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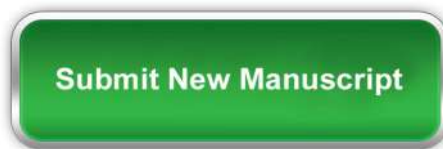
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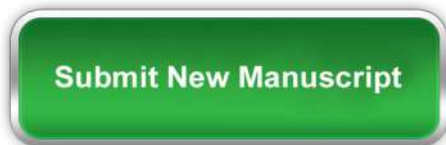
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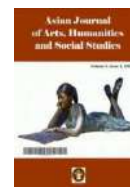
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## TOURISM VILLAGE DEVELOPMENT: A CASE STUDY IN CEPOKOLIMO VILLAGE, PACET DISTRICT, MOJOKERTO REGENCY

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This work was carried out in collaboration among all authors. Author TR designed the study and managed the analyses of the study. Author Soebagio designed the study. Author DH designed the study. Author ERW performed the statistical analysis, managed the analyses of the study, and wrote the first draft of the manuscript. Author FSR managed the literature searches. Author DP managed the analyses of the study. All authors read and approved the final manuscript.

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### ABSTRACT

Tourism is one sector that has a huge impact on the development of a region. One form of tourism development carried out at a destination is a tourist village. The tourism potential in Cepokolimo Village is in the form of natural conditions such as the waterfall, a large and natural rice field area, pine forest, and a cow breeder village that produces milk. The purpose of this research is to study the potential in Cepokolimo Village, Pacet District, Mojokerto Regency as a tourist village. The potentials studied include types of tourism, culinary, and souvenir of food products. The research method was carried out with a qualitative descriptive approach using the SWOT method and value analysis. The data collection procedure used primary data by conducting interviews and direct observations with the community, village officials, farmers, breeders and culinary business actors in Cepokolimo Village. Data analysis in this study uses SWOT analysis and IFAS EFAS analysis, as well as value analysis by considering product performance and product price. The results showed that in Cepokolimo Village there were several potentials for agrotourism, namely rice fields, dairy farming, and oyster mushroom cultivation. Typical culinary potentials that can be recommended are Cepokolimo corn rice and fresh cow's milk. The strategy was selected and recommended to be implemented in the development of Cepokolimo Village as a tourist village are: (1) Increasing the attraction of objects by combining tourist attractions such as education, learning or local cultural activities and others, (2) Adding tourist area facilities such as village markets or souvenir stalls, and (3) Adding and improving existing parts by optimizing existing resources such as forming a unique terrace. Alternative strategies used in culinary development including: 1) Innovating, both in culinary menus, facilities, and technological advantages, 2) Cooperating with Cepokolimo Village Officials to develop the culinary tourism potential of Cepokolimo Village, 3) Improving the image and maintaining product and service quality standards, and 4) Collaborating with food bloggers to promote culinary tourism in Cepokolimo Village. Meanwhile,

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souvenir of food products including dairy products, namely dairy products pasteurization, milk sticks, ice cream, and processed sweet potato products, namely sweet potato brownies, sweet potato chips, sweet potato sticks.

**Keywords:** Tourism village; tourist destinations; culinary tourism; food product souvenirs.

## 1. INTRODUCTION

The concept of a tourist village is a concept that is considered as one way to improve the welfare of rural communities. The tourist village has a goal to reduce the flow of urbanization from villages to cities. It also aims to improve the welfare of rural communities.

The establishment of a tourist village is one form of implementing Community Based Tourism, namely community-based tourism or tourism managed by local communities. Through the development of tourism villages, it is hoped that there will be an even distribution of welfare, which is in accordance with the concept of sustainable tourism development. In addition, the existence of tourist villages is able to preserve the culture of rural communities through community involvement as actors in tourism activities. Tyas and damayanti [1] added that the development of tourist villages today has become an alternative to local economic development that has been implemented in various regions.

A tourist village is a rural area that has certain special characteristics/potentials that are managed to become a tourist destination [2]. There are various types of tourist villages, including nature-based, socio-cultural-based, culinary-based and so on [3]. Sasu and Epuran [4] discuss the different types of rural tourism, highlighting the authentic aspects of each one. For example, in agritourism, authenticity is felt by tourists doing chores in a rural setting; in ethnic tourism, authenticity is represented by experiencing the lives of local minorities; in ecotourism, authenticity is felt because of the ecological aspect; and in creative tourism, authenticity comes from the creative activities carried out in collaboration with the locals.

The benchmark for the success of a tourist village is not only increasing income but also community participation to get prosperity. In addition, in the tourist village, all benefit at the same time the village remains sustainable. Several criteria to become a tourist village, namely tourism must be based on rural resources. Which is able to accommodate all village potentials to support tourism activities. There are ten assets and village potentials, namely human resources, agricultural commodities, natural resources, institutions, social assets, spiritual culture, finance, physical infrastructure, information resources and networks. In addition, according to [5] an important

factor in the sustainable development of tourist villages is to involve or involve the local community. The main elements of authenticity of tourism products are original quality, originality, uniqueness, regional characteristics and are manifested in the lifestyle and quality of life of the people who belong to the community.

According to [6] the strategy for developing an educational tourism village can be done through six strategies, namely: (a) increasing active community participation in the development of tourism villages starting from the planning, implementation, to the program evaluation stage; (b) the development of a unique tourist village based on the natural, social and cultural potential of the local community; (c) capacity building of community institutions as tourism village management institutions to build coordination and communication between the government, the community, and donor agencies; (d) development of tourism promotion media through various media; (e) Improvement of human resources through structured and organized education and training programs; (f) Assistance is carried out in a structured manner from related institutions. Meanwhile, [7] revealed that tourist objects should be able to meet the needs of tourists such as tourism services, accommodation, easy access, and also tour guides. Agrotourism-based community activities have attractive tourist attractions for tourists to visit.

Arida and Pujani [8] revealed that there are 8 aspects that become the criteria for tourist villages, namely natural/bio-biological aspects, aspects of the physical environment, cultural aspects, amenities/infrastructure aspects, Human Resources (HR) aspects, institutional aspects, attitudes and governance of community life, and accessibility aspects. Meanwhile, [9] concluded that the use of agricultural land can be the basis for the theme of tourism, namely agrotourism as well as education, so it can be called agro-edu tourism. To support tourism, it is also necessary to design an area that is mature, attractive, but according to the rules. According to [8], there are several factors as opportunities and challenges in developing a tourist village. These opportunities are the decline in the value of the rupiah against the dollar so that visiting Indonesia is cheap, foreign tourists like tourism with traditional dimensions visiting unique villages as well as scientific tourism, domestic tourists are a good market opportunity, the unemployed workforce is



expected to be absorbed in the sector. tourism, the development of science and technology, transportation, communication and information support the development of tourist villages. Meanwhile, the challenges in tourism include Indonesia which is always associated with terrorists, incapable human resources to manage tourist villages, and the possibility of tourism damaging local culture.

The development of agrotourism in this study was carried out in Cepokolimo Village, Pacet District, Mojokerto Regency, East Java Province, Indonesia, which was based on the agricultural sector, the majority of which were tubers and rice farmers. In addition, there are farms in the form of dairy cattle and Etawa goats, as well as oyster mushroom cultivation entrepreneurs. Near the study site, there is also a fairly abundant water source and is close to a pine forest owned by the government. The natural scenery in Cepokolimo Village also provides a beautiful and cool atmosphere because the village is located in the highlands. Based on these potentials, it is hoped that it can become a sustainable agrotourism and can provide benefits for the regions (villages) involved to introduce the village to be known by foreign tourists, create new jobs, increase regional income (village), realize sustainable village development, and as an increase in environmental conservation. According to data from the Central Bureau of Statistics of Mojokerto Regency in 2015, explained that tourist visits in Mojokerto Regency from 2011 to 2013 experienced a significant increase, namely 309,850 visits to 435,019 visits. This shows that the tourism sector is a sector of choice that must be developed.

The objectives of this study include: 1) identifying the potential for agrotourism, culinary, and food products that have the potential to be developed to support the development of a tourist village in Cepokolimo Village, 2) determine alternative strategies that can be used for the development of Cepokolimo Village as a tourist village, and 3) provide recommendations to the village government regarding the development strategy of Cepopolimo Village as a tourist village.

## 2. METHODS

### 2.1 Data Collection

This type of research is field research where the researcher looks directly at the object under study in order to obtain relevant data. The data collection procedure used primary data by conducting interviews and direct observations with the community, farmers, breeders and culinary business actors in Cepokolimo Village. The method of data collection is one aspect that plays a role in the smoothness and success of a

research. In this study the data collection methods used include: questionnaire method, interview method, and documentation method.

This study used a questionnaire, the list of questions is structured in the form of multiple-choice questions and open questions. The number of samples collected for the SWOT analysis, there were 24 respondents consisting of village officials, business actors, and farmers/breeders. Meanwhile, for the product value analysis, there are 150 respondents from the community. The data collected was tested for validity and reliability.

### 2.2 Data Analysis

#### 2.2.1 SWOT analysis

Analysis of data related to the potential of agrotourism and culinary in this study using SWOT analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis in this study used to determine the method of development strategy by analyzing external factors in the form of opportunities and threats and internal factors in the form of strengths and weaknesses. The SWOT matrix can produce four possible sets of strategic alternatives [10].

Furthermore, after the internal and external strategic factors are identified, the IFAS (Internal Strategic Factors Analysis Summary) matrix and EFAS are prepared to formulate the recommended internal and external strategic factors. Next, determine the weight and rating of each factor to determine the most appropriate strategy based on the Cartesian diagram.

#### 2.2.2 Product value analysis

Product value analysis was carried out to determine food products that have the potential to be developed to support the formation of a tourist village in the Cepokolimo Village, Pacet District, Mojokerto Regency. Value can be defined as the ratio between the performance/benefit of the product and the cost required to realize the performance/benefit [11].

Product performance analysis in this study uses five criteria, namely: product organoleptic characteristics (K1), ease of handling (K2), consumer acceptance (K3), product attractiveness (K4), and production costs (K5) Determination of the weight of importance of product performance criteria using the Analytical Hierarchy Process [12], while the overall product performance calculation uses the Expected Value Method [13]. The value of each alternative product used Equation 1.

$$\text{Value} = \frac{\text{Product Performance}}{\text{Price}} \quad (1)$$

### 3. RESULTS AND DISCUSSION

Validity and reliability tests were conducted to test the collected data. Validity is a measure that shows the level of validity of an instrument. At this stage, the validity and reliability tests were carried out on the collected data. The results of the validity test showed that all the data collected were declared valid. This can be based that the correlation value of each variable has a correlation value (r value), where r value is greater than r table. The range of r value is between 0.603 – 0.838, while the r table is 0.248.

Reliability test is used to test the extent to which the measurement results remain consistent, if two or more measurements are taken on the same symptoms and the same measuring instrument. This test used the Cronbach Alpha method. The results of the reliability test obtained the value of Cronbach's Alpha = 0.905. A reliability value of 0.905 indicates a high reliability value, so the questionnaire is consistent (reliable).

#### 3.1 Agrotourism Potential

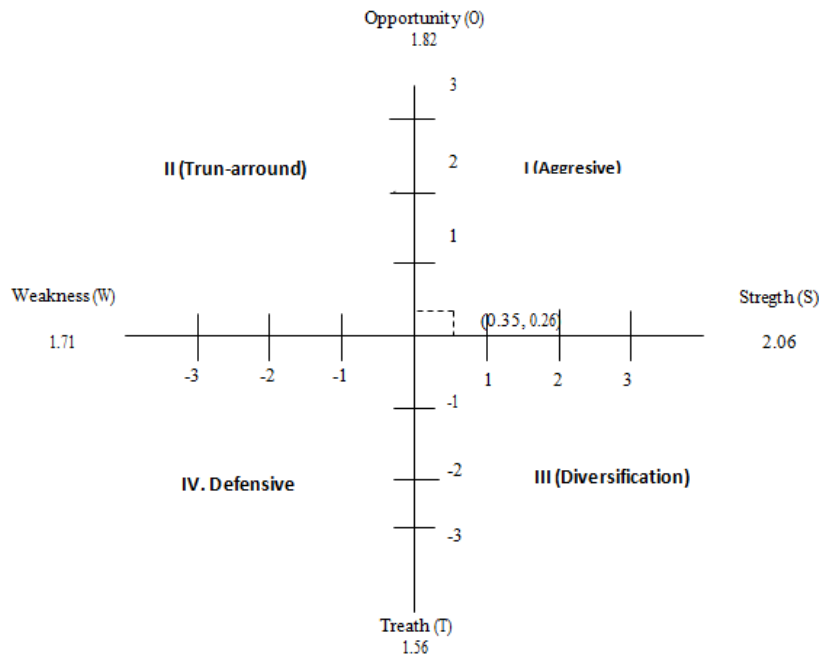
Studies related to the potential of agrotourism in Cepokolimo Village were carried out using SWOT analysis and IFAS and EFAS analysis. Internal factors originating from internal villages are in the form of strengths and weaknesses which are then calculated based on the level of importance or handling ranging from a scale of 0.00 (not important) to 1.00 (very important) and where the added weights do not exceed a total score of 1.00. Based on the results of the calculation of weights on internal factors (IFAS) shows that in the development of agrotourism, the strength factor with a large weight value is the location of agrotourism which has cool air and beautiful natural scenery. While the weakness factor, the large weight value is the accessibility of agrotourism locations.

Calculation of the weight of external factors originating from outside the village environment in the form of opportunities and threats. Based on the results of the calculation of the weight of external factors (EFAS) shows that in the development of agrotourism, the opportunity factor with a large weight value is to open a cooperative relationship with an agency or other company as a business partner. Meanwhile, the threat factor that has a large weight value is the response of potential tourists to the agrotourism object to be developed.

The calculation of the IFAS and EFAS matrices is a calculation to determine the weight, rating and score where the total weight does not exceed 1.00, and calculates the rating value of each factor by giving a scale of 1 (weak) to a scale of 4 (strong). Based on the calculation of the IFAS matrix, the total score for the overall internal factors is 3.77 with the number of strengths being 2.06 which means that it is quite a strength for the development of agro- tourism in Cepokolimo village, on the other hand, the number of weaknesses is 1.71, which means that the weaknesses are quite small for the development of agrotourism in Cepokolimo village. While the results of the calculation of the EFAS matrix, the total score for all external factors is 3.395 with the number of opportunities being 1.82, which means that there is quite a large opportunity for the development of agro- tourism in Cepokolimo village, on the other hand, the number of threats is 1.56, which means that the threat is quite low in the development of agrotourism in Cepokolimo village.

Based on the IFAS and EFAS analysis, a Cartesian diagram is obtained which can be used as a basis for determining the SWOT analysis strategy. From the total of the four SWOT factors, namely: strengths (S), weaknesses (W), opportunities (O), and threats (T), then a SWOT diagram can be made by looking for the coordinates of internal and external analysis with the aim of determining what combination strategy will be used, namely the Cartesian diagram [14] as shown in Fig. 1. The SWOT matrix has four strategic options, namely the S-O (Strength-Opportunity) strategy which is based on strengths to take advantage of opportunities, the W-O (Weakness-Opportunity) strategy is structured to minimize weaknesses by taking advantage of opportunities, the S-T (Strength-Threats) strategy is structured by optimizing strengths. to overcome threats, and the W-T (Weakness-Threats) strategy based on weaknesses to avoid threats.

Based on the Cartesian diagram, it shows that the coordinates of the internal factors are in the strength factor, while the coordinates for the external factors are in the opportunity factor. So that the combination of the coordinates of internal factors and external factors shows that the combination of the SWOT matrix in agro-tourism development can use the SO strategy which is in quadrant I. With this, agro-tourism development must use its strengths to take advantage of existing opportunities as well as possible. This shows that the analysis has a greater IFAS than EFAS which identifies that internal factors are greater meaning that it has more strengths and weaknesses than the opportunities and threats it has [15].



**Fig. 1. Cartesian diagram of agrotourism potential**

The formulation of alternative strategies is an alternative that is used for companies that run business in the future [16]. Based on the combination strategy of the SWOT matrix, several alternative strategies were obtained starting from S-O strategy, namely exploring and processing the natural potential possessed by existing resources, optimizing excellence in agro-tourism management. From W-O strategy is to expand promotional activities for the introduction of tourist attractions by giving a unique name or something else as an identity for tourist attractions. Next from ST is to innovate in terms of agrotourism models, facilities, and uniqueness as their own characteristics. And lastly, WT is to expand promotional activities for the introduction of tourist attractions by giving a unique name or something else as an identity for tourist attractions. The total score of the resulting SWOT matrix is shown in Table 1.

**Table 1. Total score SWOT matrix**

	<b>Strength (S)</b>	<b>Weakness (W)</b>
Opportunity (O)	S-O Strategy 3.88	W-O Strategy 3.52
Threat (T)	S-T Strategy 3.62	W-T Strategy 3.26

The strategy with the largest score, namely the S-O strategy, was selected and recommended to be implemented in the development of Cepokolimo Village as a tourist village. The first alternative S-O strategy in the development of agrotourism is to explore and cultivate the natural potential possessed

by existing resources, optimizing the advantages of agrotourism management, the implications are: (1) Increasing the attraction of objects by combining tourist attractions such as education, learning or local cultural activities and others, (2) Adding tourist area facilities such as village markets or souvenir stalls, and (3) Adding and improving existing parts by optimizing existing resources such as forming a unique terrace.

The second alternative development strategy is to open and accept social activities from inside or outside the village as an effort to attract organizations, agencies or companies to establish cooperation in developing agro-tourism, the implications are: (1) Fostering good relations with the surrounding community by providing training or education so that the community has the skills and knowledge about tourism so that the community can manage and utilize their agro-tourism potential as well as possible as a development for tourist destinations, and (2) Expanding the connection of cooperative relationships with an organization, institution, or other entity as a business partner with the aim of getting feedback from cooperation with business partners.

### 3.2 Culinary Tourism Potential

In recent years, governmental awareness of food tourism as a potentially sustainable kind of tourism growth has grown among academics. A new policy framework that integrates support for farming with rural development and the environment as a means to create new jobs, protect and improve natural resources, and support rural communities has become

apparent in food tourism initiatives, even though state intervention in agriculture policy and the economic context for agricultural production have long been established [17]. Many tourist sites have started to promote their local restaurants, food-related events, and gastronomic culture in recent years in an effort to attract more tourist [18]. Based on the survey results, the typical foods of Cepokolimo Village that were chosen by the respondents included 11% sweet potato leaf lodeh vegetables, 21% milk and cheese meatballs, 22% oyster mushroom meatballs, 27% Cepokolimo corn rice, and 19% sweet potato noodles. While the typical drinks of Cepokolimo Village that were chosen by the respondents included fresh cow's milk as much as 41%, fresh goat's milk as much as 14%, sweet potato milk as much as 25%, and sweet potato juice as much as 20%.

Studies related to the potential for culinary tourism in Cepokolimo Village were carried out using SWOT analysis and IFAS and EFAS analysis. Internal factors that come from internal villages in the form of strengths and weaknesses. Based on the results of the calculation of weights on internal factors (IFAS) it shows that in the development of culinary tourism, a strength factor with a large weight value is the support from the village government and local residents in developing the potential for culinary tourism. While the weakness factor, the large weight value is that there is no promotion in the culinary field.

Calculation of the weight of external factors originating from outside the village environment in the

form of opportunities and threats. Based on the results of the calculation of the weight of external factors (EFAS) shows that in the development of culinary tourism, it is found that the opportunity factor with a large weight value is that culinary tourism is one of the supporting aspects of tourism development if it is managed properly and professionally. As for the threat factor that has a large weight value is the presence of food product competitors from other regions.

Based on the calculation of the IFAS matrix, the total strength score is 2.68, which means that the strengths are quite large for the development of culinary tourism in Cepokolimo Village, on the contrary the total weakness score is 1.32, which means that the weaknesses are quite small for the development of culinary tourism in Cepokolimo Village. Meanwhile, the results of the EFAS matrix calculation show that the total score of opportunities and threats is equal to 2.00, which means that the opportunities and threats for the development of culinary tourism in Cepokolimo Village are equally strong.

Furthermore, to determine the right strategy in developing culinary tourism, it is necessary to affirm the position between strengths and weaknesses, as well as opportunities and threats, all of which are described in the SWOT Diagram. From the calculation results of IFAS and EFAS, it is known that the coordinates are located at (0.68; 0). The results of these coordinates are presented on a Cartesian diagram as shown in Fig. 2.

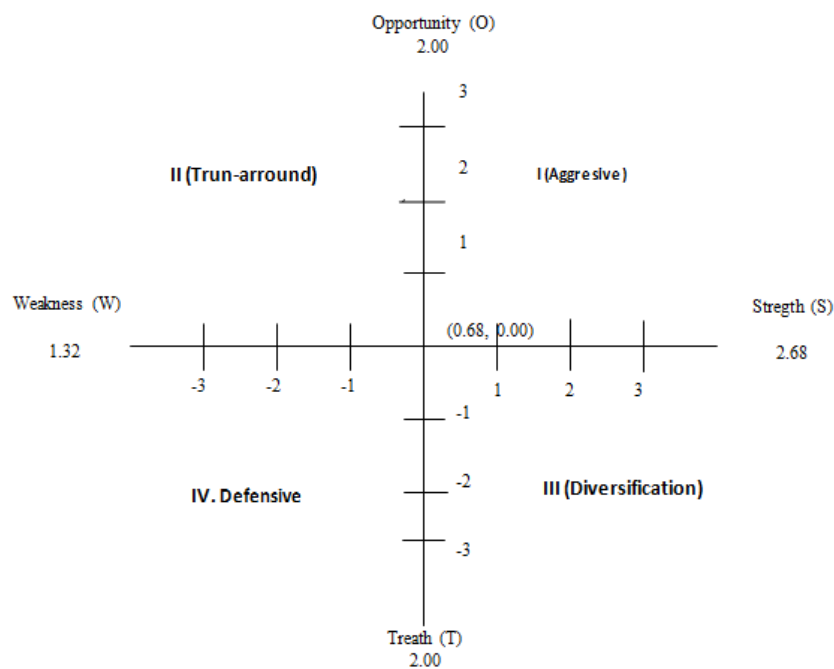


Fig. 2. Cartesian diagram of culinary tourism potential

Cartesian diagram is intended as a framework in understanding customer satisfaction as a function of expectations (level of importance) related to an attribute and customer assessment of organizational performance seen from the related attributes [19]. Cartesian diagrams are able to provide important information to service industry managers in the form of customer satisfaction measures and efficient resource allocation, both in an easy-to- implement format.

Based on the Cartesian diagram in Fig. 2 shows that the coordinates of the internal factors are at the strength factor while the coordinates of the external factors are at the midpoint of the opportunity and threat factors. So that the combination of the coordinates of internal factors and external factors shows that the combination of the SWOT matrix in agrotourism development can use the SO strategy which is at point I and the ST strategy which is in quadrant III. The position in quadrant I is a very profitable situation that has opportunities and strengths so that it can take advantage of existing opportunities. Meanwhile, quadrant III, despite facing various threats, still has internal strength. This SO and ST strategy signifies a strong state and is able to continue to develop by taking existing opportunities and opportunities and anticipating threats that may arise.

After doing the SWOT matrix, then make a quantitative model analysis as the basis for the total score for each factor in each strategy S-O, W-O, S-T and W-T. The total score of the resulting SWOT matrix is shown in Table 2.

**Table 2. Total score SWOT matrix**

	<b>Strength (S)</b>	<b>Weakness (W)</b>
	S-O Strategy	W-O Strategy
Opportunity (O)	4.68	3.32
	S-T Strategy	W-T Strategy
Threat (T)	4.68	3.32

Based on the results of the analysis in Table 2, it can be formulated that the alternative strategies used for culinary development are the S-O strategy and the S-T strategy which have the same total score of 4.68. The S-O strategy is structured based on strengths to take advantage of opportunities, including: (1) Innovating, both in culinary menus, facilities, and technological advantages, and (2) Cooperating with Cepokolimo Village officials to develop the culinary tourism potential of Cepokolimo Village. Meanwhile, the ST strategy is structured to optimize strengths by overcoming threats, including: (1) Improving the image and maintaining product and service quality standards, and (2) Collaborating with food bloggers to promote culinary tourism in Cepokolimo Village.

### 3.3 Potential of food Product Souvenirs

The use of Cepokolimo tubers has varied. Processed products can come from Cepokolimo tubers or processed flour. The processed products of Cepokolimo tubers include chips, sticks, brownies and others. In addition, there are quite a lot of dairy products, including pasteurized milk, cheese, and milk sticks. For this reason, it is necessary to study the value of various processed products, both from Cepokolimo tubers and dairy products, so that processed products can be selected that will provide the best value.

The criteria for developing alternative food product souvenirs to support tourist villages use the following 5 criteria: organoleptic properties of products (C1), ease of handling (C2), level of consumer acceptance (C3), attractiveness as tourism products (C4), and production costs (C5). Determination of the weight of the importance of each criterion using the Analytical Hierarchy Process (AHP). Based on the AHP calculation, the importance weight of each product assessment criteria is obtained as shown in Fig. 3.

Product performance is assessed based on the expected value method by considering the assessment in each criterion and the weight of the importance of these criteria. The alternative products studied included three processed sweet potato products (chips, sticks, brownies) and three dairy products (pasteurized milk, ice cream, milk sticks). The results of the calculation of product performance are shown in Table 3.

Products developed for tourist village souvenirs in Cepokolimo are products that already exist in the village and products that consumers want as souvenirs. The development of this product is in accordance with the needs/wants of potential tourists and has a high product value. Product value is analyzed based on product performance and product price. The value analysis for each alternative product is based on Equation 1. The results of the value analysis are shown in Table 4.

Alternative products with the highest to lowest values on sweet potato products are sweet potato brownies, sweet potato chips, and sweet potato sticks. As for dairy products, namely pasteurized milk products, milk sticks, and ice cream. According to [20] tourists' attitudes about local cuisine were positively influenced by factors such as taste/quality value, health value, price value, emotional value, and prestige value. The intention to recommend local food was positively impacted by destination food image, even if it did not alter the desire to travel to the location for food tourism.

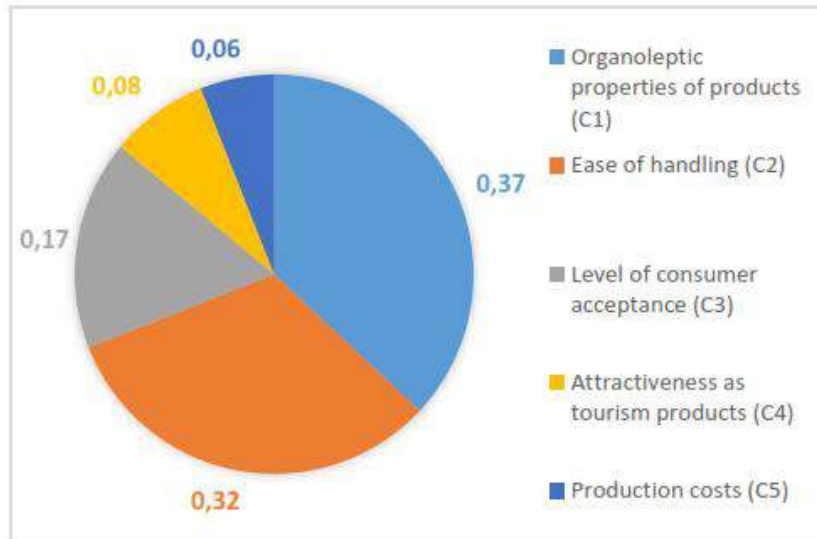


Fig. 3. Graph of importance weight of product evaluation criteria

Table 3. Performance of each alternative product

Expected value total product alternative	C1	C2	C3	C4	C5	Performance
Sweet potato chips	3.12	3.20	0.38	0.00	0.60	7.30
Sweet potato brownies	3.63	1.33	0.55	0.80	0.59	6.89
Sweet potato sticks	1.81	0.79	0.00	0.31	0.60	3.51
Ice cream	3.70	0.00	2.18	1.39	0.00	7.27
Milk sticks	1.52	0.74	0.32	0.40	0.60	3.58
Pasteurized milk	0.00	0.25	1.70	2.09	0.00	4.03
Importance weight	0.37	0.32	0.17	0.08	0.06	

Table 4. Value of each product alternative

Product Alternative	Performance	Price (IDR)	Product Value
Sweet potato chips	7.30	20	0.365
Sweet potato brownies	6.89	15	0.459
Sweet potato sticks	3.51	20	0.176
Ice cream	7.27	20	0.364
Milk sticks	3.58	25	0.143
Pasteurized milk	4.03	5	0.806

#### 4. CONCLUSIONS

Based on the results of the study, it was found that three agro-tourism potentials in Cepokolimo Village can be developed into a tourist destination, namely agriculture/rice fields, dairy farming, and oyster mushroom cultivation. Of all these potentials, the most superior is the potential for dairy farming. The strategy was selected and recommended to be implemented in the development of Cepokolimo Village as a tourist village is S-O strategy. The first alternative S-O strategy in the development of agrotourism is to explore and cultivate the natural potential possessed by existing resources, optimizing the advantages of agrotourism management, the

implications are: (1) Increasing the attraction of objects by combining tourist attractions such as education, learning or local cultural activities and others, (2) Adding tourist area facilities such as village markets or souvenir stalls, and (3) Adding and improving existing parts by optimizing existing resources such as forming a unique terrace.

The potential resources in Cepokolimo Village are sweet potatoes, corn, oyster mushrooms, and cow's milk. From these various resources, there are several food innovations that can be used as culinary specialties, namely corn rice, oyster mushroom meatballs, milk cheese meatballs, sweet potato noodles, and *lodeh* of sweet potato leaf. While the

recommendations for culinary drinks from the highest to the lowest are cow's milk, sweet potato milk, sweet potato juice, goat's milk. Alternative strategies used in culinary development are the S-O strategy, including: 1) Innovating, both in culinary menus, facilities, and technological advantages, and 2) Cooperating with Cepokolimo Village Officials to develop the culinary tourism potential of Cepokolimo Village. Meanwhile, the S-T strategy including: 1) Improving the image and maintaining product and service quality standards, and 2) Collaborating with food bloggers to promote culinary tourism in Cepokolimo Village.

Based on the potentials that exist in Cepokolimo Village, there are several innovations in processed products that can be used as special food souvenirs, namely Cepokolimo Sweet Potato Brownies, Cepokolimo Sweet Potato Chips, Cepokolimo Sweet Potato Sticks, Cepokolimo Ice Cream, Cepokolimo Milk Sticks, and Cepokolimo Pasteurized Milk. The results of the analysis can be concluded that the best value is for the selected sweet potato product, Cepokolimo sweet potato brownies with a product value of 0.46, while the selected dairy product is pasteurized milk processing with a product value of 0.81.

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## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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