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Cemoro Sewu Tourism Object Development Strategy in Seluma Regency

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Abstract:

Bengkulu Province is one of the Tourism Destination Areas (TDA) of Indonesia in Sumatera. As a tourist destination. Cemoro Sewu attractions see the need to improve services to tourists, both in terms of improving the quality of human resources, as well as improving tourist facilities and infrastructure as an effort to attract tourists to visit. Transferring the status of tourist sites from nature reserves to natural tourism parks (NTP) will bring a positive impact on tourism in Seluma Regency. The purpose of this study is to study and analyze what internal and external factors support and hinder the development of Cemoro Sewu Tourism Obejek and determine how the development strategy will be. Data collection methods used are literature study methods and questionnaires by completing the questionnaire list to respondents. Effective strategies assume to maximize the power and opportunities for enhancing tourism objects and opportunities and challenges. The analytical method used in this study is the SWOT (Strength, Weaknesses, Opportunity, Threats) analysis method. Obtain data from the results of the study will be analyzed the strengths, weaknesses, opportunities, and risks of the application of marketing strategies in the context of developing Cemoro Sewu Tourism Objects. Obtain data from the results of the study will be analyzed the strengths, weaknesses, opportunities, and risks of the application of marketing strategies in the context of developing Cemoro Sewu Tourism Objects. Develop in the future strategy formulations combined marketing strategy formula approves through the SWOT matrix. The results of the analysis show the Cemoro Sewu Tourism Object has strengths (natural potential, cultural arts, and community hospitality). The weaknesses are that it does not have quality human resources, inadequate supporting facilities, etc.) is must be repaired immediately.

Keywords: Cemoro Sewu tourism, development strategy

1. Introduction

Tourism, which is a mainstay sector, is expected to be a source of regional income, a trigger for economic growth, and the availability of job and business opportunities, especially for communities around tourism objects. Planned tourism development will benefit the community, the availability of good and complete facilities and infrastructure around tourist objects is a primary factor in the development of a Tourist Destination Area (TDA).

Tourism development aims to take advantage of the attraction of tourist objects in the form of natural wealth, diversity of flora and fauna, and cultural arts. Bengkulu Province is one of the tourist areas that have the potential to be a leading sector in economic development followed by the development of other sectors.

Kungkai Baru Village is one of the villages in the Seluma district that has a beautiful natural and cultural charm. The population of Kungkai Baru village is approximately 1,890 people spread over 5 (five) hamlet areas, located in Air Periukan District, Seluma Regency with an area of 10,040 ha and is at an altitude of ± 1.5 m above sea level is directly adjacent to that area, conservation of nature reserves. This beautiful beach atmosphere gets maintenance from the BKSDA of Bengkulu Province. The pine trees along the Kungkai Baru beach planted by the BKSDA of Bengkulu Province aim to reduce the level of wave abrasion. The beauty of the sloping beach/sea and Balinese art and culture in Kungkai Baru Village are very suitable to be offered to tourists because of the many Balinese tribes who live in the new Kungkai village. Apart from being a place of worship for the Balinese Hindu community, temples can also be attractive places for photography activities. That shows the natural wealth that can use as an asset for tourism development.

The purpose of this paper is to provide an alternative development strategy for tourism businesses in the Kungkai Baru village. Which is need to help the development and progress of the 'Cemoro Sewu' tourist attraction in particular and improve the economy and welfare of the people of Kungkai Baru village and its surroundings in general.

2. Literature Review

2.1. The Strategy

The strategy is an effort or method used by a person or group to achieve a goal effectively and efficiently Khairunisa Afsari Nurfadilah (2017). Meanwhile, according to NaldiHendra (2014:12), the strategy is an overall approach related to the implementation of ideas, planning, and execution of sometimes activity.

In a good strategy, there is work team coordination, has a theme, identifies supporting factors that are by the principles of implementing ideas rationally, is efficient in funding, and has tactics to achieve goals effectively where the strategy is differentiated from tactics that have a narrower scope and a shorter time.

Another definition conveyed by Khairunisa Afsari Nurfadilah (2017), a strategy is an effort or method used by a person or group to achieve a goal effectively and efficiently. According to Webster's New World Dictionary in Udaya, et al. (2013: 6), the strategy is:

- The science of planning and directing military activities on a large scale and maneuvering forces into the most advantageous positions before fighting with their enemies;
- Skill in managing or planning a strategy or a smart way to achieve a goal.
- Based on some of the opinions above, concluded that a strategy is an action or effort taken or carried out by an organization or individual to achieve a future goal. That the strategy affects the future of an organization/individual in the long term, and the formulation requires consideration of all factors facing the company, both internal and external factors.

2.2. Tourism

According to Unggul Priyadi, (2016; 29), Fannel explained that tourism is a system that can be considered as: '... the interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportation, and accommodation)) to aid in their movement'.

Another definition is also conveyed by Sugjama, (2011) that tourism is a series of activities and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services aimed at meeting the travel needs of a person or group of people. The trip that he does only temporarily leaves his place of residence intending to rest, do business, or for other purposes.

Also, Ismayanti (2010; 1) also revealed about tourism which comes from the word tourism. Which according to the Law of the Republic of Indonesia No. 9 of 1990 concerning tourism, is a travel activity carried out by a person or group of people visiting certain places for recreation, personal development, or studying the tourist attractions visited.

Tourism is a temporary journey from one place to another carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions (Wijayanto, 2013).

Law of the Republic of Indonesia Number 10 of 2009: 'Tourism is all activities related to tourism and is multidimensional and multi-disciplinary in nature which emerge as a manifestation of the needs of each person and the State as well as interactions between tourists and local communities, fellow tourists, government, local governments and entrepreneur'.

The word tourism comes from two syllables, namely 'pari' which means many, many times and circling, while 'tourism' means travel or traveling. So, tourism means traveling or traveling repeatedly or traveling around (Muljadi A. J, 2012).

Based on the various theories above, it can be concluded that tourism is so it can be concluded that tourism is an activity or trip carried out by a person or more to a place outside his residence for recreation, entertainment, business or other purposes.

2.3. Tourist Attraction

A tourist attraction is one of the main components in the tourism industry and one of the reasons visitors take a trip (something to see). According to Wiwoho (1990: 551), a tourist attraction is something that can be an attraction for someone or potential tourists to want to gather to a tourist destination.

2.4. Tourism Objectives

According to Article 4 of Law No.10 of 2009 in Muljadi (2010: 33), the objectives of organizing tourism in Indonesia are:

- Increase economic growth
- Improve people's welfare
- Eradicating poverty
- Overcoming unemployment
- Preserving nature, environment, and resources
- Advancing culture
- Lifting the image of the nation
- Cultivate the love of the country
- Strengthening national identity and unity, and
- Strengthen friendship between nations.

So, based on the quote above, it is concluded that the purpose of tourism is to increase economic growth, community welfare, reduce poverty, promote culture as well as preserve nature and the environment. For tourists themselves, going on tours is aimed at sightseeing.

2.5. Tourism Potential

In the Big Indonesian Dictionary (April 2019), the meaning of the word potential is the ability, power, strength, ability that can be developed. Meanwhile, the word tourism means everything related to travel for recreation, travel, and tourism.

Thus, tourism potential is wealth in an area that can use for development purposes, including nature and human as well as human creations. The internal potential of a tourism object is the tourism potential of that object that has a component of the physical condition, quality of the tourism object, and its support for development. The external potential of a tourism object is the potential that supports the development of a tourist object that consists of accessibility, supporting facilities, and supporting facilities.

Everything in an area that can exploit into a tourist attraction is called tourism potential. That potential can be divided into 2, namely:

- Cultural Potential The potential that grows and develops in the community, for example, customs, livelihoods, arts, and so on.
- Natural Potential The potential that exists in the community is in the form of physical geographical potential such as natural potential.

So, it can conclude that the definition of tourism potential is wealth in an area that can be developed in connection with tourism, in this case, the development of cultural wealth and natural wealth. Which is by the opinion (Pendit, 2002). A tourist destination area or a tourist resort is an area or place which because of its attraction, its situation in the traffic relation and tourism facilities states that the place is the object of tourist visits

2.6. Tourism Object Development

In the Big Indonesian Dictionary (April 2019), development is a process of joint activities carried out by residents of an area to meet their needs. Yoeti (1996) states that the factors that can determine the success of tourism development are:

- Availability of tourist objects and attractions.
- The existence of accessibility facilities, namely facilities and infrastructure to enable tourists to visit a tourist area or area.
- Availability of tourism facilities or facilities that can provide services to the community.

The reasons for the need to develop tourist objects are as follows:

- Tourism development in a tourist destination will always take into account the benefits and benefits for the people at large.
- Tourism development is more of a non-economic nature because the first motivation of tourists visiting is tourist attraction area is to witness and see the natural beauty of the object tourist.
- To get rid of panic thinking, reduce misunderstandings, and know the behavior of tourists who come to visit, especially for people in the tourist destination concerned.

Therefore, the development of tourist attraction is an effort to maximize the potential for tourism in an area with the aim of:

- Increase economic growth,
- Improve people's welfare,
- Eradicating poverty,
- Overcoming unemployment,
- Preserving nature, environment, and resources,
- Advancing culture,
- Lifting the image of the nation,
- Cultivate the love of the country,
- Strengthening national identity and unity.

3. Methodology

3.1. Research Object

The object in this study is the Cemoro Sewu Tourism Object. This research aspect focused on the development strategy of the Comoro Sewu tourist attraction in the Seluma Regency. The unit of analysis in this research is the Kungkai Baru beach area, and the Cemoro forest reserve the customs of the Balinese people as tourist attractions in Kungkai Baru Village. This research is descriptive, conducted to obtain a description or description of the assessment of aspects of tourism object development using SWOT analysis techniques, namely analysis to find strengths, weaknesses, opportunities, and threats to products, markets, policies, and marketing programs.

The method used in this research is a survey method, where information obtained from respondents is collected empirically to get the opinion of a portion of the population on the object based on the type of data and analysis.

Data Population is an object or subject that has certain qualities and characteristics set by the researcher to study and then draw conclusions. The data population includes all the characters or properties possessed by the subject or object (Sugiyono, 2012). The data population in this study is the public and visitors to tourist objects, managers of tourist objects, and local government. The sampling technique carries out randomly or by determining the sample randomly without paying attention to the grade of the data if the member of the data population is considered homogeneous (Sugiyono 2012: 82).

Primary data is the information provided by respondents at Cemoro Sewu Tourism object through interviews in the form of filling out a questionnaire that is delivered directly by the researcher. Secondary data is information in the form of research data obtained indirectly, either through intermediary media or obtained from other parties. The data comes from the Cemoro Sewu Tourism Object Manager, economic journals, and other literature that discusses research material in the form of maps, data on the number of visitors, and other documents related to Cemoro Sewu tourism objects.

The data analysis technique in this study is to examine all data from various sources, both from the results of questionnaires, field observations, and related documents. Data grouping and classifying is carried out sequentially according to the problem, then analyzed based on internal and external factors, and analysis is carried out based on supporting and inhibiting factors.

The method used in this study is a SWOT analysis (Strengths, Weaknesses, Opportunity, Threats), namely the data obtained, then analyzed the strengths and weaknesses as well as opportunities and threats to the implementation of strategies to increase tourist interest. To be able to formulate a marketing strategy, a combination of marketing strategy formulations based on the SWOT matrix.

Udaya, et. al (2013: 40), SWOT analysis is an analysis of the strengths, weaknesses, opportunities, threats faced by the company. Through this analysis, the leader or manager can create a quick goal (overview) regarding the conditions of the organizational strategy. Strength is the company's internal strength, competitiveness, and ability to meet market demands. Supported by financial capability, good quality human resources, the technology used, company brands, market leaders, and company relationships with consumers.

- Weakness is the company's internal weakness, such as limitations and shortcomings in financial, human resources, application of technology that hinder company performance.
- Opportunity is a profitable opportunity from outside the company. Importance situations arise from outside the company are laws and regulations, community culture and lifestyle, population growth, and community income.
- Threats are external threats that hinder the company. For example, new competitors (new competitors), technological developments that are not fully understood, the market growth rate is relatively slow, and the laws and regulations are always changing.

3.1.1. SWOT Analysis Stages

3.1.1.1. Develop and Determine the External and Internal Strategic Factors of a Company

1). Weighted value:

* 1.00 = Strongly Agree (SA)

* 0.75 = Agree (AG)

* 0.50 = Neutral (NT)

* 0.25 = Disagree (DA)

* 0.10 = Strongly Disagree (SD)

2). Rating value:

* 5 = Strongly Agree (SS)

* 4 = Agree (AG)

* 3 = Neutral (NT)

* 2 = Disagree (DA)

* 1 = Strongly Disagree (SD)

3). Score Value For the value score is calculated using the following formula:

Score Value = Weight Value X rating Value

Part	Description	Weight	Rating	Score
I	Strengths			
	- Item 1	Value	Value	Value
	- Item 2	Value	Value	Value
	- Etc.	Value	Value	Value
II	Weaknesses			
	- Item 1	Value	Value	Value
	- Item 2	Value	Value	Value
	- Etc.	Value	Value	Value
III	Opportunity			
	- Item 1	Value	Value	Value
	- Item 2	Value	Value	Value
	- Etc.	Value	Value	Value
IV	Threats			
	- Item 1	Value	Value	Value
	- Item 2	Value	Value	Value
	- Etc.	Value	Value	Value

Table 1: SWOT Analysis Format for External and Internal Factors

Source: Rangkuti (2010: 18)

3.1.1.2. Analyze and Determine Strategic Decisions Using the SWOT Matrix Approach

The SWOT matrix is a tool used to formulate corporate strategy factors. This matrix can be in the form of 4 sets of possible strategic alternatives, as follows (Rangkuti 2009: 31):

IFE EFE	The factors that determine internal strength Strengths (S)	The factors that determine internal strength Weakness (W)
The factors that determine external strength Opportunity (O)	SO Strategy Strategies created by using strength to make the best of opportunities	WO Strategy Strategies created by minimizing weaknesses to make the best of opportunities
The factors that determine external strength Threats (T)	ST Strategy Strategies created by using strengths to overcome threats	WT Strategy Strategies created by minimizing weaknesses to overcome threats

Table 2: Matrix SWOT

Source: Rangkuti (2009: 31)

Note:

1. SO strategy, this strategy is made by utilizing all the strengths of the company to seize the greatest opportunities.
2. ST strategy, this strategy is the strength of the company to overcome threats that exist outside the company.
3. WO strategy, this strategy is implemented by minimizing the weaknesses of the company.
4. WT strategy, this strategy is based on existing weaknesses to avoid threats.

3.1.1.3. Determine the SWOT Analysis Diagram

Based on a combination of internal and external factors, the achievement of the company's current strategic position. This target will determine the location of the strategy quadrant, where this quadrant will be the basis for future analysis. As shown in the SWOT analysis diagram below:

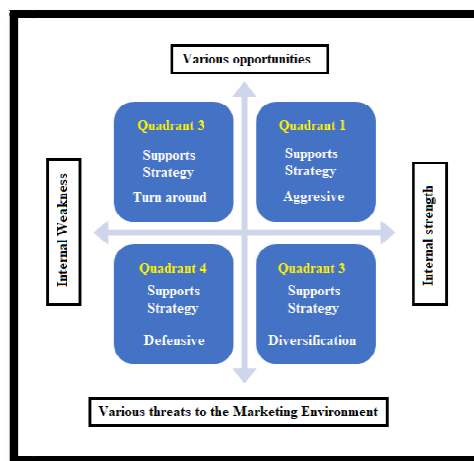


Figure 1: SWOT Analysis Diagram (Rangkuti, 2010:199)

Note:

A good combination of internal and external factors will determine the company's performance. Both will be taken into consideration in the SWOT analysis.

Quadrant 1:

Very favorable situation description, companies can take advantage of existing opportunities. The strategy adopted in this situation is to support aggressive policies

Quadrant 2:

The description of various threats, the company still has internal strength. The strategies that must be implemented are: the ability to take advantage of opportunities in the long term with a promotional strategy in the framework of developing tourist objects

Quadrant 3:

A very broad market, but on the other hand, it faces several internal constraints. The strategy that the company must implement is to minimize the company's internal constraints.

Quadrant 4:

Describes the most unfavorable conditions, where the company faces various threats. Companies can find out the strengths possessed itself, weaknesses that must avoid, opportunities that must take as well as possible, and threats that must be faced.

4. Result and Discussion

4.1. Geographical Location

Kungkai Baru Village, located in Air Periukan Subdistrict, Seluma Regency, has a Cemoro Sewu Tourism Object with beautiful natural and cultural charm. The population of Kungkai Baru Village is 1,890 people spread over 5 (five) hamlet areas. With an area of 10,040 ha and located at an altitude of ± 1.5 m above sea level, it is directly adjacent to a nature reserve conservation area. The beautiful beach atmosphere with pine forests around it functions to reduce beach abrasion. Balinese people who live in Kungkai Baru Village with their cultural arts and Hindu Houses of Worship (Pura) can use as tourist photo spots, and the location of the village area on the edge of the sea is tourism potential for Kungkai Baru Village. This potential is a capital that can explore to become a Tourist Destination Area (TDA), namely the 'Cemoro Sewu' Tourism Object.

4.1.1. SWOT Analysis

SWOT analysis conducted to determine the factors of strengths, weaknesses, opportunities, and challenges faced in the development of Cemoro Sewu Tourism Object. SWOT analysis is a technique that can use to analyze the strengths, weaknesses, opportunities, and threats that can use to determine the strategy for developing Cemoro Sewu tourism objects.

4.1.2. Internal Factors

Identification of internal factors is carried out to determine the strengths and weaknesses of Cemoro Sewu tourism objects. Information about the internal condition of the Cemoro Sewu tourism object was obtained through questionnaires with tourists and managers of Cemoro Sewu tourism objects. Internal factors related to the variable tourist attraction, facilities, and infrastructures are obtained from tourists, while human resources, promotions are obtained from tourism object managers.

4.1.2.1. Strengths

- The condition of an attractive tourist attraction in Cemoro Sewu, located on a sloping beach
- Thick with Balinese nuances with customs (Balinese dance, and temples)
- Strategic location in the middle, between the district capital and the provincial capital

- The friendly attitude of residents around the tourist area
- Adequate security stability
- Managed by the KungkaiBaru Village community through BumDesa.

4.1.2.2. Weakness

- Not optimal tourism promotion activities
- Limited tourism support facilities and infrastructure
- Pine Forest in KungkaiBaru Village is a Protected Forest Area.
- There are no investors who want to invest in CemoroSewu tourism object
- Tourist destinations that are not yet well known

4.1.2.3. Opportunity

Based on the research results, it is known that the factors of strength and weakness in the development of Cemoro Sewu tourism objects are as shown in the following table:

Internal Factors	
a. Strengths	b. Weaknesses
1. The attractive condition of Cemoro Sewu tourism object is located on a sloping beach	1. Not optimal tourism promotion activities
2. Very thick with Balinese nuances, with customs (such as Balinese dance, and temples)	2. Limited tourism support facilities and infrastructure
3. Strategic location in the middle between the district capital and the provincial capital	3. Pine Forest in KungkaiBaru Village is a Protected Forest Area.
4. The attitude of the residents around the tourist area is friendly	4. There are no investors who want to invest in Cemoro Sewu tourism object
5. Adequate security stability	5. A Tourist destination that is not yet well known
6. The Kungkai Baru Village community is managed through Bum Des.	

*Table 3: Internal Factors
Source: Research Results, 2020*

4.2. External Factors

Identification of external factors carried out to determine the strength of opportunities and threats for the Cemoro Sewu Tourism Object. Information about the external conditions of the Cemoro Sewu tourism object obtains using a questionnaire distributed to tourists and tourism object managers. Primary data obtained from the Air Periukan district and the Seluma Regency Tourism Office. External factors include access and supporting facilities owned by Cemoro Sewu Tourism Object.

4.3. Opportunities

- Change of Status of Protection Forest to Forest Tourism
- Government Attention to the Tourism Sector
- Adjacent to other villages as buffer villages
- Cultural arts attractions that held at tourist locations on big days
- The existence of print media, the Internet, television, and electronic media as a means of promotion
- Encouraging the development of creative industries in Kungkai Baru village and Penyanggah villages

4.4. Threat

- Tourism competition or many choices of tourist destinations
- Cemoro Sewu tourism object is located in a protected forest area
- Relatively low commitment of local governments
- Inadequate public facilities
- 5. Other regions carry out more intense promotions.

Based on the research results, known that the opportunity and threat factors in the development of Cemoro Sewu tourism object as can be seen in the table below:

External Factors	
a. Opportunity	b. Threat
1. Change of Status from Protection Forest to Forest Tourism	1. Tourism competition or many choices of tourist destinations
2. Government Attention to the Tourism Sector	2. The location of the Cemoro Sewu Tourism Object is in the protected forest area.
3. Adjacent to another village as the Buffer Village	3. Low commitment of local governments
4. Cultural arts attractions held at tourist sites on holidays	4. Inadequate public facilities
5. The existence of print media, the Internet, television, and electronic media as a means of promotion	5. Other regions are promoting more vigorously.
6. Encouraging the development of the creative industry in Kungkai Baru and Penyanggah villages	

Table 4: External Factors
Source: Research Results, 2020

5. Analysis of Research Results

After being identified, then an analysis of the Internal Factors (IFA) and the External Factors (EFA) is carried out by giving weight and rating to each of these factors. In this regard, the assignment of weight and rating is subjective (Rangkuti 2011: 18). However, taking into account that if these factors are too important, then it is given the highest weight and a high rating. From the results of the multiplication between the weight and rating, we get the total score of each factor. Based on the results of the investigation of internal and external factors, the IFA and EFA calculations obtained shown in the table below:

Strengths				
No.	Question	Weight	Rating	Score
1.	The attractive condition of Cemoro Sewu tourism object is located on a sloping beach	0.09	4	0.34
2.	Customs that are thick with Balinese nuances such as Balinese dance and temples	0.09	5	0.45
3.	Strategic location in the middle, between the district capital and the provincial capital	0.09	5	0.45
4.	The friendly attitude of residents around the tourist area	0.10	5	0.48
5.	Adequate security stability	0.10	5	0.48
6.	Managed by the community of Kungkai Baru Village through Bum Des	0.10	5	0.48
	Total Score			2,71
Weakness				
No.	Question	Weight	Rating	Score
1.	Not optimal tourism promotion activities	0.08	4	0.34
2.	Limited tourism support facilities and infrastructure	0.09	5	0.47
3.	Pine Forest in Kungkai Baru Village is a Protected Forest Area.	0.08	4	0.33
4.	There are no investors who want to invest in the Cemoro Sewu tourism object	0.08	4	0.34
5.	A tourist destination that is not yet well known	0.01	5	0.48
	Total Score			1.96
	Total Score (Strengths + Weakness)	1.0		4.66
	Average score			0.42

Table 5: Results of Internal Factor Analysis (IFA) of Cemoro Sewu Tourism Object
Source: Research Results, 2020

Opportunity				
No.	Question	Weight	Rating	Score
1.	Change of Status from Protection Forest to Forest Tourism	0.11	4	0.43
2.	Government Attention to the Tourism Sector	0.11	4	0.44
3.	Adjacent to other villages as buffer villages	0.08	3	0.24
4.	Cultural arts attractions that held at tourist sites on holidays	0.06	2	0.11
5.	The existence of print media, the Internet, television, and electronic media as a means of promotion	0.08	3	0.24
6.	Encouraging the development of the creative industry in Kungkai Baru and Penyanggah villages	0.11	4	0.43
Total Score				1.89
Threats				
No.	Question	Weight	Rating	Score
1.	Tourism competition has many choices of tourist destination	0.11	4	0.42
2.	Location of The Cemoro Sewu Tourism Object is in the Protected Forest area	0.08	3	0.23
3.	Relatively low local government commitment	0.09	3	0.28
4.	Inadequate public facilities	0.09	3	0.27
5.	Other regions are promoting more vigorously	0.09	3	0.28
Total Score				1.49
Total Score (Opportunity + Threats)		1.0	3.37	
Average score				0.31

Table 6: Results of External Factor Analysis (EFA) Of Cemoro Sewu Tourism Object
Source: Research Results, 2020

From the results in Table 3, the IFA matrix, the total strength score is 2.71, and the total weakness score is 1.96. While in the EFA, the total opportunity score is 1.89, and the threat is 1.49, which summarized in the following table:

Category	Total Score	Category	Total Score
Strengths S	2.71	Opportunity O	1.89
Weakness W	1.96	Threats T	1.49
S - W	0.75	O - T	0.47

Table 7: IFA Score – EFA Cemoro Sewu Tourism Object
Source: Research Results, 2020

The IFAS and EFAS results are present in a SWOT quadrant chart or Cartesian diagram. A point on the X-axis indicates the internal factor (IFA) while the point on the axis Y represents the value of the external factor (EFA). Then draw a meeting line between the two. This graphic shows the current position or position of Cemoro Sewu Tourism Object, as shown in the figure below

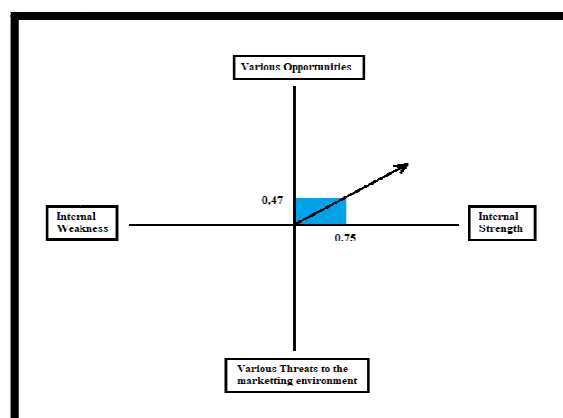


Figure 2: Position of Cemoro Sewu Tourism Object
Research Results, 2020

Based on the picture above, it knows that the focus point in developing a tourism development strategy for Cemoro Sewu is in quadrant I, at point (x 0.75 and y 0.47). This position indicates an organization that has many opportunities. The recommended strategy given is Progressive, meaning that the organization is in good condition so that it has the opportunity to continue to expand, increase growth, and get maximum progress. This quadrant lies between external opportunities and internal strengths (growth strategies), namely strategies designed to stimulate growth in the number of tourist visits, the attraction of Cemoro Sewu tourism objects, supporting facilities and infrastructure), income. The strategy of Cemoro Sewu tourism includes the Rapid growth strategy, which is a strategy to spur the growth of tourist visits in the short term, improving the quality which is a factor of strength (Pine forests, Beach Tourism, Balinese customs, and culture) for use all opportunities to the maximum.

5.1. Development Strategy

SWOT analysis for the development of Cemoro Sewu tourism object with the S-O strategy (strength-opportunities), W-O strategy (weak-opportunities), S-T strategy (strength-thread), and W-T strategy (weakness-thread), got the following results:

5.1.1. Internal Factors

5.1.1.1. Strength Factor (S-O Strategy)

- The condition of an attractive tourist attraction in Cemoro Sewu, located on a sloping beach
- Thick with Balinese nuances with customs (such as Balinese dance, and temples)
- Strategic location is located in the middle, between the district capital and the provincial capital
- Friendly attitude of residents around the tourist area
- Adequate Security Stability
- Managed by the Kungkai Baru Village community through Bum Desa

5.1.1.2. Weakness Factors (W-O Strategy)

- Development of the creative industry in Kungkai Baru and Penyanggah villages
- Renewal of special promotions for featured travel products
- Promotion of tourism areas through integrated promotions
- Increasing the quality of human resources in the tourism sector by related agencies
- Support for work programs and activities of agencies that play a role

5.1.2. External Factors

5.1.2.1. Opportunity Factors (S-T Strategy)

- Change of Status of Protection Forest to Forest Tourism
- Attract Government Attention to the Tourism Sector
- Cooperate with other villages as buffer villages
- Cultural Arts Attractions which held at tourist locations on big days
- Utilizing print media, the Internet, television, and electronic media as a means of promotion
- Encouraging the development of creative industries in Kungkai Baru and Penyanggah villages

5.1.2.2. Threat Factors (W-T Strategy)

- Increasing competitiveness to face tourism competition / the number of choices of tourist destinations
- Acceleration of the transfer of status of Cemoro Tourism Object located in a protected forest area (nature reserve) to become a tourism reserve
- Increase the local government's relatively low commitment to tourism.
- Better Public Facilities Development.
- Conduct more vigorous promotions to introduce the tourism potential of Cemoro Sewu

6. Conclusions

The opportunities that exist in developing the Cemoro Sewu tourist attraction are enormous, although there are still weaknesses. One of the shortcomings that exist is that Cemoro Sewu Tourism Object, namely the absence of supporting facilities and infrastructure such as transportation and public facilities, as well as the lack of socialization and promotion so that Cemoro Sewu tourism object is not widely known.

The results of the analysis show that Cemoro Sewu Tourism Object has much strength (natural potential, cultural arts, and community hospitality). While the weaknesses are that it does not have quality human resources, inadequate supporting facilities, etc.) need to repair immediately.

The development of the Cemoro Sewu tourist attraction must involve many parties to help introduce this tourist attraction, for example, a tour and travel agency, by including it in a tour package.

7. Recommendations

To achieve good tourism object development, need good support from the Seluma Regency Government. It is hoped that the local government should pay proper attention to the Cemoro Sewu tourism object in its management so that it can become a Tourist Destination Area (TDA) and as a tourist attraction in Seluma Regency.

8. Acknowledgement

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