

The use of analytical approaches such as SWOT analysis, enhanced by Maxqda analysis, yields new findings to identify strengths, weaknesses, opportunities, and threats in tourism village development. This approach allows for more systematic and targeted strategy formulation, optimizing local potential and sustainably enhancing the competitiveness of tourism destinations.

Development of tourist villages, local potential, community-based tourism, and SWOT analysis strengthened by the results of in-depth interviews with maxqda as a theoretical basis in formulating effective and sustainable strategies for developing tourist villages.

2.1. Tinalah Tourism Village

A rural-based tourist destination developing in the Menoreh Mountains, Kulon Progo Regency, Yogyakarta Special Region. This tourist village is known for its unique blend of natural resources, culture, and local community life into a unique, authentic tourism experience. The Tinalah River, which flows through the area, is a key icon, enhancing the appeal of nature-based tourism, offering activities such as river rafting, camping, and eco-friendly educational tours.

Throughout its development, Tinalah Tourism Village has adopted the concept of community-based tourism (CBT), where local communities play an active role as managers and key stakeholders in tourism activities. This approach is considered effective in promoting community well-being while preserving culture and the environment. Community empowerment through training, mentoring, and managing tour packages is a crucial factor in the successful development of Tinalah Tourism Village.

Furthermore, the development of Tinalah Tourism Village is also supported by the use of digital technology in promotional and marketing activities. Digitalization plays a significant role in increasing destination visibility and attracting tourists, particularly through social media and digital platforms. This demonstrates that integrating local potential and digital innovation is key to enhancing the competitiveness of tourism villages in the modern era.

Branding and strengthening destination identity are also key areas of focus in the development of Tinalah Tourism Village, emphasizing the importance of implementing a place branding strategy to strengthen the tourism village's image, particularly through the development of the creative economy and local products. With a strong identity, a tourism village can not only attract tourists but also create added economic value for the local community.

Despite its immense potential, Tinalah Tourism Village still faces various challenges in its development. These include limited infrastructure, human resource capacity, and sustainable environmental management. This paper highlights the importance of waste management based on the 3R principle (Reduce, Reuse, Recycle) as part of efforts to maintain the sustainability of tourist destinations. These challenges demonstrate the need for a targeted development strategy based on comprehensive analysis.

Tinalah Tourism Village has significant potential for continued development as a leading tourist destination based on local potential. Community support, technology utilization, and strengthened management strategies are key factors in enhancing the village's competitiveness and sustainability in the future [2].

2.2 SWOT Analysis

In strategic planning, organizations and tourism destinations require an analytical approach capable of comprehensively mapping internal and external conditions. One method commonly used is SWOT analysis, which examines four main elements: strengths, weaknesses, opportunities, and threats. This approach is considered effective in formulating strategies because it can identify potential that can be optimized while anticipating various obstacles that may be encountered [3].SWOT analysis is very appropriate for increasing the competitiveness of destinations through more targeted planning based on real conditions in the field.

The application of SWOT analysis in tourism development not only focuses on economic aspects, but also includes social, cultural and environmental dimensions[4].This aligns with the concept of Sustainable Tourism, which emphasizes a balance between resource utilization and conservation efforts. Therefore, the use of SWOT analysis in tourism village development is relevant for identifying local potential and formulating adaptive and sustainable strategies.

One destination with potential for study using this approach is Tinalah Tourism Village. This tourist village is known for its rich natural resources, including rivers and hills in the Menoreh Mountains, as well as its cultural heritage, which is still deeply rooted in the lives of its residents. The tourism concept emphasizes the integration of natural beauty and local cultural values, thus providing an authentic tourism experience for visitors.

However, Tinalah Tourism Village still faces various challenges in its development, such as limited infrastructure, suboptimal promotional efforts, and a need for human resource capacity improvement. On the other hand, opportunities for village tourism development are increasingly open, along with growing tourist interest in nature-based and cultural tourism, as well as government support for the village tourism sector [5].

Based on these conditions, a study is needed that can systematically identify the internal and external factors influencing the development of Tinalah Tourism Village. Thus, the application of a SWOT analysis is expected to produce an appropriate strategy formulation to optimize local potential, increase competitiveness, and realize sustainable tourism village development[6].

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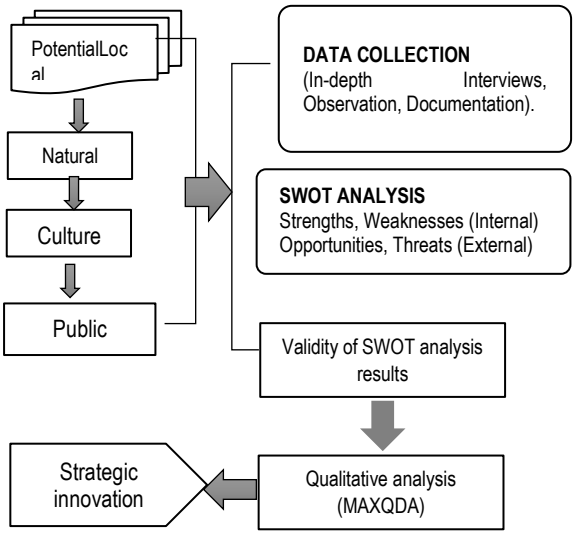


Figure 1. *Conceptual Framework of the Research*
Source: Developed by the authors

The conceptual research framework in Figure 1 illustrates the systematic flow in studying the development of Tinalah Tourism Village based on local potential through a qualitative approach integrated with SWOT analysis and data processing using Maxqda.

The initial stage in this framework begins with identifying local potential, which serves as the primary foundation for developing tourism villages. This local potential consists of three main components: nature, culture, and community. Natural potential encompasses environmental resources such as rivers, hills, and natural landscapes that serve as tourist attractions. Meanwhile, cultural aspects reflect local values, traditions, and wisdom that shape village identity. The community plays a key role in collectively managing and developing this potential [7].

Next, the local potential was analyzed through a data collection process using in-depth interviews, field observations, and documentation. This stage aimed to obtain comprehensive empirical data on the actual conditions of the tourism village, from both the management and community perspectives.

The collected data was then analyzed using a SWOT analysis approach, which classifies findings into four main categories: strengths, weaknesses, opportunities, and threats. This analysis serves to identify the strategic position of Tinalah Tourism Village by considering internal and external factors influencing its development.

To deepen the analysis, a SWOT analysis validation stage was conducted, which aimed to test the consistency and relevance of the findings to actual conditions on the ground. This validation is crucial to ensure the analysis

results are not only descriptive but also scientifically sound.

Next, the data was analyzed in more depth through qualitative analysis using Maxqda, which enabled coding, categorization, and mapping of relationships between themes. This stage yielded a more comprehensive understanding of the interrelationships between SWOT factors, thus revealing patterns, dominant relationships, and dynamics within tourism village development.

The results of this entire process are then used to formulate an innovative development strategy based on local potential and supported by empirical analysis. This innovative strategy is expected to address existing challenges, optimally utilize opportunities, and sustainably strengthen the competitiveness of Tinalah Tourism Village.

2.3 Community-Based Regional Potential

The community-based potential of Tinalah Tourism Village is a key foundation for sustainable tourism development, placing the community as a central actor in the planning, management, and utilisation of tourism resources. This concept aligns with the Community-Based Tourism (CBT) approach [8].which emphasises that tourism activities must be managed by local communities to improve welfare while maintaining environmental and cultural sustainability.

The natural expanse of Tinalah Tourism Village offers community-based potential, as evidenced by the integration of natural, social, and cultural resources collectively managed by the community. Natural resources such as rivers, hills, and pristine rural landscapes are key attractions, enhanced by local wisdom and well-preserved cultural practices. This authenticity is crucial for community-based tourism, as tourists seek authentic experiences that reflect local life [9].

Furthermore, the active involvement of the community in various tourism activities, such as homestay management, tour guides, and cultural attractions, demonstrates the concrete practice of community empowerment through CBT. Community participation is a key element that not only improves the quality of tourism services but also ensures a more equitable distribution of economic benefits. This aligns with the principle that tourism should be "of the community, by the community, and for the community," so that the community is not only the object but also the subject of tourism development.

Furthermore, the community-based potential of Tinalah Tourism Village is also reflected in the existence of local institutions such as tourism awareness groups (Pokdarwis) or village communities that play a role in organizing tourism activities. The existence of these institutions is a crucial indicator of the success of CBT implementation, as they strengthen coordination, increase community capacity, and promote the sustainability of tourism programs.

From a socioeconomic perspective, community-based development of potential has positive impacts in the form of job creation, increased income, and diversification of local businesses. Furthermore, social aspects such as increased community interaction, changes in mindsets, and strengthening of cultural identity are also significant impacts of implementing this concept. Tourism functions not only as an economic sector but also as an instrument of empowerment and social development [10].

Optimizing the potential of community-based areas also requires strengthening community capacity, particularly in management, service, and marketing. These challenges often hinder CBT implementation, necessitating government support and the use of digital technology to enhance the competitiveness of tourism villages [11].

The potential of community-based areas in Tinalah Tourism Village is a combination of natural resources, culture, and community participation integrated within the Community Based Tourism framework [12].The success of village tourism development depends heavily on the community's ability to manage this potential independently, sustainably, and adapt to change. With capacity building and appropriate external support, Tinalah Tourism Village has a significant opportunity to develop as a competitive and sustainable tourism destination [13].

2.4 Tourism Village Development Strategy

Developing tourist villages is a strategic approach to locally-based tourism development that emphasises optimizing regional potential and empowering communities. Tourist villages are positioned not only as recreational destinations but also as socio-economic spaces capable of driving local economic growth, cultural preservation, and environmental sustainability. A tourist village development strategy is crucial to ensuring that these potential areas are managed effectively, purposefully, and sustainably [14].

The development of tourist villages is closely related to the Community-Based Tourism (CBT) approach [15].Which places local communities as key actors in the planning, management, and evaluation of tourism activities. The success of community-based tourism development is determined by the level of community participation, the equitable distribution of economic benefits, and the ability to maintain local cultural identity. Therefore, village tourism development strategies must be able to integrate economic, social, and cultural aspects in a balanced manner [16].

From a Sustainable Tourism perspective, the development of tourist villages requires attention to sustainability principles, encompassing environmental, social, and economic dimensions. Richard Butler, through the Tourism Area Life Cycle (TALC) concept, emphasizes that tourist destinations have a development cycle that requires adaptive strategies to prevent stagnation or decline [11].The strategy for developing tourist villages must be dynamic and responsive to changes in tourism trends and environmental conditions [17].

In practice, formulating a tourism village development strategy requires a comprehensive

analytical approach. A SWOT analysis allows for the identification of internal factors (strengths and weaknesses) and external factors (opportunities and threats). A SWOT analysis helps organizations formulate strategies that leverage strengths to seize opportunities, while minimizing weaknesses and anticipating threats. This approach is relevant for optimizing local potential and enhancing the competitiveness of a destination.

Furthermore, the strategy for developing tourism villages also relies heavily on innovation and digital technology. Digital transformation in the tourism sector has transformed patterns of promotion, marketing, and interaction between tourists and destinations. The use of social media, digital platforms, and tourism information systems is crucial for increasing the visibility and accessibility of tourism villages. Empirical studies show that integrating local potential and digital innovation can enhance destination attractiveness and expand the reach of the tourism market [18].

On the other hand, developing tourism villages also faces various challenges, such as limited infrastructure, low human resource capacity, and the potential for environmental degradation due to tourism activities. Development strategies must be designed holistically, involving various stakeholders, including government, communities, academics, and the private sector. Collaborative approaches, such as creating synergy between actors in tourism village development, are essential [19].

The strategy for developing tourism villages is also a multidimensional process that requires the integration of local potential, community participation, strategic analysis, and technological innovation. A comprehensive and sustainable approach is expected to create tourism villages that are not only economically competitive but also resilient and sustainable in the long term.

The location of Tinalah Tourism Village represents not only the spatial-geographical aspects, but also the multidimensional relationship between space, culture, economy, and ecology which forms a community-based tourism landscape as seen in Figure 2. The expanse around Tinalah Tourism Village



Figure 2 Location of Tinalah Tourism Village
Source: /www.google.com/maps

Geographically, Tinalah Tourism Village is located in the Menoreh Hills area of Kulon Progo Regency, Yogyakarta Special Region. It is known for its hilly topography, relatively well-preserved natural vegetation, and the flow of the Tinalah River, a key element in the development of nature-based tourism. These conditions provide a comparative advantage in the form of authentic and sustainable ecotourism attractions [20].

From an accessibility perspective, Tinalah Tourism Village is strategically located within the network of leading tourist destinations in Kulon Progo. Connectivity with other tourist areas such as Kalibiru and Sermo Reservoir strengthens the village's role as part of the regional tourism cluster. In this context, the location map not only shows absolute location but also illustrates the functional relationships between destinations, enabling the integration of experiential tourism packages [21].Relatively adequate road access and proximity to the center of Yogyakarta City are supporting factors in increasing the flow of tourist visits.

Furthermore, the location map of Tinalah Tourism Village also reflects the distribution of social and cultural spaces within the local community. The traditional residential areas scattered around the tourist area demonstrate a community lifestyle that still upholds local wisdom values such as mutual cooperation, togetherness, and a harmonious relationship with nature. Daily activities such as farming, animal husbandry, and socio-religious activities are an integral part of the culturally based tourist attraction (living culture), not merely a visual object [22].This shows that the geographical space in Tinalah Tourism Village is also a living social space.



Figure 3. Participatory observation through direct tracing
Source: Researcher documentation

The researcher's participatory observation is seen in Figure 3 through direct exploration of the Tinalah tourist village location. Data collection techniques in this study included semi-structured interviews and direct observation. Observations were conducted by exploring the entire tourist attraction area to identify spatial

conditions, facilities, and ongoing activities, so that the data obtained were empirical and contextual [23].

3. METHOD

The researcher chose a descriptive qualitative approach in this method with the aim of analyzing tourism village development strategies based on local potential through a SWOT analysis. This approach is able to describe in-depth real-world conditions and identify internal and external factors that influence tourism destination development [24]. The research location was Tinalah Tourism Village, which has natural, cultural, and community participation potential that is the focus of the study. Data analysis in this study was conducted through two main stages: qualitative analysis with a SWOT analysis followed by interviews, the results of which were used to strengthen the SWOT analysis.

The results of the first stage with SWOT analysis were followed by qualitative data analysis carried out with the help of MAXQDA software [25].

The SWOT analysis of the development of Tinalah Tourism Village can be seen in Figure 4, which shows that the condition of this destination is influenced by the interaction between internal factors (strengths and weaknesses) and external factors (opportunities and threats) which shape the direction of the overall development strategy.

SWOT analysis data were obtained through digital documentation studies from the official tourism village website, social media platforms, online news sources, and tourism promotion documents. Furthermore, the SWOT findings were used as the basis for developing in-depth interview transcripts with two managers of Tinalah Tourism Village in order to obtain validation and a more comprehensive understanding of the tourism village development strategy. The interview results were subsequently analyzed using MAXQDA software through data coding processes, theme categorization, inter-theme relationship analysis, and data visualization [26].

Triangulation testing was conducted by integrating sources obtained from the SWOT analysis to become interview transcripts. The interview transcripts generated from the SWOT analysis became the material for in-depth interviews with Dewi Tinalah's managers. All interview data were analyzed using MaxQDA with the stages of Data Preparation, Data Coding, Theme Categorization, Analysis of Relationships Between Themes, Data Visualization (code map, word cloud, code relation browser, or conceptual model) [27].

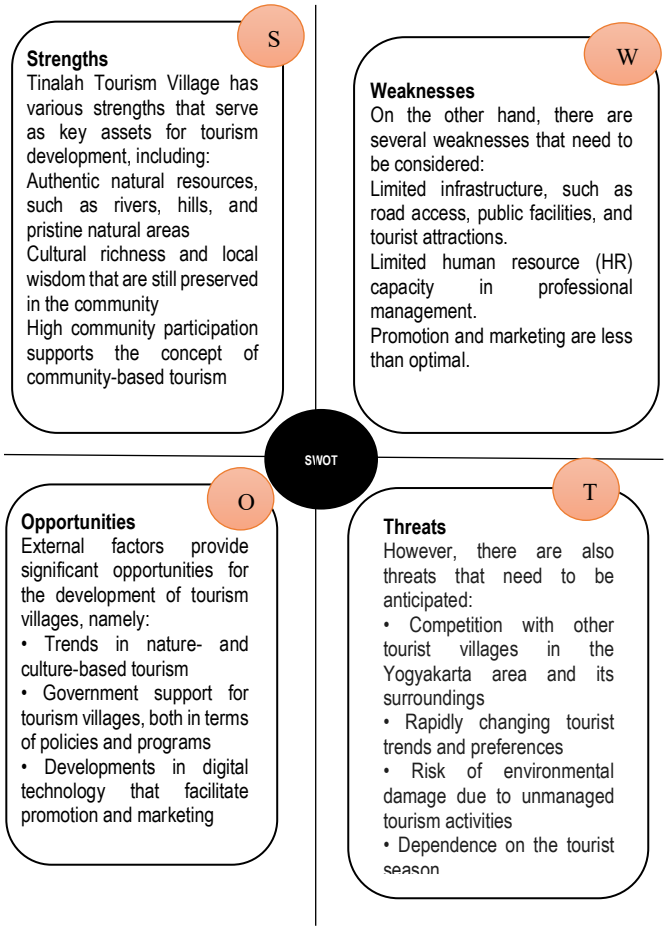


Figure 4. Research Model SWOT analysis design
Source: Researcher documentation

The overall SWOT analysis results show that Tinalah Tourism Village has enormous potential to develop as a sustainable community-based tourism destination. However, as seen in Figure 4, successful development depends heavily on the ability to overcome internal weaknesses and strategically and adaptively exploit external opportunities. Tinalah Tourism Village's primary strength lies in its community-based regional potential, integrating natural resources, culture, and community participation. The authenticity of the natural environment, such as rivers, hills, and pristine rural landscapes, is a key attraction that is difficult for other destinations to replicate.

Limited infrastructure, such as road access, public facilities, and tourism support facilities, is a major obstacle to improving tourist comfort and accessibility. This directly impacts the destination's competitiveness, especially when compared to other tourist villages with more adequate facilities [28].

Limited human resource capacity in management, service, and marketing is a barrier to professional tourism management. Despite high levels of community participation, it is not yet fully supported by adequate competency.

External factors indicate that Tinalah Tourism Village has significant potential for growth. One key opportunity

is the trend of nature- and culture-based tourism, which is currently gaining popularity among tourists.

In addition, government support through various tourism village development programs presents a strategic opportunity to improve infrastructure quality, human resource capacity, and overall destination management.

The development of digital technology also opens up significant opportunities in promotion and marketing. Utilizing social media, digital platforms, and tourism information systems can significantly increase the visibility and appeal of Tinalah Tourism Village [29].

Threats that must be anticipated in developing tourist villages. One of the main threats is competition with other tourist villages, particularly in the Yogyakarta region, which has many similar destinations. Furthermore, rapidly changing trends and tourist preferences demand continuous innovation and adaptation. Destinations that fail to adapt to these changes risk losing their appeal.

Another equally significant threat is the risk of environmental damage due to uncontrolled tourism activities. Given that the primary strength of tourist villages lies in their natural pristine nature, environmental damage can directly impact the sustainability of the destination.

In addition, dependence on the tourist season and external factors such as economic crises or pandemics are also risks that can affect the stability of tourist visits.

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4. FINDINGS AND DISCUSSION

Based on in-depth interviews with informants involved in the management of Tinalah Tourism Village, a number of findings were obtained, which were then analyzed using a SWOT approach and strengthened through coding, categorization, and mapping of relationships between themes using Maxqda [26].

The analysis results show that the development of Tinalah Tourism Village is influenced by four main dimensions, namely strengths, weaknesses, opportunities, and threats, which interact dynamically with each other. The coding results visualization shows a dominant relationship between themes, especially in the aspects of community-based strengths, weaknesses in infrastructure and human resources, and opportunities driven by technology and government support, the results of the coding process are seen in the following single case below.

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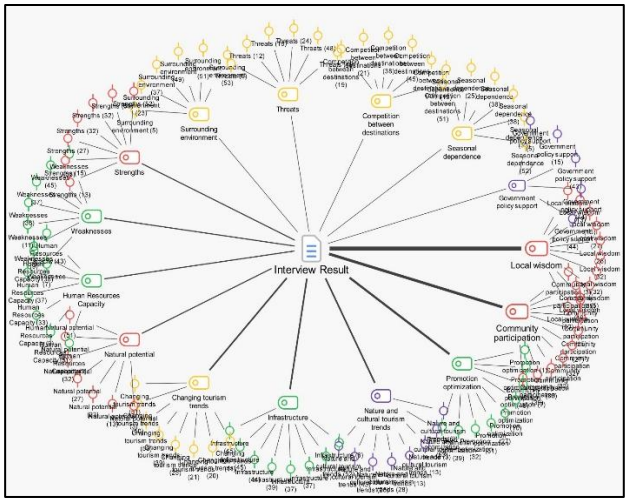


Figure 5 Single Case model
Source: Documentation of research results

Figure 5, a single case model, shows the next bold line between “Strengths” and “Local Wisdom” and “Community Participation.” This shows that the main strength of a tourism village lies not only in its physical (natural) aspects, but also in its social and cultural dimensions.

The meaning of this relationship is that local wisdom is the main identity of a tourist village, community participation is the foundation of community-based management and these two aspects strengthen each other in creating authentic tourist attractions.

This implies that Tinalah Tourism Village's strengths are socio-cultural, not simply based on natural resources. The distinction between "Weaknesses" and "Infrastructure" is clear, indicating that infrastructure issues were the most dominant weakness in the interviews.

The interpretation is that road access, public facilities, and tourism support infrastructure remain major obstacles. Infrastructure is a limiting factor in optimizing tourism potential, and this weakness directly impacts the tourist experience. Infrastructure is a top priority for internal improvements.

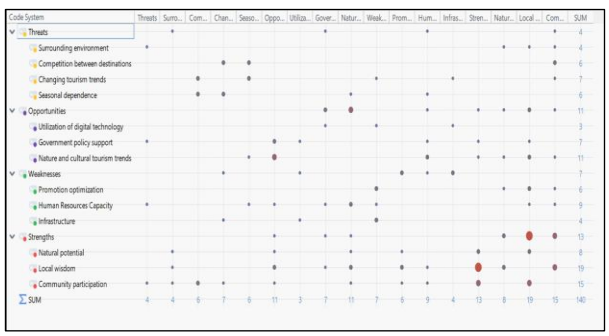


Figure 6. Code Relation browser
Source: Documentation of research results

The results of the code relation browser show a tendency for the largest number in Figure 6, explaining the findings that the main strength of Tinalah Tourism Village lies in community participation, local wisdom, and natural potential, which are conceptually aligned with the Community Based Tourism (CBT) approach. In CBT, local communities play a key role in tourism management, so that economic, social, and cultural benefits can be directly felt by the community [30].

Analysis resultsCode Relation browsershows that the community participation and local wisdom codes have a dominant relationship.

This indicates that tourism practices in Tinalah Tourism Village are not only based on resources, but also on social values that live in the community.

Theoretically, this is in line with the view that CBT emphasizes community empowerment, local control, and sustainability. Furthermore, emphasized that the success of CBT is determined by the level of active community participation in decision-making and benefit distribution.

However, the findings Code Relation browser the study also revealed weaknesses in human resource capacity and infrastructure, indicating that CBT implementation in Tinalah Tourism Village still faces challenges in terms of internal capacity.

5. CONCLUSIONS

The results of data analysis visualization using Maxqda, which includes the code system, code relations browser, and code relations matrix, obtained a structure that forms a system that is interconnected and dynamic in explaining the development of Tinalah Tourism Village [31].

The visualization in Figure 7 shows that no single variable stands alone, but rather that all themes—strengths, weaknesses, opportunities, and threats—interact within a strong network of relationships. This confirms that tourism village development is an integrated system influenced by both internal and external factors simultaneously.

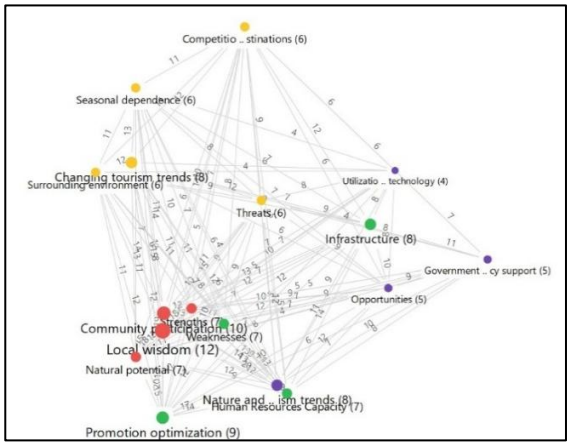


Figure 7. Visualization of relationship structure & dynamics

Source: Documentation of research results

The network structure shows that there are several main clusters that are complexly interconnected, namely strengths, weaknesses, opportunities, and threats. The relationship between codes is shown by connecting lines with a certain intensity, which indicates the level of co-occurrence in the interview data.

The visualization results show that codes such as "local wisdom (12)," "community participation (10)," and "natural potential (7)" have relatively large node sizes and fairly central positions. This indicates that these three aspects are dominant themes in the interviews.

The strong interconnectedness between these codes indicates that local wisdom is inseparable from community participation. Natural potential serves as the primary foundation, reinforced by cultural values and community involvement. The code "weaknesses (7)" is quite close to the strengths cluster, indicating that informants often discuss weaknesses in the context of their potential. One of the most prominent codes is "infrastructure (8)."

The relationship between weaknesses and infrastructure shows that limited accessibility and facilities are major obstacles to optimizing tourism potential. Infrastructure has a strong relationship with both opportunities and threats, making it a key variable in tourism development.

In addition, the code "human resources capacity (7)" also appears as part of the weaknesses, which shows the importance of improving HR competencies.

OpportunityDisplaying the visualization, there are codes "opportunities (5)", "government support (5)", and "utilization of technology (4)". Although the size of the node is not as large as its power, its connectivity is quite extensive to various other codes.

This shows that opportunities are external but strategic, especially through government support, closely related to the use of digital technology in tourism promotion and management.

Additionally, the code "promotion optimization (9)" is also strongly linked to opportunities, indicating that digital marketing strategies are an important area to develop.

Threats invisualization and visible code"threats (6)"which is connected with several sub-themes such as*competition destinations (6), changing tourism trends (8), seasonal dependence (6), surrounding environment (6)"*

This interconnectedness shows that the threat is multidimensional, including:

External competition between tourist destinations, dynamics of tourist preferences, dependence on visiting seasons, risks to the surrounding environment

The code "changing tourism trends (8)" has quite a wide connection, which indicates that changing trends are a very significant threat factor.

The analysis using Maxqda shows that Tinalah Tourism Village has a structure with strong links between internal and external factors. The dominance of local wisdom, community participation, and natural resources emphasizes the village's identity as a community-based

destination. However, challenges related to infrastructure, human resource capacity, and external dynamics require adaptive and innovative strategies based on digital technology and sustainability.

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