

Analysis of the Potential for Tourism Development on Semau Island (Case Study at Liman Beach)

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Semau Island has enormous potential to become a tourist destination in East Nusa Tenggara. Tourism potential is a variety of resources found in a particular area that can be developed into a tourist attraction. The potential of this island is in the form of natural potential, animal husbandry, maritime culture, and agriculture. This research aims to analyze and classify the level of potential of tourist attractions on Semau Island in improving the regional economy at tourist attractions on Semau Island. The data used is the result of direct interviews with respondents, namely village heads, tourist attraction managers, and local communities. The analytical method used is descriptive qualitative with the SWOT analysis method. The research results concluded that the tourist attraction on Semau Island has the potential to be developed as a superior tourist attraction in Kupang Regency. Strategies or steps that can be taken by managers or local governments to increase tourism development in the form of standard tourism facilities, improving the quality of human resources, and improving infrastructure.

Keywords: potential, development strategy, tourism, SWOT

Introduction

Tourism is now considered to be one of the driving forces in the economic success of a region because in its development and activities tourism is considered capable of providing employment opportunities and encouraging local economic growth. Tourism is a nature *multiplier effect*, where tourism can only stand if there is unity that supports and provides influence for the welfare of society in realizing sustainable development.

Tourism development is essentially an effort to utilize tourist objects and attractions that are realized, among other things, in the form of beautiful natural riches, diversity of flora and fauna, diversity of artistic and cultural traditions as well as historical and ancient heritage. The development of tourist objects and attractions can be

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combined with the development of tourism services and facilities, such as travel agencies, convention services, provision of accommodation, and provision of tourist transportation, increase tourist attraction, and support the development of tourist objects and attractions. The development of tourist attractions can be optimal if supported by adequate infrastructure development.

Semau Island is a small island located in the western part of the island of Timor which is included in the administrative area of Kupang Regency, East Nusa Tenggara, Indonesia. Semau Island has enormous potential to become a tourist destination in East Nusa Tenggara. Tourism potential is a variety of resources found in a particular area that can be developed into a tourist attraction. The potential of this island is in the form of natural potential, animal husbandry, maritime culture, and agriculture. There are several beaches that have the opportunity to be managed as tourist attractions, including Otan Beach, Uinian Beach, Onanbalu Beach, Liman Beach, and Tabui Island Beach. Semau Island also has a very varied cultural richness because it has various tribes, including the Helong tribe, Timorese tribe, and Rote tribe. The Cultural potential that can be developed and preserved includes Hopong which is a Helong dance, Te'o Renda Dance, Te'o Renda Song, and others.

Seeing the tourism potential on Semau Island, this island should have become a tourist destination that is very popular with both domestic and foreign tourists. However, Semau Island is still far behind when compared to other tourist islands in NTT province. In fact, visitors to Semau Island are still dominated by visitors who come from Kupang City and its surroundings. From various sources obtained, there are several things behind this situation, for example; The Kupang Regency government is not responsive in developing tourism potential on Semau Island, many tourist attractions have not been published, the management of tourist attractions is not optimal, there is a lack of promotion of tourist attractions, tourism supporting facilities such as accommodation and restaurants and the community is not ready to exploit this great potential.

Based on these problems, the idea emerged to conduct research on "Analysis of Tourism Development Potential on Semau Island". This research aims to analyze and classify the level of potential tourist attractions on Semau Island.

Literature Review

Tourist

Tourism is a travel activity carried out by someone temporarily from their original place of residence to their destination for reasons not to settle down or earn a living, but only to satisfy curiosity, spend free time or holidays, and other purposes. In Chapter I Article 1 paragraph (3) Law Number 10 of 2009 concerning Tourism defines tourism as various kinds of tourist activities supported by various facilities and services provided by the community, entrepreneurs, central government, and regional governments.

In the 18th century the term tourism began to emerge and become known to the public, especially after the Industrial Revolution in England. Tourism originates from the implementation of tourist activities (*tours*), namely an activity of changing one's daily residence temporarily by carrying out activities that can generate wages or salaries. Tourism activities mean providing services and producing tourism industry products that are able to create travel experiences for tourists (Sari, 2020). According to the League of Nations Commission, what can be considered a tourist is (Muljadi, 2009):

1. Those who travel for pleasure due to family, health, etc. reasons.
2. Those who travel for meetings or certain tasks (science, diplomatic government duties, religion, sports, etc.).
3. Those who travel for business purposes.

4. Those who come to travel by sea even if they are in a country for less than 24 hours.

Meanwhile, those who cannot be categorized as tourists are:

- Those who come with or without a work contract, with the aim of looking for work or carrying out business activities in a country.
- Those who come to seek permanent residence in a country. Residents on one country's borders and they work in neighboring countries.
- Tourists who pass through a country without staying, even if the trip lasts more than 24 hours.

Tourism Potential

According to Yoeti (1996), tourism potential is an attraction that makes tourists willing to visit a tourist destination. Supported by Pendit's statement (2006), tourism potential is all things and conditions that are regulated and provided so that they can be utilized as resources needed in tourism business and development in the form of situations, conditions, objects, and services.

Several things that can attract tourists to visit tourist destinations according to Sukarsa (1999) include:

1. *Natural Amenities* are objects that are readily available and already exist in nature. For example: climate, landforms, natural scenery, flora and fauna, etc.
2. *Man Made Supply* are the results of human work, such as historical, cultural, and religious objects.
3. *Way of Life* are traditional ways of life, living habits, and customs, such as corpse burning in Bali, the Sekaten ceremony in Yogyakarta, Pasola cultural action rituals in Sumba, and others.
4. *Culture* is the culture owned by the people who live in tourist attraction areas.

Tourism Development Concept

Tourism development is a process in an effort to improve and improve something that already exists. Tourism development can be carried out with the support of development activities, maintenance, and preservation of plants, facilities, infrastructure, and other facilities. Tourism development according to Chafid Fandeli in his book *Basics of Tourism Management* states that tourism activities also help develop community and regional life based on: Improving community welfare, introducing and preserving the local identity of an area; Increasing local community income which can be distributed evenly to the community; tourism activities can absorb a large workforce and are oriented towards cooperative technology; and utilize tourism as optimally as possible as a contributor to the country's traditions (Fandeli, 1995).

The following is an understanding of tourism destinations which must at least include the following main components (Sunaryo, 2013).

1. *Attraction* or objects and attractions which include: attractions based primarily on natural, cultural, or artificial wealth.
2. *Accessibility*, is the support of the transportation system which includes: transportation routes or routes, terminal facilities, airports, ports, and other modes of transportation.
3. *Amenity*, which includes tourism support and support facilities which include: accommodation, restaurants, souvenir shops, money exchange facilities, travel agents, tourist information centers, and other comfort facilities.
4. *Ancillary Services*, namely the availability of supporting facilities and additional services used by tourists such as banks, telecommunications, postal services, health services, services including information and management services (Tourist Information Center), marketing, physical development (roads, railways, water

drinking, electricity, telephone, etc.).

5. *Institution*, namely the institution or organization that manages the tourist attraction with the role of supporting the implementation of tourism activities, including the local community as hosts.

Sunaryo (2013) said that the elements that form a tourist destination consist of three aspects, namely:

1. Product development aspect, namely the function of developing tourism products so that they can provide the best quality;
2. Marketing development, to attract more tourists to visit destinations;
3. Environmental development (physical, social, cultural, economic), for sustainable tourism development in tourist destinations.

In carrying out tourism development, it can be supported by using a special strategy, namely SWOT analysis (*Strengths, Weaknesses, Opportunities, and Threats*) which is a method that is often used in terms of business development, including tourism, this strategy is carried out by evaluating the *Strengths, Weakness, Opportunities, and Threats*.

Impact of Tourism on the Economy

SWOT is an abbreviation for Internal Environmental Strengths and Weaknesses and external environmental Opportunities and Threats. Kotler (2019, p. 63) provide conclusions regarding SWOT:

1. *Strength*

- In-depth industry experience and insights,
- Creative but practical product designer,
- Use of a very efficient and flexible business model utilizing direct customer sales and distribution.

2. *Weakness*

- Dependency to modal outside Which is required to grow business,
- Lack of retailers who can work face-to-face with customers to generate brand and product awareness,
- Difficulty developing brand awareness (*brand awareness*) as a newly established company.

3. *Opportunity*

- Participation in a growing industry,
- Reducing product costs through economies of scale,
- Ability to leverage the marketing efforts of other industry participants to help grow the general market.

4. *Threat*

- Future or potential competition from established market participants,
- An economic downturn that could negatively impact people's spending of discretionary income on fitness/recreational products
 - The release of study results that question the safety of skating or our inability to prevent major trauma caused by skating.

Table 1

SWOT Matrix

IFAS/ EFAS	Strength (S) Determine internal weakness factors	Weakness (W) Determine internal strength
Opportunities (O) Determine external opportunity factors	S-O Strategy Create strategies that use strengths to take advantage of opportunities	W-O Strategy Create strategies that minimize weaknesses to exploit opportunities
Threats (T) Determine external threat factors	S-T Strategy Create strategies that use strengths to overcome threats	W-T Strategy Create strategies that minimize weaknesses and avoid threats

Source: Rangkuti (2000).

SWOT in this research is used to compile strategic factors in tourism development using the SWOT matrix. SWOT analysis describes management's condition in determining and matching the opportunities and threats faced by the company with the company's internal strengths and weaknesses to produce four series of activities as follows:

- S-O Strategy

The S-O strategy utilizes all strengths and takes maximum advantage of opportunities.

- S-T Strategy

The S-T strategy utilizes the company's strengths to overcome the threats it faces.

- W-O Strategy

The W-O strategy is implemented to minimize existing weaknesses in the company.

- W-T Strategy

The W-T strategy is defensive and implemented by the company to minimize existing weaknesses and threats.

Analyzing a management strategy requires observing the environment, formulating strategies, implementing strategies, and evaluating strategic controls (Harashta, 2020).

Method

Research Sites

The selection of the research area was carried out deliberately (*purposive*) or based on goals. This research took place on Semau Island, namely Liman Island, East Nusa Tenggara Province. Researchers chose this location because this area has very promising tourism potential to be developed professionally which can help the regional economy, but the development of this tourist attraction is still not optimal.

Population and Sample

The population in this research is visitors to tourist attractions (tourists) who use tourist attractions on Semau Island and local people who live in the area. The research sample for tourists is determined randomly by *accidental Sampling* namely a sampling technique based on chance, anyone who meets the researcher by chance and is deemed suitable as a data source can be used as a sample.

Data Types and Sources

Primary data in this research was obtained from *survey* Fieldwork concerning the objects to be researched and adjusted to suit needs, in this case, recording and direct observation of the condition of each tourist attraction on Semau Island. Data was also obtained from interviews with respondents in the form of tourists and local

communities at the research location. Secondary data is in the form of data on tourist visits, data on natural tourist attractions, culture/customs, infrastructure and facilities data, accessibility data, and data obtained from BPS.

Data Collection Techniques

This research uses primary and secondary data, primary data is taken from the first source in the field and secondary data is a data source that is supportive in completing and strengthening the explanation of the primary data source. Data collection techniques are the most important step in conducting research because the aim of conducting research is to obtain data. Data collection can be done by observation, interview, questionnaire (numbers), documentation, and combination.

Primary data collection techniques in this research were carried out by researchers directly on the research object through direct observation, and interviews. Meanwhile, secondary data collection is carried out through research on documents related to the research object, as well as matching them with other recent and relevant data.

Data Processing Methods

In this study, researchers obtained data from observations, interviews, and documentation, then the author carried out an analysis. In analyzing the data, descriptive qualitative data analysis techniques are inductive, namely analysis based on the data obtained, then developed into a hypothesis or certain relationship pattern (Sugiyono, 2015, p. 335). Data was obtained in this research from observations at the Liman Beach tourist attraction, and results of interviews with the Kupang Regency Tourism Office, managers, and the community. Apart from that, this research also uses SWOT analysis in strategy development. SWOT analysis is a strategic planning method used to evaluate *Strengths, Weaknesses, Opportunities, and Threats* in a business venture. In the SWOT analysis, researchers use the TOWS Matrix model which is used to formulate strategies to obtain a complete and accurate analysis. SWOT analysis will produce several alternative strategy options developed based on the SWOT matrix as follows:

Table 2

SWOT Matrix

Internal External	Strengths (S)	Weakness (W)
Opportunities	Strategy S-O	W-O strategy
Threats	Strategy S-T	W-T strategy

Source: Dwi (2016).

- S-O Strategy a strategy created based on an object's way of thinking, namely utilizing all one's strengths to seize and exploit the greatest opportunities.

- S-T strategy is a strategy that utilizes the strengths possessed by an object to overcome threats.
- W-O strategy is a strategy to take advantage of opportunities by maximizing weaknesses.
- W-T strategy is a strategy used to minimize existing weaknesses and avoid threats.

The data that has been obtained in this research is processed into narrative, diagram, map and descriptive data which is supported by documentation results in the field, namely photos to visually show the real conditions in the field.

Data Analysis Technique

The analytical method that will be used in this research is by examining all data obtained from various

sources, both from direct interviews, field observations, personal documentation, and official documents. To find out how big the potential of each tourist attraction on Semau Island is, scoring analysis techniques and class interval classification of potential tourist attractions are used, after analyzing internal and external factors and then developing a development strategy using SWOT analysis.

Results

Based on the analysis that has been described, the author will discuss the influence of *entry point* Tourism destinations on the internal and external side, consisting of the media and recreation industry, food and beverage, MSMEs, Tabarukan energy, hospitality, technology, and others. From an internal perspective, what is the strength? *Strengths* and *Weaknesses* of tourism on Semau Island make it difficult to develop this tourist attraction. Then from the external side by identifies *opportunities* to see external opportunities, and *threat* in the form of competition from the external environment which makes it difficult for managed tourist attractions to develop.

The following are the strengths and weaknesses of the tourism destinations at the Liman Beach tourist attraction.

1. Strengths of the Liman Beach tourist attraction:

- The Liman Beach tourist attraction has charming natural views, namely the beauty of the beach and the hills around Liman Beach
- The location is quite affordable from Kupang City
- The environmental conditions are clean and comfortable to visit
- Has electricity and clean water networks

2. Weaknesses that Liman Beach has:

- Supporting facilities such as WIFI are not yet available
- The road to the tourist attraction from the pier has holes and has not been paved
- There is no public transportation to tourist locations so tourists who come to visit must use private vehicles
- Does not provide a guide for every tourist who visits Liman Beach

3. Opportunities that the Liman Beach tourist attraction has:

- Optimal tourism development can be an opportunity to increase local community income and regional income

• Has the opportunity to become one of the most popular tourist attractions in the province of East Nusa Tenggara

• One opportunity that really helps tourism managers in promoting tourism is current technological advances. With advances in technology, tourists can now find the information they need, making it easier to travel and can introduce the tourist attraction of Liman Island

- Increasing public awareness of tourism in managing and maintaining tourist attractions
- Opening job opportunities
- Opportunities for the development of small businesses around tourist attractions

4. Threats that the Liman Beach tourist attraction has:

• Unpredictable natural conditions will pose a threat to the Liman Beach tourist attraction because the location is often hit by strong winds. This threat will affect tourists' interest in visiting

• It is far from health facilities so there is concern about a lack of fast access to health services if an accident occurs while traveling

- The lack of quality human resources will have an impact on the quality of services provided, which will impact the level of tourist satisfaction

- Undeveloped society

With its potential, it can be used as initial capital in developing tourism on Liman Beach. This is because Liman Beach has advantages compared to the beaches around Kupang. Based on the description of the SWOT analysis, it can be seen that the Liman Beach tourist attraction has the strengths and opportunities to become a mainstay tourist attraction in Kupang Regency. Apart from that, there are weaknesses and threats that need to be corrected, such as the quality of human resources which is still weak, and low use of technology is an important task for the government, managers, and local communities. There are strategies that can be applied in managing the Liman Beach tourist attraction, including;

1. S-O Strategy (*Strength – Opportunity*)

The strategies implemented are:

- Create or add recreational rides to make them more interesting
- Develop tourism facilities
- Create promotional media
- Open job vacancies

2. W-O Strategy (*Weakness-Opportunity*)

The strategies implemented are:

- Maintaining the quality of tourist objects and tourist attractions so as to increase income
- The management collaborates with the government in developing tourist attractions
- Create a program that includes the community
- Providing public transportation services or vehicle rental to tourist attractions

3. S-T Strategy (*Strength – Threats*)

The strategies implemented are:

- Create promotions on social media, print and electronic
- Create a visit voucher package
- Conduct outreach to the community about the positive influence of tourism development in an area

4. W-T Strategy (*Weakness – Threats*)

The strategies implemented are:

- Innovate in terms of services and spots for taking photos
- Maximizing tourist attraction management
- Providing health facilities around tourist attractions

Conclusion

Based on the research results of the Analysis of Tourism Development Potential on Semaui Island using SWOT analysis, the situation of tourist attractions can be determined by identifying external factors and internal factors that influence tourist attractions, namely analyzing opportunities and strengths to determine plans and overcome weaknesses and threats. through an improvement plan. SWOT analysis is a systematic identification of various factors to formulate a strategy for tourism potential on Semaui Island, especially on Liman Beach, South Semaui, Kupang Regency, NTT. The tourism potentials found in each tourism area can be developed as tourist attractions based on the tourism potentials found in that area. This analysis is based on logic that can

maximize strengths and opportunities and simultaneously minimize weaknesses and threats. The elements of tourist attraction development on Liman Beach are focused on the elements of tourist attraction development which include attraction, information, accessibility and facilities.

Alternative strategies for developing tourism potential include tourism product development strategies in each region, facilities and infrastructure development strategies, tourism product marketing strategies, institutional development strategies and improving human resources in the tourism sector, and sustainable tourism development strategies.

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