

Tourism Product Innovation Strategy At Kokokan Tourism Attraction, Petulu Village, Ubud District

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Abstract

The Kokokan Tourist Attraction in Petulu Village, Ubud, has a unique characteristic as the habitat of Kokokan (white herons) that live in colonies. However, their presence is still seasonal, making tourism product innovation essential to maintain tourist interest throughout the year. This study aims to identify the existing condition of the Kokokan tourist attraction, analyze its internal and external factors, and formulate appropriate tourism product innovation strategies to enhance the destination's competitiveness. This research applies a descriptive qualitative and quantitative (mixed methods) approach, with data collected through observation, in-depth interviews, questionnaires, and documentation. The sample consisted of 100 respondents, including tourists, local communities, attraction managers, and other stakeholders, selected using a purposive sampling technique. Data were analyzed using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and the Internal–External (IE) Matrix to formulate effective tourism product innovation strategies. The results show that the Kokokan Tourist Attraction is currently at the stagnation stage within the Tourism Area Life Cycle (TALC) framework, characterized by fluctuating tourist visits and limited supporting facilities. The SWOT and IE analyses place the destination in position V (Hold and Maintain), indicating that the recommended strategy is to sustain and maintain the attraction by focusing on product development and market expansion. The proposed innovation strategies include diversifying attractions based on environmental and cultural values, utilizing digital technology for promotion, improving tourism facilities, and empowering the local community through training and active participation in tourism management.

Keyword: Tourism Product Innovation Strategy, Kokokan Bird, Petulu Village, SWOT, TALC.

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INTRODUCTION

The Island of the Gods is another name for the island of Bali which is an icon of Indonesian tourism and has become one of the most popular tourist destinations in the world. The beauty of nature, the unique and interesting cultural diversity is inseparable from the touch of Hindu religious values and a friendly community, becoming a special attraction or interest for the outside community to visit the Island of the Gods. Tourism on the island of Bali is equipped with product components that support tourism activities such as attractions, accommodation, restaurants, and adequate access. All of these components provide comfort for visiting tourists. The high number of domestic and foreign tourist visits to Bali proves that Bali is still a popular tourist destination and the main mainstay in the tourism sector. The diversity of natural and cultural tourism attractions is mostly owned in every regency in Bali, one of which is Gianyar Regency as one of the tourist destinations in Bali.

Gianyar Regency, Bali, has tourism potential that is rich in natural beauty, culture, and art. One of the most famous areas is Ubud, which is known as the center of art and culture in Bali. However, in its development, the tourism industry in some tourist villages in this region has not shown innovations that are able to integrate the potential of nature, culture, and creativity of local communities. As a result, tourism development tends to be monotonous and focuses on tourist attractions that are already popular. This condition has an impact on the decline of tourist interest in several tourist attractions that have lost their uniqueness due to the similarity of the concept of attraction. One of the villages that experienced this was Petulu Village.

Petulu Village offers its own attraction in the Ubud area. Cranes or kokokan that live in harmony with the villagers are its unique characteristics. The existence of cranes or kokokan that lives in Petulu Ubud Village feels integrated with the lives of residents and nature, so it can rarely be found anywhere else, and makes it worthy of being one of the unique tourist destinations in Bali that will provide a new vacation experience for tourists. However, the tourist attraction of Kokokan is seasonal because the existence of birds depends on a certain time, especially in the mating season between October to March. This dependence causes significant fluctuations in tourist visits. Tourist visit data can be seen in table 1. as follows.

Table 1. Visitor Data for Kokokan Tourist Attractions in 2024

Year	Month	Number of Visits	Total Income from Ticket Sales
2024	January	60	IDR 2,640,000
2024	February	50	IDR 2,040,000
2024	March	62	IDR 2,560,000
2024	April	74	IDR 3,680,000

2024	May	96	IDR 4,095,000
2024	June	78	IDR 3,320,000
2024	July	132	IDR 5,360,000
2024	August	136	IDR 4,940,000
2024	September	122	IDR 5,020,000
2024	October	136	IDR 5,160,000
2024	November	59	IDR 2,550,000
2024	December	51	IDR 1,950,000

Source: Data Result, 2025

The main attraction that relies on seasonal natural phenomena can make for a non-uniform tourist experience for tourists some tourists feel that their experience is less satisfactory compared to tourists who come at a time when the number of birds is greater. Although the natural potential is quite large, the competition in the tourism industry is getting tighter and changes in tourism trends demand innovation in the development of tourism products in Petulu Village. Seeing these potentials and challenges, tourism product innovation is an urgent thing to do to maintain the existence and increase the competitiveness of Petulu Village in the midst of increasingly fierce competition in the Bali tourism industry. The right tourism product innovation strategy is expected to create a sustainable tourism experience, strengthen the role of local communities, and maintain a balance between nature and cultural conservation.

LITERATURE REVIEW

Tourism Product Innovation Strategy

According to Kotler & Keller (2016), innovation is the main key in creating product differentiation so that it can provide a sustainable competitive advantage. In the context of tourism, tourism product innovation strategies are seen as important because the needs, preferences, and behaviors of tourists continue to evolve along with global trends. Cooper et al. (2008) explained that tourist destinations that can innovate will be more adaptable to market changes and can maintain their existence in the long term.

Tourist Attractions

The definition of tourist attraction, according to Law No. 10 of 2009 is everything that has uniqueness, beauty, and value in the form of a diversity of natural resources, cultures, and man-made products that are the target or destination of tourist visits. Meanwhile, according to Zaenuri (2012), a tourist attraction is something that has an attraction to be seen and enjoyed that is worthy of being sold to the tourist market.



Tourism Area Life Cycle

Tourism Area Life Cycle (TALC), or in Indonesian, is interpreted as the life cycle of tourist areas introduced by Butler in 1980. The purpose of using this cycle is as a tool to understand the evolution of tourism products and destinations. The following is one of the life cycle models of tourist areas according to Butler (in Pitana and Diarta, 2009) divided into 7 stages, namely: Exploration Stage, Involvement Stage, 3 Development Stages, Consolidation Stage, Stagnation Stages, Decline Stages, and Rejuvenation Stages.

METHOD

This research was conducted in Banjar Petulu Gunung, Petulu Village, Ubud District, Gianyar Regency. This location was chosen because (1) Petulu Village has a unique tourist attraction, namely the presence of thousands of kokokan birds (white cranes) that migrate to this village, and (2) the need for innovation for tourism competitiveness. The approach in this study is a qualitative and quantitative approach (Mixed Methods). Qualitative and quantitative research (mixed methods) helps to dig deeper into the experiences, views, and processes that the parties involved go through. The data collection techniques used are observation, interviews, literature studies, documentation, and questionnaires. The data analysis technique used in this study uses the tSWOT analysis technique. The informants in this study are representatives from the Gianyar Tourism Office, and representatives from community leaders, including the Petulu Village Perbekel, Pokdarwis, Kokokan Petulu Ubud Tourism Attraction Manager, Kelian Banjar Petulu Gunung, and Petulu Gunung Traditional Village.

RESULTS AND DISCUSSION

Existing Conditions of Kokokan Tourist Attraction, Petulu Village

Based on the results of observations and interviews in the field, the tourist attraction of Kokokan, Petulu Village has passed the *Exploration phase*, *Involvement phase*, *Development phase*, and *Consolidation phase*. This can be explained as follows.

a) Exploration phase

The exploration stage of the Kokojan Tourist Attraction began with the existence of a natural phenomenon in 1965, after the implementation of a large traditional ceremony. Thousands of cockroaches began to settle down and nest. Then, the local community sees the presence of these birds as a sign of spiritual and maintains their preservation by not disturbing their habitat. The existence and uniqueness of the birds that return to the nest before dusk attract the attention of tourists, so this location is designated as a tourist attraction based on



nature and local wisdom. Now, Kokokan Petulu has become a tourism icon that is managed sustainably by the village community. At this stage, the number of tourist visits is still small because the location is not widely known by tourists, the impact on the environment and society is still small, and the economic impact has not been felt by the local community.

b) Stages of Engagement

Based on the results of field observations, Petulu Village has passed the stage of involvement, which is marked by an increase in local community awareness to develop its area. Residents began to provide simple facilities such as parking areas, food stalls, and bird-watching places for tourists. Along with the increasing number of visitors, the local community began to promote Petulu Village as a unique tourist destination through social media, word-of-mouth recommendations, and cooperation with local travel agents. Some residents even act as tour guides who provide education to tourists about the Kokokan phenomenon. The interaction between tourism and the local community is also starting to increase. Tourists who come to witness this unique phenomenon begin to interact with the locals, both through direct conversation and the use of local services. In addition, the involvement of the government and the community is also seen, and there are promotional activities to introduce tourist attractions, even though they are still small-scale.

c) Development Phase

Petulu Village has passed the development stage, which can be indicated by several indicators such as infrastructure development and accessibility. At this stage, supporting facilities such as a wider parking area, more comfortable bird-watching spots, and information boards about Kokokan birds and their ecosystem have begun to be built to improve the tourist experience. Furthermore, there is investor involvement and accommodation development, the emergence of tourism regulations and regulations, the economic impact of increasing, and the emergence of environmental and social challenges.

d) Consolidation Stage

The tourist attraction of Kokokan in Petulu Village has passed the Consolidation stage, which is marked by several indicators. First, tourism has become the dominant sector in the local economy, with the community relying on accommodation, restaurants, and guide services. Second, tourist visits have reached a stable peak with a steady flow of visitors and increasingly developed facilities. Third, congestion and tourist density have begun to emerge, especially during bird-watching season, putting pressure on facilities and community activities. Fourth, negative impacts on ecology and culture are becoming more apparent, including disturbance to bird habitats, increased waste, changes to the landscape, and a shift in local cultural values. Fifth,

the tourist experience is becoming mundane for visitors due to a lack of innovation and an increasingly commercial atmosphere. These conditions underscore the need for sustainable management and innovation strategies to ensure that Petulu Village remains attractive while preserving its natural and cultural heritage.

e) Stagnation Stage

Petulu Village is currently in a state of stagnation, as indicated by several key indicators. First, the number of tourists has not increased and tends to decline due to a lack of innovation, outdated facilities, and ineffective promotion. Second, the Kokokan bird ecosystem is increasingly disturbed by environmentally unfriendly development, noise, pollution, and the loss of natural habitat, threatening the sustainability of tourist attractions. Third, tourism is becoming overly commercialized and losing its authenticity due to an increased economic orientation without a corresponding improvement in the quality of the experience, making tourist interactions more transactional. Fourth, infrastructure and facilities are deteriorating, such as roads, parking lots, toilets, and information boards that are poorly maintained. Fifth, tourism product innovation is very limited, with tourism activities still focused on bird watching without diversification. This was also confirmed by the manager, who said that after the pandemic, promotion could not be intensified because the facilities still needed to be repaired and input was needed for the development of new attractions.

Identification of Internal and External Factors Affecting the Management of Kokokan Tourism Attractions, Petulu Village, Ubud District

Internal Factor Analysis

The aspects of internal and external factors analyzed in the study include strengths, weaknesses, opportunities, and threats. The following are the details of internal and external factors as can be seen in table 2 below.

Table 2. Internal Factors (Strengths and Weaknesses) of Kokokan Tourism Attraction in Petulu Village

NO	Internal Strategic Factors	WEIGHT	RATING	SCORE
STRENGTH				
1	The uniqueness of the Kokokan bird and the beauty of the rural nature are the main attractions of Petulu Village	0.18	4.00	0.72
2	Cultural and spiritual values related to the existence of kokokan birds.	0.16	3.36	0.54
3	Great location near Ubud tourism area	0.16	3.45	0.55

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4	Availability of accommodation and restaurants in the vicinity of the attraction	0.15	3.22	0.48
DEBILITATION				
5	Limited tourist support facilities, such as public toilets, parking areas, information boards, and gazebos as places of worship	0.10	2.19	0.22
6	Limitations of professional tourism human resources in management	0.06	2.42	0.09
7	Tourism promotion and marketing that has not been maximized	0.10	1.23	0.22
8	Tourism product innovation based on local potential has not been optimal	0.09	1.90	0.17
TOTAL NUMBER OF IFE		1.00	21.77	2.99

Source: Data Result, 2025

Based on the results of the analysis of the Internal Factor Evaluation Matrix in the table above, it shows that the diversity of collections, uniqueness, attractiveness, and informativeness are the main factors in the form of strength owned by the Kokokan Tourism Attraction in Petulu Village with a weighted score of 0.72. Meanwhile, the main weakness factor is in terms of the limited number of professional tourism human resources in management, with a weighted score of 0.09. Then, for the results of the calculation as a whole, a total of 2.99 was obtained, which shows that the Kokokan Tourism Attraction in Petulu Village internally in response to its factors, can be said to be in a strong position.

External Factor Analysis

The evaluation of external factors aims to identify opportunities and avoid threats in the management of Kokokan Tourism Attractions in Petulu Village. This approach aims to take advantage of external opportunities to mitigate weaknesses and neutralize potential threats. Here are some external factors as can be seen in the table 3 below.

Table 3. External Factors (Oppourtunities and Threat) of Kokokan Tourism Attraction in Petulu Village

NO	External Strategic Factors	WEIGHT	RATING	SCORE
CHANCE				
1	Local government support in the development	0.15	3.22	0.48

	of tourist villages			
2	Development of trekking tourism and creative economy such as performing arts, dance and handicrafts	0.17	4.00	0.68
3	Cooperation with the private sector and tourism institutions	0.14	3.11	0.44
4	Digital-based tourism development	0.15	3.28	0.49
THREAT				
5	Competition with other tourist destinations around Ubud	0.07	1.58	0.11
6	Climate/weather changes that can affect the habitat of Kokokan birds	0.11	2.49	0.27
7	Virus risk in Kokokan birds	0.12	2.74	0.33
8	Threats to human activities that disrupt bird habitats (e.g. development, noise, and pollution)	0.09	1.98	0.18
TOTAL AMOUNT OF EFE		1.00	22.40	2.98

Source: Data Result, 2025

Based on the results of the EFE matrix, it shows that the development of trekking tourism and the creative economy, such as performing arts, dance, and handicrafts. is the main factor in the form of opportunities owned by the Kokokan Tourism Attraction in Petulu Village, with a weighted score of 0.68. Meanwhile, the main threat factor is competition with other tourist destinations around Ubud, with a weighted score of 0.11. Then, for the results of the overall calculation, a total of 2.98 was obtained, which shows that the Kokokan Tourism Attraction in Petulu Village externally in responding to its factors can be said to be in a high position.

Internal -External Matrix (IE) of Kokokan Tourism Attraction in Petulu Village

Based on the calculation results from the IFAS and EFAS matrices that have been given weights, ratings, and weighted average scores, they will then be combined in the internal and external matrices. The IFAS weight score on the X axis and the EFAS weight score on the Y axis. This matrix is used to determine the position of the Kokokan Tourism Attraction in Petulu Village so that it can be used to determine the appropriate grand strategy to be recommended for the Kokokan Tourism Attraction in Petulu Village. The total IFAS score is 2.99, and the total EFAS score is 2.98, which places the position of Kokokan Tourist Attraction in Petulu Village in cell V (five).

The external position shows that the response of the Kokokan Tourism Attraction in Petulu Village has opportunities and threats that can affect the management of the Kokokan Tourism Attraction in Petulu Village, which is in high condition. It is hoped that by taking advantage of the existing opportunities, the Kokokan Tourism Attraction in Petulu Village can be further developed in terms of marketing and can be known by domestic and foreign tourists, and the threats faced can be minimized and eliminated so that the internal position can overcome the weighted score of the larger external position. Based on the score on the IE matrix, with an IFE value of 2.99 and EFE of 2.98, the position of Kokokan Tourism Attraction in Petulu Village is in quadrant V. Strategies that can be implemented are explained by Sugiyono (2016), for those in cells III, V, VII can be explained as *Hold and Maintain*. The position of the Kokokan Tourist Attraction in Petulu Village can be seen in picture 1.

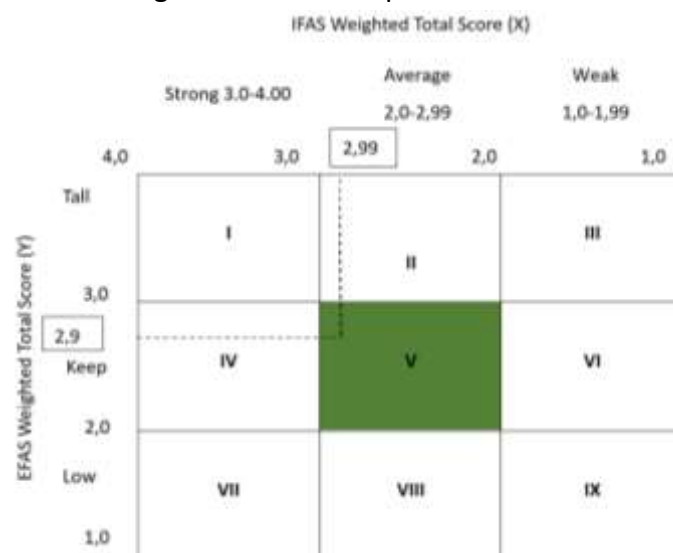


Figure 1. IE Matrix of Kokokan Tourism Attraction in Petulu Village

Source: Data Result, 2025

Tourism Product Innovation Strategy at Kokokan Tourist Attraction, Petulu Village, Ubud District

In making strategies or plans in this study, it begins by explaining internal factors and external factors in which there are strengths, weaknesses, opportunities and threats. Followed by the use of SWOT matrices so that alternative strategies or plans can be found. The strategies resulting from the SWOT matrix analysis (table 4.17) for alternative strategies that can be carried out on the Kokokan Tourism Attraction can be explained as follows.

Strategy Strengths and Opportunities (SO)

This approach is designed to harness our natural strengths to exploit external opportunities, especially outside of tourist areas or destinations. For the development of Kokokan bird tourism, the following strategies can be used.

1. Package a Kokokan-based educational tour package with trekking & local art performances, taking advantage of government support

The strategies carried out include the provision of educational trekking trails with information boards about the Kokokan bird ecosystem. Training of local guides to provide explanations about the relationship between Kokokan, nature, and the spiritual culture of the village, Enrichment of tourism activities through Kokokan-themed craft workshops and traditional art performances at the time of the arrival of birds. Strengthening basic facilities such as toilets, gazebos, parking areas, and information boards with the support of the local government. Integration of the local creative economy, including culinary, souvenirs, and MSME products, with the theme of Kokokan. Developing branding such as "Petulu Kokokan Eco-Tour" to strengthen the image of the destination. Optimization of digital promotions through websites, social media, and collaboration with travel agents.

2. Develop cultural and spiritual tour packages related to local traditions and the existence of the Kokokan bird

This strategy developed a cultural-spiritual tour package that combines the attraction of the Kokokan bird with the local traditions of Petulu Village. The Kokokan bird is positioned as a cultural and spiritual symbol, so that tourists not only enjoy nature but also get to know rituals, folklore, and traditional practices related to its preservation. Activities such as temple visits, offerings, dances, or ceremonies provide a more immersive experience of human harmony, nature, and spirituality. In addition to increasing tourists' appreciation of village identity, this strategy encourages community involvement and ensures that tourism development remains based on local wisdom and the conservation-spiritual character of Petulu Village.

3. Utilizing government support and private sector cooperation to expand digital-based promotions

This strategy utilizes government support and cooperation with the private sector to strengthen the digital promotion of Petulu Tourism Village. Through collaboration with travel platforms, travel agents, digital media, and technology companies, villages can increase promotional reach through digital content, websites, profile videos, and more targeted social media campaigns. These efforts help overcome the limitations of internal promotion, introducing attractions such as Kokokan birds, trekking, local culture, and Petulu nature to the



wider market. In addition to encouraging an increase in visits, this strategy strengthens the image of the village as a modern conservation-based destination and opens up opportunities for community empowerment in digital marketing.

4. Encourage collaboration with local artists to create creative economy products

The strategy of encouraging collaboration with local artists aims to maximize the cultural potential of Petulu Village and create economic value for the community. Local arts such as dance, painting, handicrafts, and cultural symbols can be developed into various creative products with the theme of the Kokokan bird and village identity—ranging from souvenirs, sculptures, paintings, weaving, accessories, merchandise, to art performances. In addition to enriching tourist attractions, this strategy opens up new income opportunities, strengthens cultural preservation, and adds to the image of Petulu Village as a creative village. With structured collaboration, creative economy products can be packaged more professionally, promoted digitally, and become a competitive advantage for the village in the midst of competition for tourist destinations.

Weakness and Opportunity Strategy (WO)

1. Improving tourism support facilities such as toilets, parking areas, and information boards through government assistance

This strategy improves supporting facilities such as toilets, parking areas, pedestrian paths, and information boards through government assistance to overcome the limitations of basic facilities in Petulu Village. Village budget support and tourism programs allow for the construction of more adequate facilities for tourists who come to enjoy the Kokokan bird and the village atmosphere. The provision of clean, orderly, and informative facilities not only improves the comfort of visitors, but also reduces the potential for environmental disturbances. With better facilities, Petulu Village has stronger competitiveness and can support the concept of conservation and sustainability-based tourism.

2. Optimizing digital promotion, in collaboration with the private sector and tourism institutions

This strategy optimizes digital promotion through collaboration with the private sector and tourism institutions to expand the marketing reach of Petulu Village, which is still limited. Through partnerships with travel platforms, digital marketing providers, hotels, travel agents, and the tourism community, villages can leverage their expertise and network to create promotional content such as websites, videos, social media campaigns, travel articles, and influencer collaborations. This approach helps to disseminate information about the attraction



of Kokokan birds, trekking, local culture, and Petulu nature more widely and on target. In addition to increasing visibility and tourist visits, this strategy also opens up opportunities for the public to learn and get involved in digital marketing.

3. Increasing the capacity of human resources through workshops or paraiwisata training

The strategy of increasing human resource capacity through tourism workshops is carried out to overcome the limitations of the community's ability to manage tourism professionally. Training can include hospitality, tour guides, communication, homestay management, digital marketing, and Kokokan bird conservation education. Involving tourism agencies, academics, and practitioners, the program helps the community understand service standards and sustainable destination management. Increasing the capacity of human resources not only improves the tourist experience, but also strengthens the competitiveness of Petulu Village and ensures that the development of the tourist village runs consistently and professionally.

Strengths – Threats (S-T) Strategy

1. Protecting the habitat of Kokokan birds through conservation programs involving villages and tourists

The strategy to protect the habitat of the Kokokan bird through a conservation program involving the village and tourists aims to ensure the preservation of the main attraction of Pedulu Village. These efforts include maintaining the cleanliness of the environment, regulating activities around the perch area, and ensuring that development does not interfere with bird habitat. Conservation programs can be in the form of tree planting, trekking route arrangements, bird behavior education, and "responsible tourism" campaigns. The involvement of tourists, for example through tree planting activities or conservation donations, increases awareness while providing educational value. This strategy ensures the sustainability of the Kokokan bird population and strengthens the image of Petulu Village as a conservation-based destination.

2. Increasing development regulations so as not to disturb the habitat of Kokokan birds

The strategy to increase development regulations aims to prevent disturbance to the habitat of the Kokokan bird due to infrastructure development in Petulu Village. The village government and the community tighten rules related to the type, scale, and location of the development, including building height limits, distance from perched areas, and the use of environmentally friendly materials. Each development permit must go through an environmental study so that the ecological aspect is maintained. With clear regulations, villages can control development activities that have the potential to disturb the Kokokan bird, maintain



a harmonious spatial layout, and ensure tourism develops without sacrificing the preservation of bird habitat as the village's identity.

3. Promoting differentiation by highlighting the unique appeal of the Kokokan bird

The differentiation promotion strategy by highlighting the attractiveness of the Kokokan bird aims to strengthen the position of Petulu Village in the midst of competition for Ubud destinations. The unique colonial phenomenon of the Kokokan bird is used as the main identity of marketing through digital content, brochures, videos, educational tour packages, as well as cooperation with travel agents and travel platforms. By displaying bird behavior, inherent cultural values, and visual moments such as returning to the nest at dusk, the village builds a strong and recognizable image. This differentiation attracts tourists looking for an authentic experience, strengthens Petulu's branding as a conservation destination, and becomes a competitive advantage that encourages increased visits while supporting the preservation of Kokokan.

4. Collaborating with conservation institutions to mitigate the risk of disease in Kokokan birds

The strategy in collaboration with conservation institutions to mitigate the risk of disease in birds aims to maintain the preservation of the Kokokan bird population as the main attraction of Petulu Village. Through collaboration with conservation institutions, academics, and related agencies, villages can monitor bird health, detect disease symptoms early, and implement mitigation measures such as sanitizing perched areas, waste management, and regulating tourist interactions. Education to the public and visitors also helps keep the environment safe for birds. With this collaboration, disease risk management becomes faster and more precise, so that the bird population remains stable and Petulu Village can maintain its identity as a sustainable conservation destination.

Weaknesses *Threats* (W-T) Strategy

1. Develop tourism rules that regulate visitor behavior so as not to disturb the habitat of Kokokan birds

The strategy for preparing tourism rules aims to ensure that tourism activities in Petulu Village remain in line with the conservation of Kokokan birds. Increased visits have the potential to cause disturbances such as noise, use of flashes, approaching perch areas, bird feeding, and littering. Therefore, villages need to establish clear travel ethics, such as loud noise prohibitions, safe distance limits, restrictions on visiting times, the use of designated trekking routes, and the obligation to maintain cleanliness. These rules can be socialized through information boards,



guides, and digital campaigns. With these guidelines, tourists can visit responsibly, bird habitats are maintained, and the image of Petulu Village as a sustainable tourist destination is getting stronger.

2. Build eco-friendly facilities to reduce pollution and noise

The strategy of building environmentally friendly facilities is carried out to ensure that the development of tourism in Petulu Village does not interfere with the habitat of Kokokan birds. Facilities such as trekking trails, gazebos, and parking areas can be designed with natural materials, low-rise buildings, and spatial arrangements that maintain a safe distance from the perch area. The application of the concept of low impact minimal noise, vibration, and excessive light as well as waste management and the use of energy-efficient help maintain environmental quality. With facilities that are in harmony with nature, pollution can be suppressed, bird comfort is maintained, and Petulu Village is increasingly known as a sustainable conservation-based tourism destination.

3. Develop tourism management SOPs to deal with extreme weather changes

The strategy of developing SOPs for tourism management during extreme weather aims to ensure that tourism activities in Petulu Village remain safe and do not disturb the habitat of Kokokan birds. Weather changes such as heavy rain, strong winds, or high temperatures can affect bird activity and visitor safety, so SOPs are needed that regulate restrictions on visiting hours, closures of trekking trails, evacuation procedures, and notification mechanisms through information boards and digital media. SOPs also regulate the role of guides in directing tourists as well as guidelines for maintaining the tranquility of the perch area. With clear SOPs, tourism activities can take place more regularly, professionally, and safely, while strengthening village preparedness in dealing with the impacts of climate change.

4. Develop a bird population monitoring system to prevent the impact of virus risks

The strategy of developing a bird population monitoring system aims to prevent the risk of disease and maintain the stability of the Kokokan bird population as an icon of Pedulu Village. Through routine monitoring, such as recording the number of birds, behavior, nest conditions, mortality rates, and early symptoms of the disease. managers can detect potential threats early. This activity can be carried out with related agencies, veterinarians, academics, or conservation institutions so that the observation method is in accordance with scientific standards. Monitoring data is used as the basis for mitigation measures, such as cleaning of perch areas, arranging visits, or rapid response if indications of disease appear. This strategy ensures that the population remains healthy and supports the village's image as a sustainable conservation destination. Based on some of the strategies above, there are several programs that have been

formed and classified into 3 categories, namely short-term, medium-term and long-term as summarized in the following table 4.

Table 4. Develop a bird population monitoring system to prevent the impact of virus risks

Period	Key Focus	Core Program (Compact)
Short-term (0-1 Years)	Rapid fixes & basic innovations	Addition of photo spots, short walk routes, digital content, visit SOPs, and improvement of basic facilities.
Medium Term (1-3 Years)	Product development & quality of experience	Educational trekking, cultural packages, Kokokan festival, official website, tourist toilets, human resource training.
Long-term (3-5 Years)	Branding, conservation, & sustainable development	Kokokan Education Center, world-class tour packages, global collaboration, environmentally friendly infrastructure, conservation regulation.

Source: Data Result, 2025

CONCLUSION

1. Existing Conditions & TALC

The tourist attraction of Kokokan in Petulu Village is still highly dependent on seasonal phenomena and is in the stage of *stagnation* according to TALC. Unstable visits, minimal product innovation, and inadequate facilities are needed, so additional attraction development, facility improvements, promotions, and innovation strategies are needed to maintain the sustainability of the destination.

2. Internal & External Factors (SWOT)

Internal factors include four strengths the uniqueness of Kokokan and the countryside, cultural-spiritual values, strategic location near Ubud, and the availability of accommodation and four weaknesses such as inadequate facilities, unprofessional human resources, weak promotion, and lack of innovation in local products. External factors point to four opportunities government support, trekking and creative economy potential, cooperation with the private sector, and digital development as well as four threats, namely competition for destinations around Ubud, climate change, virus risk, and human disturbance to bird habitat.

3. Tourism Product Innovation Strategy

Based on SWOT and IE Matrix, destinations are in quadrant V (*Hold and Maintain*), so the strategy is focused on maintaining attractiveness while developing products and expanding the market. The three main strategies include:

- a) With the advent of the Kokokan Conservation Package,

- b) The creation of cultural and spiritual tourism products based on local traditions,
- c) Development of creative economy and tourism activities based on community participation. This integrated approach strengthens the identity of Petulu and supports the ecological, cultural, and economic sustainability of the community.

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