

Analysis of Creative Industry Tourism Potential Development: A Case Study of Tutul Handicraft Industrial Village, Balung District, Jember Regency

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ABSTRACT

This research is driven by the rapid growth of the creative industry in Indonesia, which encourages collaboration between the tourism sector and the creative industry in developing new forms of tourism with added value. The primary objective of this study is to evaluate the potential and challenges in developing creative industry-based tourism in Tutul Village, as well as to design appropriate and well-targeted development strategies. The study adopts a qualitative approach, utilizing data collection methods such as interviews, observations, and documentation. The analysis is conducted using SWOT analysis and the 4A concept to identify strengths, weaknesses, opportunities, and threats. Tutul Village holds significant potential in the handicraft sector, which continues to grow and positively impacts the local community's welfare. These handicraft products have the potential to become tourist attractions that highlight local identity and offer visitors a memorable experience. However, the development still faces several obstacles, such as limited support from the village government, low public awareness and understanding of tourism, and a lack of collaboration with tourism industry stakeholders. The findings of this study propose a tourism development strategy divided into three implementation phases: short-term (1–2 years), medium-term (3–5 years), and long-term (5–10 years), aimed at achieving measurable and sustainable goals.

Keywords: Tutul Village, creative industry, handicrafts, tourism, SWOT analysis