



Strategy for Development of the Kapopo Natural Tourism Area, Ngatabaru Village, Sigi Bureaumaru District, Sigi Regency

Haris Abdul Kadir^{1*}, Sarifuddin T.², Rasmi Nur Anggraeni³, Wahba⁴, Zainal Abdi⁵

¹Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Palu, Indonesia | email: harisabdk@gmail.com

²Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Palu, Indonesia | email: sarifuddin.nani@gmail.com

³Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Palu, Indonesia | email: rasminuranggraeni@gmail.com

⁴Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Palu, Indonesia | email: Wahba.8878@gmail.com

⁵Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Palu, Indonesia | email: zainal.abdi@gmail.com

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ABSTRACT

In order to measure the effectiveness of the Kapopo natural tourism area management policy, a SWOT analysis tool is used for the strategic environment, namely the internal and external environment. Analysis of internal factors (IFAS) shows that the Strengths factor has a total value of 1.84 and Weaknesses has a total value of 0.8, while the total value of the entire IFAS table is 2.64. Analysis of external factors (EFAS) shows that the opportunity value is 2.1 and the threat value is 1.1, while the total value of the EFAS table is 3.2. The projection of the Internal and External factor values into the SWOT analysis diagram shows that the Kapopo natural tourism area is in quadrant I, which means that the management strategy currently implemented is growth oriented (Growth Oriented Strategy). Further analysis using the IE Matrix shows that the value of the Internal External factors of the Kapopo natural tourism area is in cell 2, namely a growth strategy with concentration through horizontal integration. The SWOT matrix produces policy formulations with several strategies, namely the Strategy for Maximizing Strengths and Opportunities (S-O), the Strategy for Maximizing Strengths and Minimizing Threats (S-T), the Strategy for Minimizing Weaknesses and Maximizing Opportunities (W-O), and the Strategy for Minimizing Weaknesses and Minimizing Threats (W-T)

Corresponding Author:

Haris Abdul Kadir

Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Palu, Indonesia

Email: harisabdk@gmail.com

1. INTRODUCTION

Nature tourism is a tourist activity carried out to enjoy the uniqueness and beauty of nature in a tourist area. Nature tourism is a favorite choice for most people, apart from being relatively cheap, the available natural tourist destinations are also very diverse. Natural tourist areas that are often visited by people are beaches, rivers and waterfalls, bathing pools, hot springs and forest and mountain areas. Each tourist destination offers a unique travel experience that can provide physical and mental refreshment or relaxation.

For the people of Palu City and its surroundings, one of the natural tourist areas that can be visited is the Kapopo Natural Tourism Area which is located in Ngatabaru Village, Sigi Biromaru District, Sigi Regency. The Kapopo natural tourist area which is located within the Central Sulawesi Grand Forest Park (TAHURA) Nature Conservation Area (TAHURA) with an area of □ 100 hectares offers beautiful natural panoramas and the coolness of the forest but is still relatively close to Palu City. Access to the location can be reached using a four-wheeled vehicle with a distance of only □ 11 KM or around 15 minutes east of Palu City via a paved road to the location. This location is at a height, so from this location we can see views of Palu City. The trees at the Kapopo natural tourism location are the result of reforestation in efforts to restore the area which have been carried out since 1990. Therefore, at this location we can see evidence of traces of the 30th National Greening Summit (PPN) activities, one of which is the inscription building for the inauguration of the activity. VAT signed by the 2nd President of the Republic of Indonesia, Mr. Suharto

As part of a natural conservation area, the management and development strategy for the Kapopo natural tourism area is carried out by prioritizing the principles of sustainable use of natural resources, therefore the construction of various infrastructure and other tourism facilities is not solely to attract and entertain visiting visitors. coming but also carried out in harmony and harmony with the natural environment and paying attention to the preservation of biological natural resources and the ecosystem within it so that the function of the area can be maintained.

However, the success of developing the Kapopo natural tourism area cannot be separated from the role and participation of the community, especially those who live around the area, because tourism development is basically community and regional development aimed at improving the standard of living of the community while preserving local identity and traditions. The community plays a central role in creating a conducive situation for tourism activities. Environmental safety and cleanliness, maintenance of tourist infrastructure or preservation of flora and fauna in tourist areas require full support from the community. Tourism development.

Thus, successful management of the Kapopo natural tourist area requires a strategy that prioritizes aspects of sustainable use of natural resources and at the same time provides socio-economic benefits for the community, especially those living around the Kapopo natural tourist area.

2. RESEARCH METHODS

The research carried out is descriptive explanatory, where the researcher tries to describe the research object based on the facts and characteristics it has factually and carefully, so that a clear picture of the condition of the object under study is obtained and then a general conclusion can be drawn. This research was carried out at the Kapopo Natural Tourism Area in Ngatabaru Village, Sigi Biromaru Regency, Sigi District. Meanwhile, to obtain supporting data in the form of documents and office archives, as well as interviews with employees of UPT TAHURA, Central Sulawesi as the manager of the Kapopo natural tourism area, research was conducted at the office location of UPT TAHURA, Central Sulawesi, Jalan Mohammad Yamin No. 19A Palu.

SWOT analysis is carried out by identifying and grouping internal factors consisting of Strength and Weakness as well as external factors consisting of Opportunity and Threat. Identification of internal and external factors is carried out, among other things, by observing the tourist market situation, human resource capacity, applicable laws and regulations, consumer desires, and the behavior of the community around the tourist area.

3. RESULTS AND DISCUSSION

3.1 Strategy to Maximize Strengths (S) and Opportunities (O)

(S1, S3)-(O1, O3, O4): This strategy will maximize the management of the Kapopo natural tourism area based on regulations and policies for managing tourist areas, site design for natural tourism management with the support of funding sources both APBN, APBD and funds other legitimate, as well as productive human resources.

(S2, S4, S5)-(O2, O5) : This strategy is expected to maximize the number of tourist visits to the Kapopo natural tourist area, by utilizing the attractiveness of the tourist area, easy access to and around the location, promotion and socialization of the tourist area, so that people's high interest in traveling can be utilized optimally.

3.2 Strategy to Maximize Strengths (S) and Minimize Threats (T)

(S1)-(T1, T2, T3, T4): Through this strategy the threat of area encroachment/occupation, illegal activities within the area, forest fires caused by human activities can be minimized through optimal management of tourist areas in accordance with the authority and legal status of the area.

(S2)-(T5): Through this strategy, it is hoped that people living around tourist areas can be involved in managing tourist areas, thereby having an impact on improving the socio-economic life of the community, in the form of reducing unemployment and opening markets for various industrial products. village community households due to tourists coming to visit.

3.3 Strategy to Minimize Weaknesses (W) and Maximize Opportunities (O)

(W2, W3)-(O3, O4) : With this strategy, limited infrastructure and tourist attractions can be overcome by involving cooperation between local governments, communities and the business world, as well as NGOs and existing financial support.

(W4)-(O3,O4,O5): This strategy is expected to maximize promotion and socialization of the existence of the Kapopo natural tourism area to the wider community with government and community cooperation and adequate funding support.

(W5)-(O1,O4): This strategy is expected to increase security of regional boundaries through socialization of laws and regulations to the wider community as well as strict law enforcement measures.

3.5 Strategy to Minimize Weaknesses (W) and Minimize Threats (T)

(W4,W5)-(T1,T2,T3,T4): With this strategy, it is hoped that the threat of land encroachment/occupation, illegal activities in the area and the potential for human-caused forest fires can be minimized by socializing and disseminating information about the existence and boundaries of the boundaries of the Kapopo natural tourist area, especially for people who live around the tourist area.

All the strategies formulated can be applied in managing the Kapopo natural tourist area. Furthermore, this strategy can be realized in various management programs for the Kapopo natural tourism area which still relies on the principles and rules of nature conservation.

Evaluation of the management and development strategy for the Kapopo natural tourism area is carried out by first identifying and grouping various potential factors and problems that influence the effectiveness of its management. These factors include internal factors which include strengths and weaknesses and external factors which include all the opportunities and challenges faced. The ability of tourist area managers to maximize their advantages, minimize or overcome all existing weaknesses and adapt to the dynamics of the external environment will ultimately determine the success of managing the Kapopo natural tourist area.

Internal factors are factors that come from within the Kapopo natural tourist area, including strengths and weaknesses, while external factors are factors that come from the environment outside the Kapopo natural tourist area, including all potential opportunities and threats. threat) he faces.

Management strategy is an action to achieve goals by utilizing all available resources to realize the vision and mission of managing the TAHURA area. SWOT analysis is an effective analytical tool used to evaluate the effectiveness of management strategies that have been implemented while determining various alternative strategies that can be implemented. Analysis is carried out by structuring the problem so that a comprehensive analysis of the strategic environment, namely the internal and external environment, can be carried out.

The SWOT analysis carried out in the Kapopo natural tourism area has been able to identify various potential factors and problems faced by tourism area managers in their efforts to achieve the management vision and mission. As shown in the IFAS, EFAS, IE Matrix analysis tables and SWOT analysis diagrams, the management of the Kapopo natural tourism area has succeeded in accommodating and allocating all the resources and potential it has to effectively achieve and respond to existing opportunities and overcome the weaknesses and challenges it faces, so that allowing the Kapopo natural tourism area to continue to grow and develop.

In principle, SWOT analysis is able to answer two important questions, namely how effective the management policies currently being implemented are and in what direction the organization's policies will be implemented. As shown in the internal and external factor identification matrix, the combination of internal and external factors will produce various alternative strategies that can be implemented to realize the vision and mission. The strategy contains policies which are directions or actions that can be taken to achieve goals.

The development of tourism businesses in natural conservation areas such as TAHURA is of course different from the development of tourism businesses in other areas. Business activities in the TAHURA area are regulated and limited by a number of regulations which in principle aim to maintain the area's function as a nature conservation area and not only consider economic benefits. Thus, the management of tourist areas must be able to accommodate regulations that regulate and limit management steps that can be taken or carried out as well as other factors that influence their operational policies, so that management of tourist areas can be carried out effectively.

4. CONCLUSION

The SWOT matrix combines internal and external factors to produce a policy formulation with the following strategies: Strategy to Maximize Strengths and Opportunities (S-O), Strategy to Maximize Strengths and Minimize Threats (S-T), Strategy to Minimize Weaknesses and Maximize Opportunities (W-O), and Strategy to Minimize Weaknesses and Minimizing Threats (W-T).

5. RECOMMENDATION

To maximize the development of tourist areas, the development strategy should be carried out innovatively by utilizing all the existing potential of the area, such as the characteristics of the area's location with mountainous topography.

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