



## **Development Strategy of Jumog Waterfall as a Tourist Attraction in Karanganyar Regency, Central Java**

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### **Abstract**

This study focuses on the development strategies of Jumog Waterfall as a tourist attraction in Berjo Village, Ngargoyoso District, Karanganyar Regency, Central Java. Known as the "Lost Paradise," Jumog Waterfall offers a unique natural appeal with its pristine water sourced directly from Mount Lawu. The main objectives of this research are to identify the tourism potential of the waterfall, analyze the challenges faced by the local community in developing the site, and propose strategies for sustainable development. The research employs a qualitative approach, incorporating observational studies and semi-structured interviews with various stakeholders, including local residents, tourism managers, and visitors. The findings reveal that Jumog Waterfall possesses significant tourism potential due to its natural beauty, accessible facilities, and the active involvement of the local community. However, the development of this site is hindered by issues such as land ownership disputes, insufficient government support in training local entrepreneurs, and a lack of distinctive local products that could enhance the tourist experience. The study suggests that collaboration between the local government and the community is crucial to overcoming these challenges. Recommended strategies include improving infrastructure, offering training programs for local businesses, enhancing promotional efforts through digital platforms, and developing unique local products that reflect the cultural heritage of the area. This research contributes to the broader discourse on sustainable tourism development in rural areas and underscores the importance of community participation in managing and preserving natural attractions. The findings are expected to inform policymakers and stakeholders involved in the tourism sector, ultimately fostering economic growth and improving the quality of life for the residents of Berjo Village.

**Keywords:** Tourism development, development strategy, tourism potential, community involvement

### **1. INTRODUCTION**

Tourism has evolved into one of the most dynamic sectors of the global economy, with the capacity to transform communities by leveraging their natural and cultural assets. In many countries, especially those with rich biodiversity and cultural heritage, tourism acts as a catalyst for regional development. It enhances local infrastructure, provides alternative income sources, and helps to protect and promote traditional customs and lifestyles (Suntikul & Dorji, 2016). As people increasingly seek authentic and immersive travel experiences, rural areas and natural attractions are gaining prominence in tourism strategies worldwide (Seeler et al., 2021; Atzeni et al., 2022).

Sustainable tourism, which focuses on minimizing environmental impact while maximizing socio-economic benefits, has become an essential aspect of modern development strategies. Unlike mass tourism, which often leads to environmental degradation and cultural dilution, sustainable tourism promotes responsible travel that respects local communities and ecosystems (Chong, 2020). By integrating sustainable practices into tourism development, regions can ensure that their natural and cultural resources are preserved for future generations while still reaping the economic benefits of increased tourist activity (Ranasinghe, 2018). This balanced approach is particularly important for regions that rely on their natural beauty and cultural uniqueness to attract visitors (Garau, 2015; Gordon, 2018).

In Indonesia, a country known for its diverse landscapes and cultural richness, tourism has been prioritized to stimulate rural economies and promote regional development. The government has identified rural tourism as a strategic sector to reduce poverty and create jobs in remote areas (Utomo et al., 2020). By developing tourist attractions in rural communities, such as natural waterfalls, historical sites, and cultural villages, Indonesia aims to create sustainable economic opportunities while preserving its rich heritage. This approach not only drives economic growth but also fosters cultural exchange and environmental stewardship, reinforcing the importance of tourism in shaping the future of rural regions.

Tourism plays a pivotal role in the economic growth and cultural preservation of regions worldwide. It has the potential to boost local economies by creating jobs, fostering entrepreneurship, and encouraging cultural exchange. In Indonesia, tourism is recognized as one of the key sectors driving regional development, particularly in rural areas endowed with natural beauty. The development of tourist attractions, especially those focused on nature and local culture, has become increasingly important for regions seeking to balance economic growth with environmental sustainability (Grasso & Schilirò, 2021). Within this framework, destinations such as Jumog Waterfall in Karanganyar Regency hold great promise for attracting both domestic and international visitors.

Jumog Waterfall, often referred to as the "Lost Paradise," is situated in Berjo Village, Ngargoyoso District, Karanganyar Regency, Central Java. It offers a unique blend of pristine natural beauty, clear waters sourced directly from Mount Lawu, and a cool mountain atmosphere that appeals to visitors seeking relaxation and scenic views. Over the years, Jumog Waterfall has emerged as a popular destination for tourists who visit the area not only for its breathtaking natural landscape but also for the cultural heritage found in the surrounding region, which includes Sukung Temple and other historic sites. Despite these strengths, the full tourism potential of Jumog Waterfall remains underdeveloped due to various challenges faced by the local community.

One of the primary challenges hindering the optimal development of Jumog Waterfall as a tourist destination is the issue of land ownership. Much of the land surrounding the waterfall is privately owned by local residents, creating complications for expansion and infrastructure development. Local residents are hesitant to sell their land due to its value as an asset, which limits the ability of local authorities and tourism developers to improve facilities such as parking areas and visitor amenities. This situation highlights the importance of involving the local community in tourism development processes, as their participation is crucial for overcoming obstacles related to land use and site management.

In addition to land ownership disputes, the lack of sufficient government support for local entrepreneurship presents another barrier to the waterfall's development. Many local residents are involved in small-scale tourism businesses, such as food stalls and parking services, but they often lack the training and resources necessary to expand these ventures. Government intervention, in the form of entrepreneurship training and support programs, is needed to empower local business owners and ensure that they can contribute more effectively to the tourism economy. By enhancing the skills of local entrepreneurs, the community could benefit from the increased flow of tourists to the area.

The absence of distinctive local products that could further enrich the tourist experience is another challenge faced by the local community. While there are food stalls and small shops around the site, there is a lack of unique cultural products or souvenirs that could serve as a memorable takeaway for

visitors. Developing locally crafted products that reflect the cultural heritage of Berjo Village and the surrounding region could greatly enhance the tourism appeal of Jumog Waterfall. This strategy would not only create additional revenue streams for local businesses but also contribute to the cultural sustainability of the area.

From a broader perspective, the development of tourism at Jumog Waterfall aligns with global trends emphasizing sustainable tourism practices. Sustainable tourism seeks to balance the economic benefits of tourism with the need to preserve the environment and local culture. The principles of sustainable tourism suggest that tourist destinations, particularly in rural areas, must be developed in a way that minimizes environmental impact while maximizing the socio-economic benefits for local communities. In the case of Jumog Waterfall, sustainable tourism development could involve the preservation of its natural landscape, the promotion of local cultural practices, and the inclusion of the community in decision-making processes.

The involvement of the local community is a key factor in ensuring the long-term success of tourism at Jumog Waterfall. Several studies have highlighted the importance of community participation in tourism development. For instance, research by Riyani (2018) underscores the positive economic impact that community involvement can have on local economies, particularly in terms of job creation and income generation. Similarly, Kapera (2018) emphasizes that the success of tourism development depends on the collaboration between local governments and residents, particularly when it comes to strategic planning and implementation. This body of research provides a strong foundation for the current study, which seeks to explore the specific challenges and opportunities faced by the community surrounding Jumog Waterfall.

The literature also suggests that the tourism potential of natural attractions like Jumog Waterfall is often underutilized due to a lack of strategic planning and infrastructure development. Effective tourism strategies must consider not only the physical attractiveness of a destination but also the accessibility, amenities, and marketing efforts needed to attract visitors. In the case of Jumog Waterfall, improving infrastructure, such as roads and transportation options, is essential for increasing visitor numbers. Furthermore, digital marketing efforts could help raise the profile of the waterfall and reach a wider audience, both domestically and internationally.

Given these challenges and opportunities, the central research problem addressed by this study revolves around identifying the tourism potential of Jumog Waterfall and developing strategies for its sustainable development. The study will focus on understanding the obstacles faced by the local community, analyzing the tourism potential of the site, and proposing actionable strategies that can help enhance its appeal. This includes recommendations for improving infrastructure, training local entrepreneurs, and developing unique cultural products that reflect the heritage of the region.

The purpose of this research is to assess the tourism potential of Jumog Waterfall and provide a comprehensive strategy for its sustainable development. The study aims to analyze the key challenges faced by the local community and propose solutions that promote collaboration between local stakeholders, government bodies, and tourism developers. Ultimately, this research hopes to contribute to the broader discourse on sustainable tourism development in rural areas and provide insights that can inform policymakers and stakeholders in the tourism sector. By doing so, the study seeks to enhance the economic well-being of Berjo Village and ensure the long-term preservation of its natural and cultural resources.

## 2. RESEARCH METHODOLOGY

### 2.1 Research Design

This study employs a qualitative research design to investigate the development strategies for Jumog Waterfall as a tourist attraction in Karanganyar Regency, Central Java. Qualitative research is particularly suitable for this study as it allows for an in-depth exploration of the complex social, economic, and cultural factors that affect tourism development. By using qualitative methods such as observations and interviews, the study aims to gather rich, detailed information about the local community's involvement, the challenges faced, and potential strategies for sustainable tourism development. The data collection process involved interactions with various stakeholders, including



local residents, tourism managers, and visitors, to ensure a comprehensive understanding of the situation.

## 2.2 Research Location

The research was conducted at Jumog Waterfall, which is located in Berjo Village, Ngarogoyoso District, Karanganyar Regency, Central Java. This location was selected due to its growing significance as a tourist destination in the region, often referred to as "The Lost Paradise." The site is known for its natural beauty, and its development potential has attracted the attention of both local communities and regional authorities. The research was conducted over a period of two months, from October to November 2023, during which observations and data collection activities were carried out on-site.

## 2.3 Data Collection Techniques

Several data collection techniques were used to ensure a thorough understanding of the tourism potential and challenges at Jumog Waterfall. The primary data collection methods included: 1) Observations, non-participant observations were conducted at the site to examine the physical environment, visitor behavior, and existing facilities. These observations provided insights into the natural beauty of the waterfall and the amenities available to tourists. 2) Semi-structured Interviews, interviews were conducted with key stakeholders, including local residents, tourism managers, and visitors. These interviews aimed to explore their perceptions of the waterfall's potential, challenges in its development, and suggestions for improvement. The semi-structured format allowed for flexibility in exploring emerging themes during the conversations. 3) Literature Review, a review of relevant literature was conducted to provide a theoretical framework for understanding sustainable tourism development. This included an analysis of previous studies on tourism development in rural areas, particularly those involving community participation and the preservation of natural attractions.

## 2.4 Sampling Method

The study used purposive sampling to select participants for interviews. Purposive sampling was chosen because it allows the researcher to select individuals who are most knowledgeable about the subject matter. The participants included community leaders, local entrepreneurs, government officials, and frequent visitors to the site. This approach ensured that the study captured a diverse range of perspectives on the development of Jumog Waterfall as a tourist destination.

## 2.5 Data Analysis

Data analysis in this study followed the framework of interactive qualitative analysis. The process involved several steps: 1) Data Reduction, after data collection, the first step was to reduce and organize the data. This involved summarizing key findings from the interviews and observations and discarding irrelevant or repetitive information. 2) Data Display, the reduced data was then organized into categories and displayed in a manner that facilitated comparison and analysis. This included the use of tables and charts to represent the findings visually. 3) Conclusion Drawing and Verification, the final step involved drawing conclusions based on the patterns and themes that emerged from the data. These conclusions were continuously verified against the data to ensure accuracy and reliability.

## 2.6 Validity and Reliability

To ensure the validity and reliability of the data, the study employed triangulation by using multiple data sources and methods. This included cross-referencing information obtained from observations, interviews, and secondary data sources. Furthermore, member checking was conducted by sharing the findings with some of the participants to verify the accuracy of the data collected.

## 2.7 Ethical Considerations

The research adhered to ethical standards to protect the rights and privacy of the participants. Prior to data collection, informed consent was obtained from all participants, and they were assured of the confidentiality of their responses. The participants were informed that they could withdraw from the study at any time without any consequences. Additionally, the researcher ensured that the study did not disrupt the daily activities of the local community or negatively impact the environment surrounding Jumog Waterfall.

### 3. FINDINGS AND DISCUSSION

#### 3.1 Overview of Research Object

Karanganyar Regency is one of the regions in Central Java Province. Judging from its geographical location based on latitude and longitude, Karanganyar Regency is located between 110° 40' - 110° 70' East Longitude and 7° 28' – 7° 46' South Latitude with an average altitude of 511 meters above sea level and a tropical climate with a temperature of 22' – 31' which borders the following areas:

- North : Sragen Regency
- South : Sukoharjo Regency and Wonogiri Regency
- East : East Java Province
- West : Surakarta City and Boyolali Regency

Karanganyar Regency consists of 17 Districts covering 177 villages/sub-districts (15 Sub-districts and 162 villages). One of the sub-districts in Karanganyar Regency is Ngargoyoso Sub-district which has Berjo Village located on the slopes of Mount Lawu. Berjo Village is one of the villages that has amazing tourism potential because it is located in a highland area with an average temperature of 23°C and a land height of 1000 meters above sea level. Berjo Village has a land area of 1,623,865 Ha which is divided into six hamlets, namely: Berjo, Gandu, Tagung, Gero, Tlogo, Tambak and borders the following areas:

- West : Puntukrejo Village
- East : Lawu Forest
- South : Tengklik Village, Tawangmangu
- North : Girimulyo Village

One of the tourist attractions located in Berjo Village is Jumog Waterfall. The location of the Jumog waterfall used to be difficult for people to reach due to the natural conditions which only had a footpath overgrown with dense trees and was still inhabited by wild animals. This is what caused people to initially never visit the location of the Jumog waterfall. In 1992, the local community realized the potential of Jumog waterfall which could be used as a tourist attraction and reported it to the Karanganyar Regency Government which had not received a response. In 2004, the idea to develop the tourism potential of Jumog waterfall was again carried out by the Hamlet Head assisted by staff and village institutions who formed a team to discuss the problem.

After an agreement was reached between the Hamlet Head and other Village Institutions, the community was then gathered and given an explanation regarding the plan to develop the tourism potential of Jumog waterfall. The community fully supported the plan and submitted it to the Berjo Village Government. To develop the tourism potential of Jumog waterfall, a lot of funds are needed. So the Village Government held a meeting with residents by offering people who wanted to invest. One of the people who was interested was Mr. Abdullah Farad, a resident of Berjo Village who was of Arab descent who agreed to invest on the condition that the results were shared 60:40.

The agreement that was made then held a program to clean and open the location in the Jumog waterfall area by involving all residents of Berjo Village. The implementation of the program began in July to August 2004. And on August 7, 2004 by the Regent of Karanganyar, Mrs. Hj. Rina Iriani, S, SH., MHum., it was inaugurated as one of the natural tourist attractions of Jumog waterfall in Karanganyar Regency with the nickname "Lost Paradise".

#### 3.2 Jumog Waterfall Tourism Potential

Karanganyar Regency has potential in the development of industry, agriculture, and tourism. However, from all the potentials owned, potential assets come from tourism, both natural, cultural, artificial tourism that has been developed or is still in the development stage. Berjo Village, Ngargoyoso District, Karanganyar Regency is one of the areas that has potential in the tourism sector because it has many tourist attractions in this District, including: Sukuh Temple, Cetho Temple, Kemuning tea garden agro tourism, and so on. Because of the many tourist attractions, this area is called a tourist village.

One of the natural attractions owned by Berjo Village is Jumog Waterfall located south of Sukuh Temple. The height of Jumog waterfall is around 20 meters and is located at an altitude of 1000

meters above sea level. This waterfall is no less interesting than other waterfalls that have complete facilities such as: swimming pools for children, children's playgrounds, rest areas, restaurants, and entertainment stages as well as safe parking areas. The atmosphere in this place is also cool because the water comes directly from a spring surrounded by large trees, wild birds typical of the Lawu forest.

The Jumog waterfall tourist attraction is the main potential in Berjo Village because it is the only waterfall that has very clear and pure water that comes from the Lawu mountain spring. This Jumog waterfall tourist attraction is relatively new because it was inaugurated in 2004 and many tourists have visited this tourist spot, especially domestic tourists. The number of tourists who come to the Jumog waterfall tourist attraction is the second largest after the Grojogan Sewu waterfall tourist attraction in Tawangmangu District.

The beauty of the Jumog waterfall tourist attraction is no less interesting than other tourist attractions in Karanganyar Regency. This can be seen from the beautiful location and the texture of the soil that is still natural and the water is very clear because it comes from the Lawu mountain spring that is not mixed with any river water. In this place, a swimming pool is also provided for children so that they do not focus only on the waterfall. Every day more than 100 people come to visit and if it coincides with a holiday it can reach 300 people.

Other tourism supporting potentials that can be utilized with the presence of the Jumog waterfall tourist attraction, such as: 1) Food stalls, culinary centers located along the road to the waterfall which are utilized by residents around the tourist location by opening food stalls. Many local people open food stalls around the tourist attraction. Typical dishes in the form of satay, namely rabbit satay, chicken satay and various warm food dishes in the form of fried foods and warm drinks. 2) Parking services, the tourist location also provides parking facilities. Parking attendants use the services of local residents under the auspices of the Berjo Village Government. 3) Selling drinks, snacks and others, besides selling food, local residents also sell snacks and soft drinks. 4) Transportation, because to get to the tourist location can only be reached by using a medium-sized car and motorbike, and if using a bus in a parking area that is quite far away, then some local residents rent out motorcycle taxi services. The cost incurred for a motorcycle taxi is around IDR 5,000 for one way. In addition to other natural potentials, there are strawberry gardens, coffee gardens and clove gardens.

The potential of Jumog waterfall tourism can also be seen from the 4A matrix approach, namely: 1) Attractions, namely natural conditions, historical relics, and traditional rituals. 2) Accessibility, namely far or near the destination, transportation facilities and so on. 3) Amenities, namely supporting facilities available at tourist locations, including reflexology, swimming pools, flying foxes, restaurants and resting places such as gazebos located at points that lead directly to the view of the Jumog waterfall which is still very natural. 4) Activities, namely visitors are spoiled with a very beautiful waterfall panorama and artificial natural scenery made like a bridge that can be used for photo spots, and a seating area to enjoy the natural scenery while enjoying local cuisine.

In addition to the four factors above, there is still one factor to be able to develop a tourist destination, namely the Tourism Organization which aims to develop a tourism development framework, regulate the tourism industry and promote the tourist area so that it is known to everyone.

The findings of this research align with previous studies that emphasize the importance of natural tourism development through community involvement and strategic government support. Riyani (2018) explored the participation of local communities in the development of Jumog Waterfall and highlighted how community engagement significantly improved the economic conditions of Berjo Village. This study confirms that local community participation remains crucial, especially in managing tourism activities such as food stalls, parking services, and providing transportation options like motorcycle taxis. However, this research adds a deeper understanding of the potential for local products and services, such as culinary centers and unique souvenirs, to further boost the economic impact of tourism in the area.

In comparison to Wahyudi (2020), who focused on the role of government in the development of Agal Waterfall in Sumbawa, this study supports the notion that local governments play a pivotal role in driving tourism growth. Similar to the Agal Waterfall case, the government's support in

Jumog Waterfall development is essential, particularly in providing training for local entrepreneurs and improving infrastructure. Wahyudi's research showed that local governments can enhance the tourism sector by collaborating with local residents and introducing programs to improve tourism services. This study corroborates those findings but also highlights the importance of promotional strategies through digital platforms and the need to resolve land ownership issues for more expansive development.

Additionally, Kristiawan (2023) examined the sustainable entrepreneurship aspect of managing Jumog Waterfall and stressed the environmental, social, and economic impacts. This current research echoes those concerns, noting the need for a balanced approach between environmental preservation and tourism growth. The findings suggest that Jumog Waterfall has the potential to develop into a more prominent tourist destination, but only if sustainability is considered in tandem with tourism expansion. This study enhances Kristiawan's work by providing concrete recommendations, such as improving local amenities and developing cultural products, to strengthen the overall tourism strategy while maintaining the environmental integrity of the region.

### 3.3 Obstacles and Barriers in Developing the Attraction of Jumog Waterfall Tourism

So far, tourism in Karanganyar Regency has achieved very rapid progress with quite encouraging growth. However, it does not mean that the tourism sector does not face problems in developing this tourism. In the success achieved, there are many obstacles faced from year to year, both internal and external obstacles. Because the results that have been achieved, tourism objects must be able to maintain them to be used as a basis for taking action in advancing and developing existing tourism objects to be better in the future.

One of the obstacles faced by the managers and government of Berjo Village is about ownership. Because the land or land around the Jumog Waterfall Tourism Object still has the status of property rights of local residents. And local residents do not want to sell their land to the manager because according to local residents, their land around the Jumog Waterfall Tourism area is an asset. However, the managers and government of Berjo Village are not worried because according to them these obstacles can be overcome and minimized, namely by involving local residents in helping to manage the Jumog Waterfall Tourism site. For example, the Jumog Waterfall Tourism parking area is minimal so that local residents can help by opening parking lots in their yards. This, in addition to helping the Jumog Waterfall Tourism Object, can also help the economy of local residents.

Another obstacle faced in the development of Jumog Waterfall tourism is the lack of government movement in providing assistance and training for the community in producing typical products from Berjo Hamlet. Meanwhile, seen from the community, there is still minimal awareness and involvement to be involved in every activity of developing the Jumog waterfall tourism object. Another obstacle is that there are still no local crafts that can be purchased and taken home by tourists when visiting Jumog waterfall.

The development of the Jumog waterfall tourist attraction also has various impacts as a result of tourism development activities in the Jumog waterfall area, namely: 1) Economic impact, the opening of new jobs for the majority of the Berjo Hamlet community who do not yet have a permanent livelihood and have provided additional income for the Berjo Hamlet community who participate by becoming traders at the Jumog Waterfall Tourism Attraction; 2) Socio-cultural impacts, the formation of various organizations in the tourism sector such as POKDARWIS and the Jumog Traders Group whose entire activities are oriented towards the development and advancement of the Jumog waterfall tourist attraction; 3) Environmental impacts, fostering a sense of loving the potential of resources in the Berjo Hamlet environment and utilizing them wisely to improve the welfare and quality of life of the entire community in Berjo Hamlet.

The community in the area that has become a tourist destination will be directly involved in building and developing all aspects of existing tourism. This often happens because the local community will maintain and manage the existing tourism potential so that it becomes a tourist destination that is visited by many tourists.

The findings of this research align with several previous studies that have examined the role of community participation in tourism development. Riyani (2018), in her study of Jumog Waterfall,

emphasized the significant economic impact that local community involvement can have on tourism. The present study confirms these findings by highlighting the critical role that local residents play in managing facilities such as parking and food stalls, which not only support the tourism industry but also provide direct economic benefits to the community. The integration of local stakeholders in managing the tourist site has been effective in minimizing challenges related to land ownership, as residents are more willing to collaborate when they see tangible benefits. This research builds upon Riyani's work by further suggesting that increasing local crafts and products could enhance the tourist experience and boost local income.

In comparison to the work of Wahyudi (2020), who studied the government's role in developing Agal Waterfall in Sumbawa, this study finds similar patterns in the importance of government support. Wahyudi highlighted that government involvement, particularly in providing training and infrastructure, is crucial for the sustainable growth of tourism. In the case of Jumog Waterfall, the lack of government-led initiatives to train local entrepreneurs and promote local products has been identified as a major obstacle. While the community has shown a willingness to participate in tourism activities, more support is needed from the government to help them capitalize on this potential. The current research adds to Wahyudi's findings by emphasizing the need for improved promotional strategies and digital marketing to attract more visitors to Jumog Waterfall.

Additionally, the study of Kristiawan (2023), which explored sustainable tourism at Jumog Waterfall, also highlighted the environmental and socio-cultural impacts of tourism development. Kristiawan's research suggested that community-based sustainable tourism can lead to positive social outcomes, such as the formation of local organizations and increased environmental stewardship. This research confirms that tourism development at Jumog Waterfall has fostered the creation of local organizations like POKDARWIS and the Traders Group, which play a vital role in managing and promoting the site. Moreover, the environmental benefits, such as increased awareness and conservation efforts among the local community, align with Kristiawan's conclusions on the importance of sustainability in tourism. This study contributes to the discussion by providing specific recommendations for further enhancing both the economic and environmental sustainability of Jumog Waterfall.

#### 3.4 Strategy in Developing Jumog Waterfall Tourism Attraction

Karanganyar Regency has potential in development in the fields of industry, agriculture, and tourism. However, from all the potential that is owned, the potential assets come from tourism, both natural, cultural, and artificial tourism that has been developed or is still in the development stage. Berjo Village, Ngargoyoso District, Karanganyar Regency is one of the areas that has potential in the tourism sector because it has many tourist attractions in this District, including: Suku Temple, Cetho Temple, Kemuning Tea Garden Agro Tourism, and so on. Because of the many tourist attractions, this area is called a tourist village.

In introducing and developing Jumog waterfall tourism, it is necessary to develop the natural potential that is already available and use certain strategies. With a strategy that is expected to improve service facilities, comfort, facilities and infrastructure in order to attract more tourists to visit. And in formulating the right strategy, it is necessary to analyze internal and external factors.

To analyze the potential can be done by using SWOT analysis which includes: 1) Strength, Jumog waterfall has quite a large potential that can be used as a strength that lies in the quality of water that is still pure and has not been contaminated by waste and water pollution, besides that water that is still natural and has not been polluted can be used as a swimming pool, health facilities and entertainment for children, teenagers and parents. 2) Weakness, the Jumog waterfall tourism object has not been able to be resolved by the village government is to develop external supporting facilities such as parking lots because they are blocked by property rights. So that the available parking lot has not been able to accommodate very dense tourist visits. Especially if during the holidays, parking attendants have problems with the arrangement and management of visitors' vehicles. 3) Opportunity, in developing the Jumog tourist attraction, the village government has the opportunity to work together with local residents to improve existing facilities such as adding a swimming pool in order to increase the number of visitors and tourists. 4) Threats, the threats faced by the Jumog waterfall



tourist attraction are natural disasters such as earthquakes, landslides, and other natural events. Like in 2008 there was an earthquake. With the participation and involvement of the surrounding community directly in all tourism activities, in addition to playing a role in advancing, they will also directly feel the results obtained from the successful development of the Jumog waterfall tourist attraction.

The findings of this research resonate with earlier studies that emphasize the significance of community involvement and strategic planning in the development of tourism. Riyani (2018) examined the economic benefits of community participation in the development of Jumog Waterfall and found that local residents who were actively involved in tourism management, such as providing food stalls and parking services, saw an increase in their economic well-being. This current research builds on Riyani's work by showing that the involvement of local communities is not only essential for managing tourism but also for ensuring the long-term sustainability of the destination. The direct involvement of residents in managing parking and other services in Jumog has proven to help minimize external challenges, such as land ownership issues, which are common in rural tourism development.

Similarly, Wahyudi (2020) discussed the critical role of government support in promoting and developing tourism attractions, specifically in the case of Agal Waterfall. Wahyudi's research highlighted that local governments must provide essential infrastructure and training to enable local businesses to thrive. The findings of this study align with Wahyudi's conclusions, particularly regarding the need for the Berjo Village government to collaborate more effectively with the local community to improve facilities such as parking and swimming pools at Jumog Waterfall. Moreover, the current study emphasizes that Jumog's government can seize the opportunity to expand its tourism potential by working closely with local residents to enhance tourism services and resolve land ownership barriers.

Kristiawan (2023) explored sustainable tourism development, particularly the environmental and social impacts of tourism in the Jumog Waterfall area. His findings pointed to the importance of balancing environmental preservation with tourism growth. The current research supports Kristiawan's view by demonstrating that Jumog Waterfall has significant natural strengths, such as its pure, uncontaminated water, which can be leveraged for tourism purposes. However, the study also confirms that threats such as natural disasters, which Kristiawan mentioned, remain a significant concern for the site's long-term sustainability. This research further contributes by recommending the need for disaster preparedness and environmentally conscious strategies to mitigate the risks associated with these natural threats.

#### 4. CONCLUSION

Jumog Waterfall, located in Berjo Village, Karanganyar Regency, holds significant potential as a natural tourist destination due to its pristine water sourced from Mount Lawu and its scenic surroundings. Despite being opened in 2004, the site still faces challenges such as land ownership disputes and limited community involvement in tourism development. While local businesses benefit from tourist activities, the absence of government-led training for residents hampers the creation of unique local products that could enhance the tourist experience. Both the local government and community need to collaborate to overcome these obstacles and unlock the full potential of the waterfall as a key attraction in the region.

To enhance Jumog Waterfall's appeal, the site management should consider improving visitor amenities, such as providing tourist guides, informational brochures, and upgrading entertainment facilities. Additionally, local residents, particularly traders, should work collaboratively with the site managers to address land ownership issues, allowing for the expansion of facilities like food stalls and souvenir shops. The government is encouraged to offer training programs focused on product development, marketing, and tourism management, ensuring that the local community directly benefits from the increasing tourist flow.

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