

DEVELOPMENT PLANNING OF TIGARAS TOURISM AREA, SIMALUNGUN DISTRICT USING SWOT

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Abstract

Simalungun Regency in North Sumatra is one that is currently actively exploiting its tourism potential. One of the districts that surrounds the shores of Lake Toba is Simalungun District. Simalungun's goal is to increase the appearance and events of arts, culture and tourism; increasing community involvement in tourism development; promote tourism more broadly; and build more tourist attractions. SWOT analysis is an analysis that compares internal factors, namely Strengths and Weaknesses, with external factors, namely Opportunities and Threats. Strength Factors: The Tigaras Beach tourist attraction has strengths, namely having the characteristic of prawn cypress, having a large tourist attraction area, and affordable entrance ticket prices. Weaknesses: The Tigaras Beach tourist attraction has weaknesses including: easy accessibility but takes a long time, pollution from rubbish and shrimp pond waste, no provision of home stays, lack of cleanliness in bathroom facilities. Opportunities: The Tigaras Beach tourist attraction has opportunities, namely: The existence of this tourist attraction provides new employment opportunities for the local community, it can be used as a research site, and is included in the government's list of development tourist attractions. Threats: Tigaras Beach has threats, namely: a decrease in the number of tourists due to pollution from B3 waste from floating net cages around tourist attractions, resulting in the water at Tigaras Beach being polluted and having an unpleasant odor.

Keywords: *Strengths, Weaknesses, Opportunities and Threats*

1. INTRODUCTION

Travel The tourism industry is a significant contributor to the regional economy because it has the potential to significantly influence regional income. Additionally, tourism drives the growth of related industries including employment, housing, and services. According to Pendet (1999:35), tourism is an economic activity that is growing rapidly because it stimulates other industries, creates jobs and increases income. In the last ten years, Indonesian tourism has begun to emerge as a separate business. According to the Big Indonesian Dictionary of 1998, development is a way of operating. The development of tourist attractions is generally understood as an effort to encourage changes in tourism in order to obtain greater profits and income. Simalungun Regency in North Sumatra is one that is currently actively exploiting its tourism potential. One of the districts that surrounds the shores of Lake Toba is Simalungun District. The aim of the tourism development vision for Simalungun Regency is to make Simalungun Regency one of the leading tourist destination areas (DTW) in North Sumatra, which shows how serious the district is in developing its tourism industry. Simalungun's goal is to increase the appearance and events of arts, culture and tourism; increasing community involvement in tourism development; promote tourism more broadly; and build more tourist attractions. The Simalungun Regency Government hopes that the tourism industry can increase regional income by implementing its vision and goals. There are at least 28 tourist locations registered with the Simalungun Disparbudpara based on the latest statistics for 2022.

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The historical, cultural, architectural, natural, maritime/sea, conservation and special interest tourism sectors are the tourism potential of Simalungun Regency. According to Yoetti (2014), tourism is a broad category of tourism activities that is supported by various resources from local governments, the business world, entrepreneurs and the community. Instruction of the President of the Republic of Indonesia Number 9 of 1969, especially Chapter II Article 3, which states that efforts to develop tourism are part of efforts to develop and expand as well as efforts to advance the welfare of society and the state. (Law No. 10 of 2009 concerning Tourism), makes the goal of tourism development in Indonesia very real. In Simalungun Regency, maritime or nautical tourism is one of the most popular tourist attractions. Tigaras Beach is a marine tourism location that has survived since 2000.

A total of 174,378 foreign and domestic tourists visited Tigaras Beach in 2018. However, due to the Covid-19 virus that hit at the end of the year, the number of tourists fell to 145,438 people in 2019. Efforts need to be made. to boost the tourist attraction of the Tigaras Beach tourist attraction because fluctuations in the number of visitors will of course affect the quantity of PAD in the area. The government must first understand the development strategy which includes the potential, strengths, weaknesses and threats of the tourist destination, before making any changes to the tourism sector, such as Tigaras Beach. From the explanation above, tourist area planning can be carried out by analyzing the SWOT of the Tigaras Beach tourist attraction.

2. Formulation of the problem

Based on the background above, problems can be formulated regarding planning for Tigaras Beach tourism development using SWOT, as follows.

1. What is the impact of SWOT analysis on planning for the development of the Tigaras tourist area in Simalungun Regency?
2. What is the SWOT analysis of the planning for the development of the Tigaras tourist area in Simalungun Regency?

3. Research purposes

Based on the problem formulation obtained above, the objectives of problem research regarding planning for Tigaras Beach tourism development using SWOT can be taken as follows.

1. Knowing the impact of SWOT analysis on planning for the development of the Tigaras tourist area in Simalungun Regency.
2. Understand the SWOT analysis of planning for the development of the Tigaras tourist area in Simalungun Regency.

4. RESULTS AND DISCUSSION

A. Understanding SWOT Analysis

In this case the author will use SWOT analysis as an initial method to determine the best development plan for the Tigaras Beach tourist destination. The process of creating conditions and assessing a problem, project or business idea using elements of internal (inside) and external (outside) strengths, weaknesses, opportunities and threats, is known as SWOT analysis. To find a strategy when the SWOT analysis will only explain the circumstances that arise and not just solve the problem, this method is most often used in company evaluation methods (Freddy, 2014). The purpose of a SWOT analysis is to find out how ready each function is from all the functions

carried out to achieve predetermined goals. Four components make up a SWOT analysis, as follows:

1. Strengths

Strengths are qualities that an organization, company, or business idea has. What is analyzed are the elements that form the concept and organization of the company itself, namely the strengths that tourism has. By understanding these forces, tourism planning can be strengthened to make it stronger, allowing it to compete for additional tourism-related projects and survive in the market.

2. Weakness

Every company, project, or business concept itself contains a weakness that can be examined, all of which are elements that are detrimental or counterproductive to the growth of tourist attractions.

3. Opportunities

Opportunities are a prerequisite for potential future development opportunities. The prerequisite is that opportunities arise from sources other than the company, project or business idea, such as competitors and regulations.

4. Threats

This threat is an externally threatening condition. These risks have the potential to disrupt the stability of an initiative, business, or even the business idea itself.

The form of the data model is more narrative in nature using the SWOT matrix. The SWOT Matrix is a tool used to develop tourism attraction development strategies. This SWOT matrix can clearly describe the opportunities and threats faced so that it can be adjusted to the strengths and weaknesses of tourism.

	Strengths	Weakness
Opportunities	SO Strategy	WO Strategy
Threats	ST Strategy	WT Strategy

B. SWOT Analysis in Planning the Development of the Tigaras Tourism Area

One of the beaches in Tigaras Village, Simakungun Regency is called Tigaras Beach. About 30 kilometers northeast of Simalungun City is Tigaras Beach. Tigaras Beach has an area of 15,000 m² which can be used for beach recreation (beach length 300 m and width 50 m). This beach is the most popular beach on Lake Toba for both local and foreign visitors. Its uniqueness lies in the 10 kilometer stretch of shrimp pine trees. Visitors can enjoy the splendor of Lake Toba, the clear lake water, and the amazing sunset views in the afternoon.

Based on the results of observations and interviews, information was obtained about the strengths, weaknesses, opportunities and threats of the Tigaras Beach tourist attraction, namely:

1. Strengths

There is a 10 kilometer stretch of prawn pine trees that surrounds the popular beach Tigaras Beach, offering stunning views with a unique charm. The entrance fee to the Tigaras Beach tourist attraction is also quite affordable, namely IDR 10,000 per person for a motorbike ticket and IDR. 2000 for vehicles, buses and other major modes of transportation. Because there have been no reports of theft or other violent crimes, Tigaras Beach is considered to be one of the safer tourist destinations. Apart from that, those who want to enjoy the beach and horse racing can rent a horse from Tigaras Beach tourism for Rp. 25,000 for one round.

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(a)



(b)



(c)

Picture1. Tigaras Beach Tourist Locations (a) Sunset tourist spot (b) View tower tourist spot (c) Beach tourist spot

2. Weakness

Tigaras Beach tourism, which is located at the eastern tip of Simalungun Regency, takes quite a long time if you pass through Kota District, which is almost 50 - 70 minutes. Apart from that, there are still several damaged roads when you enter the Tigaras Beach tourist area. So it can be said that accessibility to Tigaras Beach tourism is quite easy but there are problems with the condition of the road to this tourist attraction. Limited facilities such as hotels/inns mean that visitors cannot spend more than 24 hours at this tourist attraction location. The availability of rinse room/bathroom facilities at Tigaras Beach is not balanced with maintaining cleanliness and the availability of clean water. Apart from that, many seats were damaged and scribbled on so that they could no longer be used by tourists. And there is pollution in the form of rubbish and waste from floating net cages around tourist attractions. It doesn't stop there, according to observations there are several pine trees that have fallen and were deliberately cut down by related parties.



Picture2. Weaknesses of Tigaras Tourism Facilities

3. Opportunities

In 2016, the Simalungun Regency government through the Simalungun Regency Tourism, Culture, Youth and Sports Service (Disparbudpora) stated that there were only three places that were officially managed by the regional government and were sources of PAD, one of which was the Tigaras Beach tourist attraction. Therefore, the Tigaras Beach tourist attraction is one of the objects targeted for development by the Government in the Visit Tourism program. Apart from that, the area of Tigaras Beach that can be used for beach recreation activities is 10,000 m (beach length 300 m and width 50 m) so that several other tourist attractions can still be developed on Tigaras Beach.

4. Threats

B3 waste pollution due to the shrimp farming industry around the Tigaras Beach tourist attraction has a negative impact, namely that it can pollute the sea water of Tigaras Beach. Many investors are starting to arrive to build cafes/restaurants that can have an impact on the Tigaras Beach tourist attraction. There are many tourist attractions that are more interesting than the Tigaras Beach tourist attraction, for example Parapat Beach, Haranggaol Beach, and Batu Hoda Beach, as well as the Upewling disaster on Lake Toba.

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Picture3. Threats of Floating Net Cages and Upweling in Lake Toba

The strategy carried out in developing the Tigaras Beach tourist attraction according to the SWOT analysis by looking at the tourism geography information matrix is to produce four alternative strategies, namely alternative SO Strategy (create a strategy that uses strengths to take advantage of opportunities), alternative WO strategy (create a strategy that minimizes weaknesses to take advantage of opportunities), alternative ST strategies (create strategies that use strengths to overcome threats) and alternative WT strategies (create strategies that minimize weaknesses and avoid threats) (Delita, Elfayetti, & Sidauruk, 2017).

1. SO Strategy (Strength and Opportunities)

There are several development strategies to optimize strengths to take advantage of the opportunities of the Tigaras Beach tourist attraction, namely:

- a. Building and repairing tourism facilities and maintenance. If visiting tourists feel that their needs while they are in a tourist attraction area are sufficient, it will certainly become a special memory for visitors and a desire to return to that tourist attraction.

Therefore, it is necessary to develop suggestions for supporting infrastructure for activities such as building adequate toilets, restaurants or cafes, souvenir shops, tourist services, as well as hotels or accommodation for visitors. Not only that, maintenance of existing infrastructure must continue to be carried out to maintain the beauty of the infrastructure.

- b. Develop tourist attractions

Tourist attractions that can be built at the Tigaras Beach tourist attraction are water attractions, such as boat rentals, flying foxes and children's play areas.

- c. Building and providing tourism accessibility

Accessibility is the most important infrastructure in supporting regional tourism development, because good road access will provide tourists with a sense of comfort in crossing it without worrying about accidents. Therefore, it is hoped that there will be road repairs on the highway which is very damaged when entering the Tigaras Beach tourist attraction.

2. WO Strategy (Weaknesses and Opportunities)

There are several strategies for minimizing weaknesses by taking advantage of opportunities at the Tigaras Beach tourist attraction, namely:

- a. Increase promotions and improve development programs better to attract visitors so that they are ready to face competition between objects.
 - b. Coordinating with the private sector to invest capital so that it can help continue the development of infrastructure, accommodation and accompanying attractions.
 - c. Carry out empowerment and outreach to grow and increase awareness of the community and tourism managers about the importance of tourism awareness.
3. ST Strategy (Strength and Treats)

There are several strategies for using force to overcome threats at the Tigaras Beach tourist attraction, namely:

- a. Optimizing the natural potential and uniqueness of tourist attractions by maintaining and sustaining tourist attractions on an ongoing basis to face competition for tourist attractions.
 - b. Development and construction of environmentally friendly tourist attractions by exercising strict control over the implementation of elements of tourism actors that are not in accordance with the attitudes and actions of tourism actors which could threaten damage to tourist objects.
 - c. Providing companion tourist attractions so that the atmosphere at the tourist attraction is more varied and able to attract and retain tourists to linger at the Tigaras Beach location.
4. WT Strategy (Weaknesses and Treats)

There are several strategies for minimizing weaknesses and avoiding threats at the Tigaras Beach tourist attraction, namely:

- a. Improving the quality of professional workforce in the management and maintenance of tourist attractions on an ongoing basis thereby reducing environmental damage due to arbitrary development.
- b. Supervise and maintain existing facilities at tourist attraction locations.

5. CONCLUSION

SWOT analysis is an analysis that compares internal factors, namely Strengths and Weaknesses, with external factors, namely Opportunities and Threats.

1) Strength Factors

The strengths that are analyzed are the factors contained within the organization, the business concept project itself, namely what strengths tourism has. The strengths of the Tigaras Beach tourist attraction are that it has the characteristic of prawn pine, has a large tourist attraction area, and an affordable entrance ticket price.

2) Weakness

Weaknesses that are analyzed are factors that exist within the organization, project or business concept itself, namely all factors that are unfavorable or detrimental to the development of tourist attractions. The Tigaras Beach tourist attraction has weaknesses including: easy accessibility but takes a long time, pollution from rubbish and shrimp pond waste, no provision of home stays, lack of cleanliness in bathroom facilities.

3) Opportunities

It is a condition of future development opportunities that occur. The conditions that occur are opportunities from outside the organization, project or business concept, for example competitors and policies. The Tigaras Beach tourist attraction has opportunities, namely:

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This tourist attraction provides new employment opportunities for the local community, can be used as a research site, and is included in the government's list of development tourist attractions.

4) Threats

It is a condition that threatens from the outside. This threat can disrupt an organization, project or business concept itself. The Tigaras Beach tourist attraction has threats, namely: a decrease in the number of tourists due to pollution from B3 waste from floating net cages around the tourist attraction, resulting in the water at Tigaras Beach being polluted and having an unpleasant odor. Apart from that, various other marine tourism objects are starting to emerge which are more unique and maintain cleanliness. The strategy carried out in developing the Tigaras Beach tourist attraction according to the SWOT analysis by looking at the tourism geography information matrix is to produce four alternative strategies, namely alternative SO Strategy (create a strategy that uses strengths to take advantage of opportunities), alternative WO strategy (create a strategy that minimizes weaknesses to take advantage of opportunities), alternative ST strategy (create a strategy that uses strengths to overcome threats) and alternative WT strategy (create a strategy that minimizes weaknesses and avoids threats).

6. SUGGESTION

We as compilers realize that it is still far from perfect and of course there are many shortcomings in making this paper. This is because our abilities are still limited in the material of this paper. We will try to fix the problem and will be guided by many sources of material that we can account for. Therefore, we as the creators of this paper really hope for constructive criticism and suggestions from readers so that we can make the best. We also hope that this paper will be useful for everyone, especially student readers and lecturers in general.

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