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Original Research Paper

Potential For Banana Agrotourism Development in Pakuan, Narmada, West Lombok, Indonesia

Siska Cicilia[1], Erni Romansyah[2]

[1]Sustainable Agriculture Study Program, Postgraduate Program of Mataram University, University of Mataram, Jl. Majapahit No.62 Gomong, Mataram 83115, West Nusa Tenggara, Indonesia, Email: dpb@unram.ac.id, Tel: +62 (370) 646506
[2]Agricultural Engineering Study Program, Faculty of Agriculture, Muhammadiyah University of Mataram, Jl. KH. Ahmad Dahlan, Mataram 83115, West Nusa Tenggara, Indonesia, Email: faperta.ummat.ac.id, Tel: +62 (370) 623783

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Corresponding Author: Siska Cicilia
Author Name: Siska Cicilia
Email: siskacicilia@unram.ac.id
Number Hp: 081805295581

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Abstract

Banana agrotourism in Pakuan Village, Narmada, West Lombok, serves as a strategic instrument for sustainable rural development by integrating agricultural potential with tourism experiences. This study aims to identify internal and external environmental factors to formulate comprehensive development strategies for banana-based agrotourism. Using a quantitative descriptive method with a case study approach, data were collected from 10 key respondents selected via purposive sampling and analyzed using IFE, EFE, IE, and SWOT matrices. Theoretically, this research enriches the discourse on community-based tourism by providing an empirical model for aligning local agricultural commodities with strategic management frameworks. The results indicate that the agrotourism development occupies a growth and build position, characterized by strong internal resource availability and favorable external opportunities despite infrastructural limitations. As a result, the study recommends an aggressive expansion strategy focused on diversifying processed banana products, upgrading tourism facilities through stakeholder partnerships, and intensifying digital marketing efforts.

Keywords: Banana agritourism; Pakuan; Strategic planning.

INTRODUCTION

Agrotourism is a form of tourism that integrates agricultural activities with tourism experiences, where visitors can be involved in the cultivation process, enjoy the rural landscape, and learn about the culture and local wisdom of farmers (Sanjaya et al., 2024;Wang et al., 2025)As part of sustainable tourism, agrotourism not only provides recreational and educational functions, but also plays a role in increasing farmers' incomes, creating jobs, and strengthening the rural economy (Sriyadi et al., 2021; Irwan et al., 2021). As part of sustainable tourism, agrotourism not only provides recreational and educational benefits but also plays a role in increasing farmer incomes, creating jobs, and strengthening the rural economy. Furthermore, environmentally friendly agricultural practices within agrotourism contribute to the conservation of natural resources, the preservation of biodiversity, and more sustainable landscape management (Knežević et al., 2025). With community participation, agrotourism also strengthens social cohesion, increases a sense of ownership of the environment, and maintains a balance between economic interests and the sustainability of rural ecosystems (Musakhanov & Bustonov, 2024; Paksi et al., 2024). Therefore, agrotourism is a strategic instrument in supporting community welfare and environmental sustainability.

Pakuan Village in Narmada District has great potential for the development of banana-based agrotourism due to its rich natural, cultural and agricultural resources, including high banana productivity and the presence of natural attractions such as waterfalls and Sasak cultural traditions (Kurniawan et al., 2023). However, various problems hinder the optimization of this potential, such as the less than optimal processing of banana harvests, limited tourism support facilities, and minimal integration between farmer institutions, women's farmer groups, Pokdarwis, and related agencies (Pawestri et al., 2024;Paksi et al., 2024; Kurnianingsih et al., 2025). The efficiency of the banana marketing chain is also still low, so farmers receive little added value due to the long distribution channels (Nuramalia et al., 2020). In addition, other obstacles include low quality human resources, less than optimal environmental conservation, and limited utilization of cultural potential (Safarov et al., 2024). This mismatch between potential and utilization underscores the need for more targeted agrotourism development planning.

Given the significant potential that has not been optimally managed, research on the development of banana agrotourism in Pakuan Village is crucial to identify internal and external factors influencing its success. This research contributes by analyzing strengths, weaknesses, opportunities, and threats using the IFE, EFE, IE, and SWOT matrices to formulate strategies appropriate to the village's current conditions (Hermacho et al., 2022; Adhanisa et al., 2024; Yodfiatfinda & Safitri, 2024). The research findings are expected to serve as a basis for strengthening local institutions, increasing community capacity, developing value-added banana products, and developing sustainable agro-tourism development strategies. Furthermore, this research will help

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support village economic growth through the utilization of local resources and the integration of the agricultural sector with tourism.

Previous studies on agrotourism have mostly focused on commodities such as (Hakim et al., 2019), guava (Arianti & Harinta, 2020), wine (Fivintari et al., 2021), dragon fruit (Umilia & Nabila, 2021), and emphasizes community empowerment and social aspects of management. However, research on banana agrotourism integrated with food processing innovation, value chain strengthening, and comprehensive development strategies at the village level is still very limited. Therefore, this study aims to identify internal and external environmental factors, develop a banana-based agrotourism development strategy, and determine priority strategies and managerial implications that can be implemented sustainably in Pakuan Village. The research results are expected to provide updates in banana agrotourism development and provide practical guidelines for stakeholders at the local and regional levels

RESEARCH METHODS

Time and place

This research was conducted from June to August 2025 in Pakuan Village, Narmada District, West Lombok Regency. The study site was selected because it has significant potential for agro-tourism development initiated by local communities and managed by community-based tourism groups (Pokdarwis).

Research design

This study employed a quantitative descriptive research method with a case study approach. This approach was used to analyze agro-tourism development strategies based on internal and external conditions of the region, supported by primary and secondary data.

Population and research sample

The population in this research includes agro-tourism managers (Pokdarwis), community leaders, and local residents involved in agro-tourism activities. The number of respondents was determined using a purposive sampling technique, selecting individuals who have knowledge and understanding of the conditions and issues related to agro-tourism development. Purposive sampling is appropriate for selecting respondents relevant to the research objectives (Fivintari et al., 2021). The research variables consisted of internal factors (strengths and weaknesses) and external factors (opportunities and threats). Primary data were collected through field observations and structured interviews, while secondary data were obtained from scientific publications, agro-tourism management reports, and local government documents. Research instruments included interview guidelines, observation sheets, documentation cameras, and data analysis tools.

Research procedure

The research procedures began with preliminary data collection through field observation and literature review related to agro-tourism conditions in Pakuan Village. The next stage involved collecting primary data through direct interviews and observations involving managers and local communities. The identification and assessment of internal and external factors were carried out using the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices. The obtained IFE and EFE scores were then plotted into the Internal–External (IE) matrix to determine the strategic position of agro-tourism development. Based on the matrix results, alternative strategies were formulated using SWOT analysis by systematically combining the S–W–O–T factors to produce competitive and sustainable development strategies (Kartika & Edison, 2021).

Research data analysis

Data were analyzed using qualitative and quantitative approaches. Assessment of internal and external factors was conducted using IFE and EFE matrices to obtain total weighted scores and ratings, which were then plotted into the IE matrix to determine the appropriate strategic position (Yodfiatfinda & Safitri, 2024). Strategy formulation was developed using SWOT analysis by combining S–O, S–T, W–O, and W–T strategies (Suwarsito et al., 2022). The analysis also considered sustainability principles, including economic, social, and environmental dimensions for agro-tourism development.

RESULTS AND DISCUSSION

Agrotourism overview

Pakuan Village is managed by a local tourism organization known as Dewi Pakuan (Dewi Pakuan Tourism Village), which oversees the development of diverse tourism potentials, including natural, cultural, and artificial attractions. Pakuan Village covers an area of approximately 4.93 km² and consists of five hamlets: Pesantek, Tatar Daye, Jurang Malang, Jurang Mekar, and Kumbi. The village is bordered by a protected forest area to the north, functioning as a major water catchment zone and providing cool climatic conditions for the surrounding environment. The village is characterized by plantation areas producing coffee, cocoa, and durian, which contribute significantly to the livelihoods of the local community. In addition, the diverse landscape offers considerable tourism potential, including several popular waterfalls such as Batu Santek Waterfall, Tibu Bunter Waterfall, and Segenter Waterfall. The strategic geographical location of Pakuan Village not only supports profitable agricultural activities but also provides substantial opportunities for ecotourism and agro-tourism development. Its rich natural resources and favorable environmental conditions position Pakuan Village as a promising destination for nature-based tourism and sustainable agricultural development in West Lombok Regency (Pakuan Village Government, 2025). The location of Pakuan Village and its agro-tourism potential are presented in Figures 1 and 2.

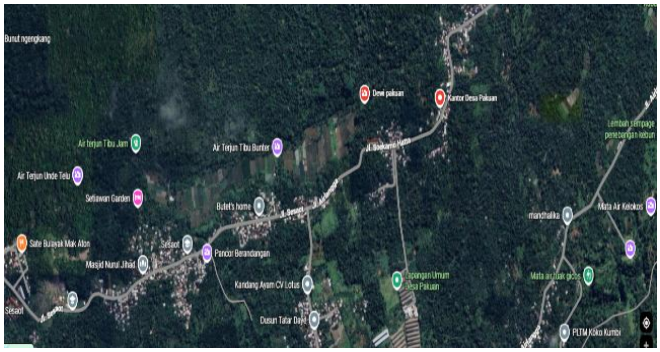

Figure 1. Location of Pakuan Village (Google Maps, 2025)

Although Pakuan's natural resources are abundant, the success of its transformation into a leading destination depends heavily on the integration of the landscape with local wisdom, as (Sukanteri et al., 2024) emphasizes that the competitiveness of modern agrotourism no longer relies solely on visual beauty, but rather on the destination's ability to package culture as a unique educational experience. Therefore, Pakuan's strategic geographic location will only be a passive comparative advantage without sustainable spatial management interventions to prevent environmental degradation caused by tourism activities.

Figure 2. Agrotourism potential in Pakuan Village (A) Banana Harvest Results on Pakuan Plantations, (B) Batu Santek Waterfall, (C) Segenter Waterfall, and (D) Chinese Mosque.

Identification of internal and external factors

The environmental analysis in this research aims to evaluate the strengths, weaknesses, opportunities, and threats faced by banana-based agro-tourism in Pakuan Village. This analytical approach examines both internal and external environmental conditions, which play a crucial role in determining strategic directions for agro-tourism development and sustainability. Understanding these factors is essential for identifying strategic priorities, supporting decision-making processes, and improving the competitiveness of agro-tourism initiatives within the village.

The findings indicate that Pakuan Village has significant internal strengths, particularly the abundant availability of banana raw materials from local plantations, which supports continuous production and long-term sustainability for banana-based processing and agro-tourism activities. The diversity of banana varieties also offers opportunities for product innovation and agro-education tourism. However, internal weaknesses persist, especially the limited utilization of bananas, as most harvests are sold directly to intermediaries with minimal added value. This condition restricts farmers' income and economic potential. Constraints such as limited equipment, low capital access, and weak marketing capacity further exacerbate the issue.

Externally, Pakuan Village has strong opportunities for development, supported by the presence of women farmer groups who have received technology transfer and training in producing banana-based processed products. These groups can strengthen agro-tourism entrepreneurship, enhance community participation, and promote gender-inclusive economic empowerment. Additional opportunities arise from increasing consumer demand for local and sustainably produced food, along with the growing interest in community-based tourism. However, Pakuan Village also faces several external threats, including competition from nearby areas with similar agro-tourism potential and stronger market positioning. Market price fluctuations and dependence on external supply chains may also affect long-term business stability. A summary of internal and external strategic factors is presented in Table 1.

Table 1. Internal and external strategic factors of agrotourism

Strength	Weakness
1. Banana raw materials are abundantly available. 2. The natural beauty of Pakuan Village remains pristine. 3. The presence of partners from outside the village who participate in developing the village's potential (Pertamina). 4. It is a safe area. 5. It has several supporting tourist attractions (two waterfalls and the Pakuan Chinese Mosque). 6. It has unique cultural attractions (tomstone washing). 7. It has a Pokdarwis (tourism group). 8. It has a village website that serves as a promotional medium for agrotourism.	1. Banana harvests are not optimally processed and are sold directly to middlemen. 2. Supporting facilities for processing bananas into derivative products are not yet available. 3. Supporting facilities and infrastructure are not yet available (parking lots, homestays, entrance fees, restaurants, etc.). 4. Access to banana plantations and other supporting tourist attractions is still limited. 5. There is no proper communication between villages, Pokdarwis (tourism groups), women's groups, and related agencies (such as Tahura Nuraksa). 6. Waste management facilities are not yet available. 7. Low human resource quality.
Opportunities	**Threats**
1. Lokasi pertama agrowisata pisang hingga pengolahannya 2. Trend olahraga hash dan hiking 3. Terbukanya aksesibilitas informasi 4. Membangun kemitraan agen tour and travel 5. Memangkas rantai distribusi pisang 6. Keterlibatan aktif masyarakat dalam menjaga objek wisata 7. Sudah terdapat alat yang menunjang pengolahan pisang menjadi produk antara (seperti pengering) 8. Beberapa kelompok wanita tani sudah mendapat transfer teknologi tentang pembuatan produk olahan berbasis pisang 9. Kondisi jalan raya yang bagus	1. Competition with nearby locations that have the same potential 2. Some landowners are difficult to communicate with 3. Unpredictable weather 4. Prices of additional ingredients in banana processing continue to rise 5. Lack of public transportation to the agrotourism location

The stark gap between the abundance of banana raw materials (a strength) and the lack of post-harvest processing facilities (a weakness) indicates a significant opportunity loss

in the village economic value chain. Furthermore, the dominance of fresh banana sales to middlemen demonstrates the weak bargaining position of farmers, even though diversification of processed products has proven to be an effective risk mitigation strategy against fluctuations in agricultural commodity prices on the global market (Knežević et al., 2025).

Formulation of IFE and EFE matrix

Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) are conducted after identifying the agrotourism environment, which consists of strengths, weaknesses, threats, and opportunities. The IFE is then created in the form of a matrix containing the strengths and weaknesses of the agrotourism, while the EFE matrix contains the opportunities and threats of the agrotourism. The IFE and EFE matrices are each weighted using the paired comparison weighting method

The IFE Matrix aims to summarize and evaluate the main strengths and weaknesses in the company's functions, and provides a basis for identifying and evaluating the relationships between these functions.(Luthfi et al., 2025).The internal strengths of Pakuan Village including the availability of banana raw materials, natural attractions, partner support, security, the existence of tourist sites, cultural attractions, Pokdarwis, and the village website—which overall resulted in a total score of 2.171. The greatest strength is the availability of abundant raw materials with a score of 0.484. In addition, there are 7 points of internal weaknesses in the development of agrotourism and banana processing, ranging from the lack of product down streaming facilities to the low quality of human resources, with a total weighted score of 1.274. The IFE matrix analysis can be seen in Table 2.

Pakuan's potential has not been optimally utilized. Field observations indicate that the bananas are sold fresh to surrounding areas and processed into chips. Similar results were found in durian agrotourism. Huda (2023) stated that the weakness of agrotourism because it only relies on selling fresh fruit without any typical processed products is very relevant to the challenges faced by agrotourism in Pakuan Village, where the abundant banana potential is still sold directly to middlemen without going through a downstream process that can provide added economic value.

Table 2. IFE matrix analysis

No	Internal Strategy Factors	Weight (a)	Rating (b)	Score (ab)
Strength				
1	Banana raw materials are available in abundance.	0.121	4	0.484
2	The beauty of the natural attractions of Pakuan village which are still pristine	0.09	4	0.36
3	The existence of partners from outside the village who participate in developing village potential (e.g.: Pertamina)	0.08	3	0.24
4	Including safe areas	0.078	3	0.234
5	Has several supporting tourist locations (two waterfalls and the Pakuan Chinese Mosque)	0.1	4	0.4
6	There are unique cultural attractions (washing tombstones)	0.074	3	0.222
7	Already have Pokdarwis	0.045	3	0.135
8	Already has a village website which is a promotional media for agrotourism	0.032	3	0.096
Total power		0.62		2.171
Weakness				
1	The banana harvest has not been processed optimally, it is sold directly to middlemen	0.08	4	0.32
2	There are no supporting facilities for processing bananas into derivative products	0.082	4	0.328
3	Supporting facilities and infrastructure are not yet available (parking area, home stay, entrance tickets, restaurants, etc.)	0.047	3	0.141
4	Access to banana plantations and other supporting tourist locations is still limited.	0.019	3	0.057
5	There has been no proper communication between the village, Pokdarwis, women's groups and related agencies (such as Tahura Nuraksa)	0.09	3	0.27
6	Waste management facilities are not yet available	0.034	3	0.102
7	The quality of human resources is still low	0.028	2	0.056
Total weakness		0.38		1.274
Total Internal strategy factors		1		3.445

An analysis of the external environment of banana-based agrotourism identified several opportunities and threats. Internal factors were evaluated by calculating a weighted average from the sources. The company's internal strengths and weaknesses were then compiled into an evaluation matrix for each internal factor (Luthfi et al., 2025). This EFE Matrix Analysis Table shows a positive external strategic position with a total score of 2.924, dominated by the opportunity factor (score 2.35) which far outweighs the threat factor (score 0.574). The biggest opportunity identified is the transfer of banana processing technology to women's farmer groups, while the main threat comes from competition with nearby tourist locations that have similar potential. The EFE matrix analysis of Pakuan agrotourism development can be seen in Table 3. A high score on external opportunities but balanced by a low score on internal HR capacity indicates a gap. Buchari et al. (2024) stated that the unpreparedness of local communities to respond to market opportunities often results in the economic benefits of tourism leaking to outside parties. This implies that physical investment alone will not be enough to boost IFE scores; intervention in human capital is needed to enable local communities to shift from mere tourist attractions to competent management subjects (Zuhdi et al., 2025). Strengthening technical skills, entrepreneurship, digital marketing capacity, and cooperative management is therefore essential to enhance competitiveness and support sustainable agro-tourism development in Pakuan Village.

Table 3. EFE matrix analysis

No	External Strategy Factors	Weight (a)	Rating (b)	Score (ab)
Opportunity				
1	Hash and hiking sports trends	0.091	4	0.364
2	Open accessibility of information	0.092	3	0.276
3	Building tour and travel agent partnerships	0.065	3	0.195
4	Shortening the banana distribution chain	0.041	3	0.123
5	Active community involvement in maintaining tourist attractions	0.139	3	0.417
6	There is a drying tool that supports the processing of bananas into flour.	0.082	3	0.246
7	Several groups of women farmers have received technology transfer on making banana-based processed products.	0.132	4	0.528
8	Good road conditions	0.067	3	0.201
Total chances		0.709		2.35
Threat				
1	Competition with nearby locations that have the same potential	0.087	3	0.261
2	Some landowners are difficult to communicate with	0.035	1	0.035
3	Unpredictable weather	0.047	2	0.094
4	The price of additional ingredients in banana processing continues to increase	0.041	2	0.082
5	There is no public transportation to the location	0.051	2	0.102
Total weakness		0.261		0.574
Total External Strategy Factors		0.97		2.924

Formulation of IE matrix

The total IFE value of 3.445 is in the strong range (3.0–4.0) and the total EFE value of 2.923 is in the average or moderate category (2.0–2.99), the position of banana-based agrotourism development in Pakuan Village in the IE matrix is in cell IV which describes a strong internal condition as well as large external opportunities for development (Figure 3). This position shows that Pakuan Village has the strength of resources, management, and the appeal of banana agrotourism that is able to respond to market opportunities and external environmental support, so the right strategy is a growth and build strategy, for example through expanding tourism packages, strengthening promotions, improving the quality of facilities and services, and developing partnerships withvarious parties to maximize the potential of banana agrotourism sustainably. This indicates the need for intensive strategies such as market penetration and product development (Suswadi et al., 2022).

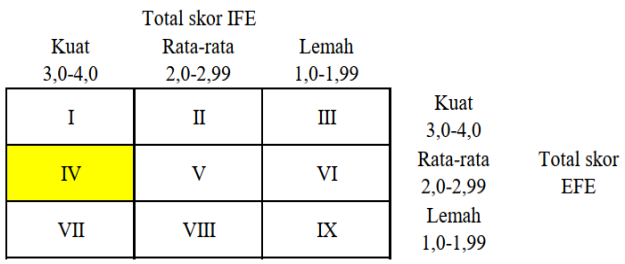

Figure 3. IE Matrix

Position *growth and build* cell IV demands an aggressive strategy. However, expansion at this stage carries a high risk of overtourism if not accompanied by strengthening regulations on environmental carrying capacity and basic infrastructure. This means that this growth strategy should not be solely oriented toward the quantity of visits, but rather focused on improving the quality of tourist spending through the creation of integrated premium tourism packages, to avoid the damaging trap of mass tourism.(Riady et al., 2024).

SWOT matrix

A SWOT matrix analysis is used to formulate various strategic alternatives by considering strengths, weaknesses, opportunities, and threats. In preparing the SWOT matrix, key internal and external factors are carefully adjusted and assessed. A SWOT analysis is conducted after first identifying strengths, weaknesses, opportunities, and threats derived from the IFE and EFE matrices. A SWOT analysis helps a company understand its internal and external conditions, enabling it to develop appropriate development strategies (Khairullah et al., 2025). The strategy formulation is then compiled by utilizing a combination of SO, WO, ST, and WT strategies, which are then presented in the form of a strategy matrix (Table 4).

The implementation of a diversification strategy (SO) through digital marketing is crucial. There is a strong positive correlation between the adoption of information technology and the resilience of rural tourism destinations in the face of market volatility. Furthermore, a defensive strategy (WT) to address price and weather fluctuations must be translated into innovations in processed, preserved products (chips, flour, bakery products) that can extend the life cycle of agricultural products and stabilize farmers' cash flow outside the peak harvest season (Ramdani et al., 2023).

The active role of local institutions such as Pokdarwis in a participatory community empowerment model is the key to ensuring the social and economic sustainability of an agricultural-based tourist village (Buchari et al., 2024). Furthermore, the integration strategy between agricultural potential and local wisdom is in line with the findings Sukanteri et al. (2024) in Sibetan Village, Bali, which demonstrates that combining a village's leading commodity with unique cultural attractions open to tourists can create a strong destination identity and significantly increase agrotourism competitiveness. This approach is relevant to a culture-based agrotourism development model where local traditions are not only preserved but also packaged as educational tourism experiences, allowing tourists not only to enjoy the banana harvest but also to gain added value from direct involvement in local cultural rituals.

Table 4. Swot matrix

Internal	*Strengths*(S)	*Weaknesses*(W)
	1. Banana raw materials are available in abundance. 2. The beauty of the natural attractions of Pakuan village which are still pristine 3. The presence of partners from outside the village who participate in developing village potential 4. Including safe areas 5. Has several supporting tourist locations 6. There are unique cultural attractions (washing tombstones) 7. Already have Pokdarwis 8. Already has a village website which is a promotional media for agrotourism	1. The banana harvest has not been processed optimally, it is sold directly to middlemen 2. There are no supporting facilities for processing bananas into derivative products. 3. Supporting facilities and infrastructure are not yet available (parking area, home stay, entrance tickets, restaurants, etc.) 4. Access to banana plantations and other supporting tourist locations is still limited. 5. There has been no proper communication between the village, Pokdarwis, women's groups and related agencies (such as Tahura Nuraksa) 6. Waste management facilities are not yet available 7. The quality of human resources is still low
External		
***Opportunities*(O)**	**SO Strategy**	**WO Strategy**
1. Hash and hiking sports trends 2. Open accessibility of information 3. Building tour and travel agent partnerships 4. Shortening the banana distribution chain 5. Active community involvement in maintaining tourist attractions 6. There is a drying tool that supports the processing of bananas into flour. 7. Several groups of women farmers have received technology transfer on making banana-based processed products. 8. Good road conditions	1. Packaged "farm-to-table" tourism packages that combine banana plantations, waterfalls, and cultural attractions by utilizing the abundant availability of banana raw materials, natural beauty, and the trend of nature tourism and hash-hiking sports. 2. Expanding partnerships with relevant agencies, Pertamina, Tahura, tour and travel agents, and nature activist communities for integrated promotions through village websites and digital media. 3. Developing processed banana products (chips, sale, banana flour and bakery products, and other creative products) as typical souvenirs sold directly to tourists to shorten the distribution chain and increase added value for farmers.	1. Building village-scale banana processing facilities (joint production houses) including post-harvest equipment so that the weaknesses of less than optimal processing and production facilities can be covered by opportunities for technological support and training for women farmer groups. 2. Develop and implement SOPs for tourism services, tour bookings, and financial management with the support of partner institutions so that managerial weaknesses can be transformed into strengths. 3. Developing tourism infrastructure (parking lots, homestays, restaurants, toilets, and paths to banana plantations) through a collaborative program between the village government, Pokdarwis, and corporate partners so as to be able to capture opportunities to increase tourist flow.
***Threats*(T)**	ST Strategy	WT Strategy
1. Competition with nearby locations that have the same potential 2. Some landowners are difficult to communicate with 3. Unpredictable weather 4. The price of additional ingredients in banana processing continues to increase 5. There is no public transportation to the location	1. Negotiating a fair land cooperation pattern with landowners who are difficult to communicate with by utilizing the institutional strength of Pokdarwis, village partners, and market guarantees from agrotourism so that the risk of land rejection can be reduced. 2. Strengthening the branding of "Pakuan Banana Agrotourism" and differentiating integrated tourism packages (banana plantation–waterfall–Sasak culture) to face competition with similar banana or agrotourism destinations in the surrounding area. 3. Optimizing village websites and social media to convey information on weather conditions, accessibility, and activity schedules so that the threat of unpredictable weather and transportation limitations can be minimized.	1. Develop a waste management and land conservation plan (tourism waste bank, sorting points, and tourist education) to address weaknesses in waste management facilities and the threat of environmental degradation. 2. Implementation of human resource capacity building programs (guide training, hospitality, entrepreneurship, and tourism security) to address weaknesses in human resource quality while simultaneously reducing the threat of destination competition and demands for increasingly high tourism service standards. 3. seek support for subsidies or cooperation in procuring additional ingredients for banana processing and local transportation facilities (tourist motorcycle taxis/shuttles) so that the impact of rising input prices and the unavailability of public transportation to the location can be controlled.

CONCLUSION

The development of banana-based agrotourism in Pakuan Village has strong internal strengths and significant external opportunities, making it worthy of development as a sustainable agrotourism destination. The appropriate development strategy is a growth and development strategy through utilizing the availability of banana raw materials, natural beauty, institutional support, and strengthening product processing and tourism facilities, referring to the results of the IFE, EFE, and SWOT analyses. The resulting priority strategy emphasizes the development of integrated tourism packages, increasing human resource and institutional capacity, and expanding partnerships to increase the community's economic value while preserving the environment.

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