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Degree Of Potential And Development Strategy Of Tourism Objects Rahcmad Budi Suharto, Juliansyah Roy, Dio Caisar Darma

Abstract: Berau Regency has many tourism objects that have potential and attractiveness that still have not been managed optimally but have market prospects on a national and international scale. Therefore, this region is actively developing the potential of its region for tourist destinations in order to attract visiting tourists.

The purpose of this study was to determine the potential degree and strategy of tourism development in Berau Regency. The type of research used is based on qualitative descriptive. Data collection was carried out with literature studies and field observations during June 2019. Data collected was based on 125 tourists as respondents, processed using the Strengths Matrix analysis technique; Weaknesses; Opportunities; and Threats (SWOT). The conclusions obtained from this study get a portrait of the attraction of attractions in Berau Regency in a position of steady growth.

There is a strategy for developing tourism objects in Berau Regency contained in a module on basic strategies for marine development: (1) Maritime tourism infrastructure; (2) Maritime tourism facilities; (3) Quality of natural resources, as well as human resources for the development of marine tourism; and (4) Regulations that are more targeted. Index Terms: Potential; Development Strategy; Tourims Objects; Strengths; Weaknesses; Opportunities; Threats

——————————————— ? —— 1 INTRODUCTION
Tourism is an integral part of human life, especially concerning social and economic activities.

Beginning with activities which were originally enjoyed only by a handful of relatively wealthy people in the early 20th century, they have now become part of human rights. This happens not only in developed countries but also in developing countries. Indonesia as a developing country in its development stage, seeks to build the tourism industry as one way to achieve a balanced foreign trade balance. Through this industry, foreign exchange revenues are expected to increase [1]. The potential of Berau Regency is formed by the geographical, historical and cultural conditions of the Berau Regency. Tourism potential that comes from geographical conditions includes marine/marine objects.

Historical tourism potentials include historical heritage attractions. Tourism potential that comes from culture includes the uniqueness of the Berau Regency community with all its cultures. The diversity of coral reefs in Berau is the second highest after Raja Ampat, and the third world after Salomon, and species of hard shells (coral reefs and coral reef coverage 66,122 ha). Mangrove forest with an area of 49,488 ha with 26 species of mangrove which is the best habitat in Kalimantan and has 8 species of seagrass.

Turtles, whales, dolphins, manta rays, endemic jellyfish, seahorse pygmies, and various species of dekapoda and nudi beach (832 species of fish, 2 types of sea turtles and 21 species of marine mammals). Derawan Islands as a marine tourism consists of 6 islands, among others: Derawan Island, Kakaban Island, Maratua Island, Sangalaki Island, Pulau Panjang, and Semama Island. The Derawan Islands are named after the marine tourism object of the Derawan Sea park area which is now one of the marine tourism paradise in Indonesia.

Even based on research developed from several sources, Derawan Islands is one of the most important Multi Countries Fedding Ground in the world that has a beautiful sea panorama with white sand beaches, shade of coconut trees and the lives of local villagers with their local wisdom is also one of the lure the tourists who visit this island. The description of the tourism potential can be a source of regional income, especially if the regional government builds various infrastructure and facilities that can encourage the flow of investment and tourists.

In addition, given the ease of access, population accumulation, and the availability of regional infrastructure that supports the development of tourism potential in the region. In Berau Regency, there are many tourism potentials that are not widely known. Although some of the tourism potential is global, such as: Derawan Islands, Kaniungan Islands, and others, but there is still a lot of tourism potential in this place is unknown. Related to this, decision making that encourages tourists to travel to a place is often

influenced by information or recommendations by word of mouth, internet, mass media, and tour operators.

Careful decision making is closely linked to efforts to reduce financing and safety risks. personal. Decisions of tourists tend to visit the same place every year or use the same travel company every time they travel. Besides that, they are interested in tourism products that will be visited because they hope and imagine ideal things, and by collecting information about tourism products offered and choosing the best from a number of alternative choices. The promotion strategy of the Berau Regency Tourism Office in using future promotion strategies is very helpful in introducing tourism objects to tourists and the general public so that the existence of tourist attractions can be used as tourism objects in East Kalimantan, and its natural beauty is also able to compete with popular islands such as: Bali Island, Wakatobi, Senggigi, Raja Ampat, Bunaken, and others.

Tourist visits have an economic impact on tourist destinations visited, both directly and indirectly. The direct impact is that with tourist visits, it will create demand for facilities related to tourism industry services such as hotels/inns in jasmine, restaurants, transportation facilities/travel bureaus, and other types of entertainment. With this activity to fulfill tourist needs, it will increase people's income [2]. The indirect impact

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is that developments in tourism will also improve other fields.

The promotion strategy carried out in promoting tourism objects here will also show how the Berau Regency Tourism Office builds trust in the public and runs programs in the development and progress of tourism in East Kalimantan, especially Berau Regency. The promo strategy shown will be expected to be able to show the efforts of the Office of Tourism in promoting, introducing, developing, and realizing the implementation of tourism promotion programs themselves. And from the implementation of the program, it will be aimed at benefiting from local and foreign tourists. 2 METHODOLOGY 2.1

RESEARCH DESIGN The type of research used is descriptive qualitative research.

Qualitative methods as research procedures that produce descriptive data in the form of written or oral words from people and observable behavior [3]. In writing an article, the qualitative research report contains excerpts from data/facts revealed in the field to provide a complete illustration and to provide support for what is presented. The use of this descriptive approach is intended to focus on developing tourism potential in Berau Regency. Descriptive approach is a research approach that seeks to describe a phenomenon, event, event that occurred at the present time [4].

This is in accordance with the purpose of descriptive research, namely to describe the existence of a variable, symptom, or condition, not to test the hypothesis [5]. 2.2 DATA SOURCE Determination of this data source is done to determine the type of data to be used. The type of primary data obtained through interviews from respondents obtained by researchers directly through questionnaires in the field with populations and samples that have been determined to support the variables used in the study.

Primary data is also referred to as original data or new data that has up to date properties [6]. This research is expected to be carried out in June 2019. The study was conducted in stages starting from the questionnaire test, where after all the questions in the questionnaire were considered valid. Furthermore, questionnaires were distributed to respondents. In addition to the spread of respondents, researchers also conducted interviews and observations, as well as documentation directly in the field with the supporting tools above.

After all the questionnaires distributed were collected, the analysis was carried out to a predetermined limit. 2.3 POPULATION AND SAMPLE Population is a collection of all similar elements that are the object of research, but can be distinguished from each other [7]. The population of this study is all local and foreign tourists visiting various tourist attractions in Berau Regency during June 2019. Given the large number of tourists, the study population will be purified with a sample model.

The type of non probability sampling used in this study is purposive sampling, where the researcher conducts an assessment to select members of the population who are considered to be most appropriate in accordance with certain criteria [7]. This means that taking the elements included in the sample is done intentionally, and each sample must be representative or represent the population. The sample size set is 125 respondents. The number of samples of 100 is considered to represent a minimum number of samples for correlational data of at least 30 samples [8].

Criteria for prospective respondents who are considered suitable or not are based on the following characteristics: (1) Willing to fill out a questionnaire for research purposes; (2) Has a minimum age limit of 17 years; (3) Enter the tourist area via the flight (Kalimaru Berau Airport); and (4) Recorded officially as a tourist by the local Tourism and Culture Agency. 2.4 ANALYSIS TECHNIQUE SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or business speculation.

This process involves determining specific goals of business or project speculation and identifying internal and external factors that support and those that are not in achieving that goal. Furthermore, the qualitative SWOT data can be developed through the calculation of SWOT Analysis, so that the actual position of the organization is known [9]. SWOT analysis can be applied by analyzing and sorting out various things that affect the four factors, then applying them in the SWOT matrix image, where the application is how strengths are able to take advantage of existing opportunities, how to overcome weaknesses that prevent opportunities from their own opportunities, then how strengths are able to deal with threats from problems, and finally how to overcome weaknesses that are able to make threats become real or creating a new threat.

For more details, see the following SWOT matrix diagram: Tabel 1. SWOT Analysis Matrix in Strategy Planning Explanation: (1) SO strategy is made by utilizing all strengths and all opportunities; (2) ST strategy uses the strength of the potential sector to overcome threats; (3) WO strategies are implemented based on utilizing existing opportunities by minimizing existing weaknesses; and (4) WT strategies are based on defensive activities and try to minimize existing weaknesses and avoid threats.

The SWOT data can be developed quantitatively through the calculation of the SWOT Analysis developed, so that the actual organizational position is known [9]. The calculation is done through three stages, namely: ? Calculate scores (a) and weights (b) factor points as well as the total number of multiplication scores and weights (c = INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 8, ISSUE 09, SEPTEMBER 2019 ISSN 2277-8616 2345 IJSTR©2019 www.ijstr.org a x b) in each factor S-W-O-T; Calculating the score (a) each factor point is carried out mutually independent (the assessment of a factor point must not be influenced or affects the assessment of other factors points.

The choice of scale score greatly determines the accuracy of the assessment but commonly used is from 1 to 5, with the assumption of value 1 means the lowest score and 5 means the highest score. The weighting calculation (b) of each factor point is carried out in an interdependent manner. That is, the assessment of one factor point is

to compare the level of importance with other factors. the calculation formulation is the value that has been obtained (the range of values is equal to the number of factor points) divided by the number of point factors).

? Perform a reduction between the total number of factors S with W (d) and factor O with T (e). The acquisition of numbers (d = x) then becomes a value or point on the X axis, while the acquisition of numbers (e = y) then becomes a value or point on the Y axis. ? Look for the organizational position indicated by point (x, y) in the SWOT quadrant. Weighting from the rating of internal and external factors for each field is based on the magnitude of the influence of the field, on the Government's performance through the Culture and Tourism Office of Berau Regency, Investor, Communities, aN to develop the attraction of tourism potential. Weighting and rating calculations are carried out by means of each factor and sub-factor given a value (%), and the ranking is determined.

In accordance with the magnitude of the role of the tourism object development strategy. Tabel 2. Score Weighting Design SWOT Analysis Measuring the rating of each factor in the fields mentioned above is carried out on a scale of: 5 (very strong); 4 (strong); 3 (enough); 2 (weak); and 1 (very weak). For strengths and opportunities are positive, while for weaknesses and threats are negative [10]. 3 RESULTS 3.1 DEGREE OF POTENTIAL Berau Regency has a tremendous potential and development of tourism in terms of marine objects.

Therefore, in addition to the strength and opportunity of the tourism potential, it certainly has weaknesses, as well as threats (both present and future). So, a good strategy needs to be made through mapping SWOT Analysis (Strengh, Weakness, Opportunity, and Treath). Some of the famous and global marine tourism objects are the Derawan Islands. Derawan Islands is an archipelago located in Berau Regency. The Derawan Islands have very rich marine potential and according to experts the beauty of marine parks and the diversity of marine life in the island to occupy the third position in the world.

Based on historical records, the role of water areas in regency change has been started since the 13th century. The waters of this region are the entrance for migrants from Makassar, southern Philippines, China, India, and even Europe. They have a big role in social change, and over seven centuries. The islands included in the Derawan Islands are: Derawan Island, Maratua Island, Kakaban Island, Sangalaki Island, Pulua Nunukan, and Semama Island. Similarly, the development of language in the fisheries sector originates from coastal and marine areas, such as from the Derawan Islands (Berau Regency).

Internally, it has strength factors strenght and weaknesses that can influence and even determine success in achieving its objectives. Identification of the internal factors of maritime tourism is based on the researchers' brainstorming and information from the previous empirical analysis which is then processed. Table 3. Analysis of Internal Factors Source: Field observation result (2019) The tourism sector, especially for marine tourism objects in carrying out their main tasks and functions has several external factors that provide opportunities and threats in Berau Regency, such as the Derawan Islands. Identification of the external factors of the parowsata sector is based on empirical data and is part of the disclosure or identification of problem maps and strengths during the observer's observation.

2346 IJSTR©2019 www.ijstr.org Table 4. Analysis of External Factors Source: Field observation result (2019) After getting a portrait of attraction in Berau Regency in a stable growth position, the next step taken in order to improve organizational performance in the future is to maximize strengths and take advantage of existing opportunities, and strive to minimize weaknesses and overcome/counteract threats in increasing business volume in the form of: (1) Market penetration, which is an aggressive marketing effort on existing tourism markets; (2) Market development, which is an effort to expand the tourism market; and (3) Product development, namely developing new products that relate or perfect products to existing tourism markets. Table 5.

Recapitulation of SWOT Calculation Source: Analysis result (2019) The description of the quadrant position refers to the results of quantitative calculations obtained as follows: Axis of X (S - W) = 4.35 – 2.47 = + 1.88 (1) Axis of Y (O - T) = 3.98 – 2.60 = + 1.38 (2) However, investment in increasing the volume of business in the tourism sector must pay attention to the principle of efficiency. The development and growth of tourism objects in Berau Regency can be done by combining strategies namely market penetration, market development, and product development.

That is, increasing business volume on market share and interest in tourist visits (foreign and local tourists) by increasing more aggressive marketing efforts on existing tourism objects, increasing business volume by expanding the tourism market, and developing new products on service quality through reliability human resources that relate or perfect products to existing markets, develop entirely new products to meet other needs of tourist attraction, and develop special versions for existing segments, namely revitalizing adequate infrastructure facilities. Figure 1. SWOT Quadrant Position Quadrant Anatomy: Quadrant I (Development and Growth); Quadrant II (Stabilization and Internal Consolidation); Quadrant III (Defensif); Quadrant IV (Product diversification).

3.2 DEVELOPMENT STRATEGY Based on the Government Regulation of the Republic of Indonesia Number 67 of 1996, regarding the management and operation of natural tourist objects and attractions include three things, namely: (1) Development of complementary advice and infrastructure along with other service facilities for tourists; (2) Management of natural tourist objects and attractions; and (3) Provision of facilities and facilities for the surrounding community to play a role, in the management of tourism objects, and the natural tourist attraction in question. Berau Regency has 7 seven small islands which are tourist attractions.

In this case, the researcher took 4 (four) islands which became the material or focus of research: (1) Derawan Island; (2) Maratua Island; (3) Pulau Kakaban; and (4) Sangalaki Island. Figure 2. Kakaban Island (a) and Derawan Island (b) Based on the previous explanation, the right strategy for managing tourism objects by the government that cooperates with the private sector gives better results, rather than self- management without the cooperation between other related partners. This is supported by the theory of the sixth tourism development principle in establishing cooperation with all parties concerned.

The private sector cooperates with the Berau Regency Government, as follows: 2347 IJSTR©2019 www.ijstr.org Table 5. Private Parties Collaborating with the Government Source: Field observation result (2019) Based on Table 5, there are many private parties who assist the government in developing Kakaban Island and Derawan Island. This has a positive impact on the island, so partners between the government and the private sector can provide good contributions to the island in terms of development and management.

In achieving empowerment goals, various efforts can be made through various strategies. Some possible strategies in community empowerment are community-based tourism development which conceptually has characteristics, as well as a number of characters stated as follows: (1) Community-based tourism finds its rationality in property, unique characteristics, and more unique characteristics organized on a small scale, this type of tourism is basically, ecologically safe, and does not have as many negative impacts as those produced by conventional types of tourism; (2) Community-based tourism has the opportunity to be able to develop small-scale tourism objects and attractions and therefore can be managed by local communities and entrepreneurs; and (3) Relates very closely and as a consequence of both more than conventional tourism, where local communities involve themselves in enjoying the benefits of tourism development, and more empowering communities.

4 CONCLUSION AND IMPLICATIONS Based on the results of the SWOT Analysis calculation, the potential degree of tourism objects in Berau Regency is in a stable growth position. In developing the tourism sector a benchmark is needed in the form of influencing factors. Affecting factors can be supporting or inhibiting tourism management. The following are the factors that influence a tourism in Berau Regency contained in a module on the basic strategy of marine development: (1) Maritime tourism infrastructure; (2) Maritime tourism facilities; (3) Quality of both natural resources and human resources for the development of marine tourism; and (4); Regulations that are more targeted.

Targeted strategies and policies are proposed by researchers through several stages and regulatory policies that are able to be arranged in accordance with the distinctive characteristics of the Berau Regency, as well as the people who are objects of the regulation in terms of developing tourist destinations, especially Maritime-based (Derawan Island, Maratua Island, and objects other tours). 5 ACKNOWLEDGMENT The researcher expressed his gratitude for the attention given by the Head of the Berau Regency (H. Muharram, S.Pd, MM); Head of the Culture and Tourism Department of Berau Regency (Drs. H. Masrani, M.Si); Dean of the Faculty of Economics and Business, Mulawarman University (Prof. Dr. Hj. Syarifah Hudayah, M.Si); Chair of the Samarinda High College of Economics Science (Ir. H. Syahril, ASK, M.Si); and Editorial Board of the International Journal of Scientific & Technology Research (IJSTR)-2019. 6 REFERENCES [1] Pendit, N. S. 2002. " Tourism Science an Initial Irodu . Jakarta: Pradya Paramita. [2] Yoeti, O. A. 2008.

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