



STRATEGIES FOR MANAGING OBJECTS AND NATURAL ATTRACTIONS IN SEMONGKAT NATURAL TOURISM PARK, BATULANTEH DISTRICT, SUMBAWA REGENCY

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ABSTRACT

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Attractions

This research aims to find out the feasibility of Semongkat Natural Tourism Park as an object and natural tourist attraction and menemukenali natural tourism park management strategy semongkat. This research uses quantitative and qualitative methods. Population in this study is divided into several groups, namely the semongkat natural tourism park management group, the semongkat hamlet community group and the semongkat natural tourism park visitor group. Determination of respondents for semongkat natural tourism park managers using purposive sampling methods. After the respondent is considered to understand then the determination of respondents in this study is based on snowball sampling techniques which is one form of judgment sampling. Data collection techniques use literature studies, interviews, observations, and questionnaires. The data analysis used in this study is the Guidelines for Analysis of The Area of Operations and Natural Attractions (ADO-ODTWA) of the Director General of PHKA 2003 and SWOT analysis. From the analysis of the data, it shows that Semongkat Natural Tourism Park deserves to be developed with a feasibility presentation of 76.11% can be done using the SO (Strenght-Opportunity) strategy, namely developing tourist attractions and all tourism potential contained in semongkat natural tourism parks.

INTRODUCTION

The main attraction of natural tourism is the availability of natural tourism objects and attractions (ODTWA) which are sourced from the beauty and uniqueness of natural resources and socio-cultural objects of the local community, both in the form of flora and fauna as well as the added value of existing cultural attractions. For this reason, it is necessary to know the characteristics of regional objects in the Semongkat Nature Tourism Park so that the products offered to tourists are in accordance with the characteristics (functions) of the area and its carrying capacity (Haris, Soekmadi, & Arifin, 2017).

Nature Tourism Park is a tourism forest with various natural beauties, both the beauty of flora and fauna as well as the beauty of nature itself, with a unique style for recreational and cultural purposes. According to (Tangian & Kumaat, 2020), nature

tourism is a form of natural tourism activity that utilizes the potential of the environment and natural resource management. According to (Damanik & Weber, 2006) nature tourism uses an environmental planning approach. The emphasis of this approach is on preserving the environment but taking into account the needs of visitors to the facility and the need to carry out their activities.

Tourism potential is everything that is found in a tourist destination, and is an attraction so that people want to come and visit the place. The potential of the Semongkat Natural Park area is a fairly high plant potential, especially species from the Mrytaceae, Burceraceae and Moraceae tribes, including Tempoak (*Eugenia denisflora*), Ketimisi (*Protium javanicum*), Kesambi (*Schleichera oleosa*), Bewe family (*Drypetes*). *langiflora*), Kukin (*Schoutenia ovata*), Pulai (*Alstonia Schoris*), red fig (*Ficus* sp.) and many medicinal plants such as Cat's Whiskers.

In addition to its flora potential, Semongkat Nature Tourism Park also has tourism potential. The existence of a river that passes through the Semongkat Nature Park area makes many visitors bathe in the river because the water is cool and clean, besides that this area has river tourism potential. The location of the Semongkat Nature Tourism Park which is in the hills gives this area a very beautiful natural panorama, so the potential for jungle tracking activities to be developed in Semongkat Nature Tourism Park.

As for the problems that exist in the Semongkat Nature Tourism Park at this time, the number of facilities that are not arranged so that it looks untidy, apart from not being neatly arranged, the available facilities are still lacking, such as trash bins, photo spots and berugaks. In Semongkat Nature Tourism Park, there is still a lot of garbage scattered about, this is because the distance between the berugak and the placement of the garbage bin is not strategic enough so that people often leave their trash around the berugak. This is also caused by the lack of facilities provided by the management of the Semongkat Nature Park (Tazkia & Hayati, 2012).

If the potential of the Semongkat Nature Park is developed, it can increase national income and regional income to improve the welfare and prosperity of the community. In addition, it can also expand and equalize business opportunities for the community, and can create jobs that can absorb labor so as to reduce the number of unemployed. According to Law no. 10 of 2009 concerning Tourism Article 1 paragraph 5, Tourism Objects or so-called Tourist Attractions are everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are the target or destination of tourist visits.

(Fadhulloh, 2014) explains that tourist attraction is the main focus of driving tourism in a destination. Spillane (1987, in Taskia and Hayati, 2012) suggests that there are five elements of tourist attraction in the tourism industry that are very important, namely: Attractions (attractions/attractions), Facilities (necessary facilities), Infrastructure (infrastructure), Transportations (transportation). Hospitality (hospitality). Tourist attraction contributes in influencing travel satisfaction so that it can increase the number of tourist visits (Hermawan, 2017). According to (Basiya & Rozak, 2012), the attractiveness of tourist destinations is the main motivation for visitors to make tourist visits.

Based on the above problems, there are management strategies that can be applied to increase visitor comfort, namely by adding existing facilities such as berugaks, trash bins and photo spots. Because the existing facilities do not match the number of visitors, especially on holidays. In addition, there is a lack of marketing or promotional strategies to increase visitors. In introducing new tourism and to find out how to attract tourists to visit, there must be a strategy from the manager to introduce and retain potential tourists (Kirom, Sudarmiatin, & Putra, 2016). Therefore, innovative strategies are needed such as

the use of social media in order to increase the number of visitors at the Semongkat Nature Tourism Park.

RESEARCH METHODS

This research uses descriptive and qualitative methods. Descriptive method is a method of researching the status of a group, an object, a condition, a system of thought, or an event at the present time with the aim of providing a systematic, factual and accurate description, picture or painting of facts, the nature of relationships between the investigated phenomena. According to (Moleong, 2007) qualitative research is research that intends to understand the phenomena of what is experienced by research subjects, such as behavior, perception, motivation, action, etc. Determination of respondents for the manager of the Semongkat Nature Tourism Park uses a purposive sampling method, namely the determination of respondents based on certain criteria and the person being the respondent understands the data, information, or facts of an object under study. After the respondent is considered to understand, the determination of the respondent in this study is based on the snowball sampling technique which is a form of judgment sampling (Christopher & Wright, 2017).

The determination of respondents for the community uses a purposive sampling technique, namely the determination of respondents based on certain criteria and the person being the respondent understands the data, information, or facts of an object under study (Laluyan, Wibowo, & Setiorini, 2019). Sampling was carried out on the community around the Semongkat Nature Tourism Park area who were directly involved in the ecotourism development of the Semongkat Nature Tourism Park. The population in this study was the people of Kelungkung Village, Batu Lanteh District, Sumbawa Besar Regency, West Nusa Tenggara, especially in Semongkat Hamlet, Kelungkung Village, which amounted to 393 people. In determining the number of community respondents in this study, the slovin formula was used as follows $n = N / (1 + Ne^2)$ From the results of previous calculations with the total number of residents in Semongkat Hamlet as many as 393 people, the number of samples taken in this study was 40 samples.

Determination of respondents for visitors using accidental sampling technique, because the number of visitors is uncertain where every day is not known with certainty. Researchers plan to take data on holidays because the number of visitors is more on holidays than weekdays so that the comparison of data obtained is more so that the data is more accurate. According to data from visitors to the Semongkat Nature Tourism Park in 2020, the number of visitors on weekdays was 5,927 visitors and on holidays as many as 7,963 visitors. So that the total visitors in 2019-2020 were 13,890. Data collection techniques in this study used literacy studies, interviews, observations, and questionnaires. In this study, the data and information obtained through the literature study method include the location and area of the area, area accessibility, area history, regional maps, topography, soil geology, climate and rainfall, etc. According to Sugiyono (2013), literature study is a complement to the use of observation and interview methods in qualitative research.

Interviews are used as a data collection technique if researchers want to conduct a preliminary study to find problems that must be investigated and also if researchers want to know things from respondents who are more in-depth and the number of respondents is small (Sugiyono, 2013). The data collection method used in this research is the in-depth interview technique. In depth interview aims to find problems more openly, where the parties invited to the interview are asked for their opinions and ideas (Sugiyono, 2013).

Field observations in this study were conducted to obtain field data related to the boundaries of the Semongkat Nature Tourism Park and what objects are in the Semongkat Nature Tourism Park. The observation process begins with identifying the place to be studied. After the research site is identified, it is continued by making a mapping, so that a general picture of the research objectives is obtained.

Questionnaire or questionnaire is a technique of collecting data through forms containing written questions to a person or group of people to get answers or responses and information needed by researchers (Mardalis, 2008). The data analysis used in this study is the Guidelines for Analysis of Operational Areas and Natural Tourist Attractions (ADO-ODTWA) of the Director General of PHKA 2003 where (Juanda, Lidiawati, & Rusli, 2021), shows that the variables assessed and analyzed are the level of attractiveness, accessibility, conditions around the area, accommodation and supporting infrastructure facilities to identify the potential of the Semongkat Nature Tourism Park as a tourist destination, and use SWOT analysis to determine the supporting factors and inhibiting factors as well as solutions and formulate efforts to develop power objects.

RESULTS AND DISCUSSION

The result of this research is that the Semongkat Nature Tourism Park is feasible to be developed with a feasibility presentation of 75.24%. It is said that it is feasible to develop its potential because it is supported by adequate infrastructure and is supported by good accessibility. The strategy for developing the Semongkat Nature Tourism Park can be done by using the SO (Strenght-Opportunity) strategy, which is to develop tourist objects and all tourism potentials contained in the Semongkat Nature Tourism Park such as river cruising, jungle tracking, and adding sports photos so that they can be more attractive in the long term. sustainable. And you can take advantage of the location of the Semongkat natural park which is close to the capital city to attract tourists.

Feasibility Analysis

Based on the results of the attractiveness assessment, the total score is 942. Based on the Guidelines for Analysis of Operational Areas and Natural Tourism Attractions (ADO-ODTWA) of the Director General of PHKA in 2003, the weight of the attractiveness criteria needs to be given the highest number, namely 6, this is considering that attractiveness is a capital main factor that allows visitors to come. Tourist attraction is everything that has uniqueness, beauty and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or destination of tourist visits (Yoeti, 1996). So what is meant by tourist attraction in this study is everything that has natural beauty, so that it becomes a target for tourists to visit.

In the accessibility assessment there are 5 elements that are assessed, namely the travel time from the capital city and getting a value of 28 because the travel time from Sumbawa to the Semongkat Nature Tourism Park is ±30 minutes with paved road conditions less than 3 meters wide so the value is 25. Distance from Sumbawa to the location 10-15 km with a value of 23 and the means of transportation used are usually cars and motorbikes so that they are given a value of 20. According to (Sunaryo, 2013), the important factors in accessibility are tourist travel plans, tourist attraction data, airports, land transportation, time required to get to tourist attractions, costs for transportation and the number of vehicles to tourist attractions. According to the Guidelines for Analysis of Operational Areas and Natural Tourism Attractions (ADO-ODTWA) of the Director General of PHKA in 2003, the accessibility weight is 5,

because it is a very important factor in encouraging potential visitors. Tourist attractions can be said to be good if access to tourist sites is good and will be in demand by tourists.

The response of the local community to this area is very good. It is proven by the value given by 29 because from the results of interviews conducted, the community's response to the development of the Semongkat Nature Tourism Park is very supportive. The livelihood of the population is given a value of 16 because the average result of interviews with the community around the area is that they earn a living as farmers/planters. Due to the location of the Semongkat Nature Tourism Park, it is in a highland area so that the surrounding community is mostly looking for farmers/planters. There are also other livelihoods such as civil servants, entrepreneurs, housewives and others. According to the Guidelines for Analysis of Operational Areas and Natural Tourist Attractions (ADO-ODTWA) of the Director General of PHKA in 2003, the criteria for conditions around the area are given a weight of 5, what is meant here is the condition around the area within a radius of 2 km from the outer boundary of the tourist attraction. According to (Ginting, Patana, & Rahmawaty, 2013), if the community around the area is directly involved, most of the community will definitely support the planned ecotourism development, but the right approach is needed. One approach that can be taken is by forming a tourism awareness group so that the community around the area can be directly involved in managing the area.

The Semokat Nature Tourism Park area provides 1 accommodation in the area, but it is not maintained because visitors to the Semongkat Nature Tourism Park are dominated by the Sumbawa people. In addition, in the Semongkat Nature Park area, there are only berugaks and the management office where visitors want to rest and ask questions about the location.

According to the Guidelines for Analysis of Operational Areas and Natural Tourism Attractions (ADO-ODTWA) of the Director General of PHKA in 2003, accommodation is one of the factors needed in tourism activities, especially visitors from places that are quite far away, but are underutilized for visitors who come from cities. surroundings. Therefore, in the assessment of accommodation criteria, a weighted value of 3. If there is no existing accommodation in a tourist location, visitors can look for accommodation not far from that location. However, if there are tourists who want to visit and stay at that location, tourists usually bring tents and camping in the area.

From the results of observations on supporting facilities and infrastructure in the Nature Tourism Park area, the value for facilities is given a value of 25 because around the location there are restaurants, public transportation, and shops as places to buy snacks, etc. For infrastructure, it is given a value of 25 because around the Semongkat Nature Tourism Park area there is a health center, a large parking area, and a drinking water network. Meanwhile, the telephone network already exists but is still lacking. There is no post office around the area. According to the Guidelines for Analysis of Operational Areas and Natural Tourist Attractions (ADO-ODTWA) of the Director General of PHKA in 2003, the role of visitor facilities and infrastructure is to support the convenience and enjoyment of visitors. Because of its nature as a supporter and its procurement is not too difficult, it is given a weight of 3. According to Haris (2017), facilities and infrastructure that support tourism activities are facilities that make travel activities run according to expectations, but for tourists who have a special interest in nature, of course, these facilities and infrastructure are not a problem.

Feasibility Analysis of ADO-ODTWA at Semongkat Nature Tourism Park

Table 1.

Results of Assessment and Analysis at Semongkat Nature Tourism Park							
No	Aspect	Weight	Score	Score *	Score Max **	Index (%)***	description
1	Daya Tarik	6	157	942	1080	87,2%	Layak
2	Aksesibilitas	5	121	605	750	80,67%	Layak
3	Kondisi Sekitar Kawasan	5	45	225	300	75,0%	Layak
4	Akomodasi	3	15	45	90	50,00%	Belum layak
5	Sarana dan Prasarana	3	50	150	180	83,33%	Layak
Tingkat Kelayakan****						75,24%	

The results of the calculations in the table show that Semongkat Nature Tourism Park has a decent development potential with a yield rate of 75.24%, each aspect of Semongkat Nature Tourism Park shows a decent growth rate. However, there are some things that need to be added, such as accommodation because visitors to the natural park are always visited by visitors from outside because the area can be used as a place for learning or entertainment. According to Lovelock and Wringht (2007), the marketing mix is a tool that can be used to implement strategies to improve the chosen market (i.e. product, price, location, place, or promotion) and for other efforts to create value so that it matches the wishes of buyers who will buy it. buy it.

Supporting Factors and Inhibiting Factors of Tourism Development

Table 2.
Supporting Factors

Aspect	Supporting factors
Attractiveness	- Still natural
Accessibility	- Reachable
Education	- Can be used as a research location related to flora and fauna

Source: Primary Data in 2021

Table 3.
Inhibiting Factors

Aspect	Obstacle factor
Promotion / marketing	- Still not optimal
Facilities and infrastructure	- Needs to be added and fixed
Management	- Management is not optimal

Source: Primary data for 2021

Evaluation of Internal Strategy Factors

Based on the results of the calculation of weights and scores, it shows that the highest weight on strength is 0.12. This states that the main strength factor is that the Semongkat Nature Tourism Park is still natural with cool air and comfortable to visit. The total score in the power analysis is 2.39. According to (Isdarmanto, 2017), tourist attraction has its own strength as a component of tourism products because it can

motivate tourists and attract tourists to travel. With the attractions available in the Semongkat Nature Park area, it will attract tourists to visit the location.

Based on the results of the calculation of the rating multiplied by the weight, it shows that there is a lack of human resources in its management. This shows that the management of the Semongkat Nature Park cannot be optimized. While the total score of this weakness analysis is 0.76.

Evaluation of External Strategy Factors

Based on the results in the calculation table, the highest weight, which is 0.12, means that access to tourist sites is very easy to reach and relatively close. This is evidenced by the location of the Nature Tourism Park which can be reached in ± 30 minutes with paved road conditions so that it is very easy to reach. The total score is 2.13.

Based on the threat analysis in the table the highest weight of 0.10 is the existence of other tourist attractions that are more attractive. This can be a very significant threat to the Semongkat Nature Tourism Park so that it can reduce the interest of visitors to visit Semongkat Nature Tourism Park. The total score is 0.84.

Based on the results of the analysis that has been done, it can be seen that the value of X is 1.63 and the value of Y is 1.29. Thus, it can be determined that the Semongkat Nature Park is in quadrant I of the SWOT analysis. Figure 1.1 is a presentation of the position of the Semongkat Nature Tourism Park in the SWOT analysis quadrant.

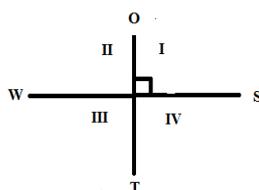


Figure 1. SWOT quadrant (X , Y) (S-W), (O-T) (2.39-0.76) , (2.13-0.84) (1.63 , 1.29)

Based on the results of the image above, this shows that Semongkat Nature Tourism Park is in a favorable situation where Semongkat Nature Tourism Park has opportunities and strengths so that it can take advantage of existing opportunities (Rangkuti, 1998) . A large enough opportunity in its development can be utilized by increasing the strengths it has. According to (Supriadi, 2016) the strategy analysis used in quadrant I is the development of an aggressive strategy.

CONCLUSION

Berdasarkan hasil penelitian dapat kesimpulan taman Wisata Alam Semongkat layak dikembangkan dengan presentasi kelayakan sebesar 75,24%. Dikatakan layak untuk dikembangkan potensinya karena ditunjang sarana prasarana memadai dan didukung oleh aksesibilitas yang baik. Strategi pengembangan Taman Wisata Alam Semongkat dapat dilakukan dengan menggunakan strategi SO (Strenght-Opportunity) yaitu mengembangkan objek wisata dan segala potensi wisata yang terdapat pada taman wisata alam semongkat seperti jelajah sungai, jungle tracking, dan menambah sport foto agar bisa lebih diminati dalam jangka yang berkelanjutan. Serta bisa memanfaatkan lokasi taman wisata alam semongkat yang dekat dengan ibu kota untuk menarik minat wisatawan.

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