



Analysis of the Revitalization Strategy for the Development of Wamsoba Beach Tourism Area, Namrole District, South Buru Regency

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Abstract:

Objective study This is for analyze about analysis strategy revitalization development area tour beach especially on the beach Wamsoba Subdistrict Namrole, South Buru Regency. The method used in this study is a qualitative type, namely an analysis used to describe or solve problems systematically using the SWOT analysis method. The results of this study indicate several strategies that need to be carried out by Service Tourist and District Culture. Among them is are arranging and repairing damaged facilities, keeping beaches/objects clean, providing annual operational costs, coordinating with local governments in terms of budget availability. Based on the SWOT analysis, build network cooperation with stakeholders so that the management process area beach Wamsoba. Organize And repair damaged facilities, look after beach/object in order to stay clean, provide cost operational in every year, coordinate with government area in matter availability budget, do promotion about beauty tour Beach Wamsoba, improvement the quality of tourism human resources must own certification tourism And make advertisement promotion tour.

Keywords: Analysis Strategy Revitalization Development Region Tour Beach

Introduction

The tourism sector is one of the most strategic sectors, which must be utilized for tourism development as part of the national development goals. Tourism development certainly has the ultimate goal of increasing people's income and can improve people's welfare. Influence on other factors on tourism in Indonesia, namely exchange rates and inflation. Tourism can increase foreign exchange income, create jobs, stimulate the growth of the tourism industry, therefore it can trigger and develop economic growth, especially can encourage in various countries to develop the tourism sector. Tourism contributes to economic growth through various channels including foreign currency income, attracting international investment. So tourism is a sector that plays an important role in efforts to increase income and tourism is also an industry that is able to increase people's income, able to create job opportunities and job opportunities so as to avoid the danger of poverty, hunger and underdevelopment ([Hadiwijoyo, 2012](#)).



<https://jurnal.usk.ac.id/riwayat>

Tourism is related to natural resources as threatened in paragraph (3) of Article 33 of the 1945 Constitution, that: Earth and water and the natural resources contained therein are controlled by the state and used for the greatest prosperity of the people. Therefore, Indonesia is an archipelago-based country that has natural beauty and cultural diversity, so there needs to be an increase in the tourism sector. This is because tourism is a sector that is considered profitable and has the potential to be developed as one of the country's assets that is used as a source of produce for the nation and State. (Erwan et al., 2022). The term tourism comes from two words, namely *pari* and *wisata*. *Rays* can be interpreted as many, many times, circling or complete. While tourism can be interpreted as travel or traveling which in this case is synonymous with the word travel in English. On that basis, the word tourism can be interpreted as a trip that is done many times, repeatedly and or circling from one place to another according to tourist destinations, which is translated into English, namely Tourism. Ha this agrees with RG's opinion. Soekadijo (1997: 8), tourism is all activities in the community related to tourists (Musenaf, 1995).

Then according to (Pitana, 2005), states that tourism is the activity of temporarily moving people to destinations outside their place of residence and place of work and carrying out activities while in the destination and also preparing facilities to meet their needs. Tourism managers must involve local communities. This is important because the experience in some tourist destinations (DTW), does not involve the local community at all, as a result there is no economic contribution obtained by the surrounding community (Tatali et al., 2018). Tourism resources are used to support the tourism economy and community tourism, especially including tourism, resource attraction (He et al., 2023).

Tourism destinations are places that have an attraction. The location of Wamsoba beach tourism objects which are freed to become tourism destinations, is right on Wamsoba Hamlet (residential area), Namrole District, South Buru Regency). The uniqueness of Wamsoba beach is quite interesting, the long beach with very fine white sand in the transition month (summer to rainy season) the beach is covered with very interesting pebbles carried by waves and ocean currents, in addition to the scenery on Wamsoba beach which is very impressive, also the beach has fairly large and challenging waves, So it is suitable if it is used as a favorite place for tourist attractions. The location of this tourist attraction is not too far from the city center of South Buru Regency, to get to the location of Wamsoba Beach tourist attraction takes 10-15 minutes from the center of South Buru Regency City by using four-wheeled vehicles (cars) and two-wheeled (motorcycles), this tourist location is given a name after the name of the village not far from the tourist site which is also given the name of Wamsoba Hamlet.

(Hutabarat et al., 2009) that the most important aspect in the concept of utilizing natural resources for tourist purposes is the suitability of resources and the carrying capacity of areas that support tourism activities. Research conducted related to tourism development of South Buru Regency has previously been carried out. However, these studies only examined the development of South Buru tourism based on local (Hutabarat et al., 2009). Therefore, the author was motivated to conduct research related to the analysis of the revitalization strategy for the development of the Wamsoba beach tourist area, Namrole District, South Buru Regency. Thus, it is expected to contribute science in developing the potential of beach tourism owned by the region, so that it can be offered in various forms and models of tourism in accordance with the potential and resources owned in the future (Garrod & Wilson, 2003).

Method

The research design used in this study is qualitative. Qualitative research aims to be able to answer problems more deeply or further by means of intensive interaction between researchers and subjects, interviews, observations and documentation. By conducting qualitative research, researchers can answer these problems. (Sugiyono, 2019). The key informants in this study were the Head of the Tourism and Culture Office of South Buru Regency, the Head of Tourism Products and Business of the Tourism and Culture Office of South Buru Regency, the Head of the Tourism Services and Facilities Business Section (field coordinator) of Wamsoba eco resort tourist

attraction, Kaur Kesra of Waly Village, Secretary of Wamsoba Hamlet and the community (entrepreneurs) of Wamsoba Hamlet, Namrole District, South Buru Regency.

The data analysis method used in this study, the author is waiting for qualitative descriptive analysis techniques. Qualitative descriptive analysis, which is a research procedure that uses descriptive data in the form of written words from people and actors that can be observed. The data obtained in this study are expressed in the form of questions, responses and interpretations obtained from interviews, observations, and document studies to clarify the picture of research results, in this case related to the analysis of revitalization strategies for the development of the Wamsoba beach tourist area, Namrole District, South Buru Regency ([Moleong, 2005](#)).

Results

The description of research data is data that has been obtained from the results of interviews with research researchers. Basically, SWOT theory will provide useful visualization of important components that must be considered by the Government to ensure the continuity of Wamsoba Beach tourism activities. Effective strategies include consistency relationships of factors: strenghts, weaknesses, opportunities and threats. The grouping of strategic factors comes from internal (strengths and weaknesses) and external (opportunities and threats) that exist and develop in the management of the Wamsoba Beach tourist area. The grouping of interview results and SWOT variables obtained during the study is described as follows:

a. Strengths

The results of the research interview with Mr. La Ode Adam Malik, SP., M.Si as Head of the Tourism and Culture Office of South Buru Regency are as follows:

Strategic location, long natural forts, long sand, trees as coolers, physical conditions of supporting waters, adequate carrying capacity of the area. (Interview Wednesday, January 11, 2023). Then based on the results of an interview with Mr. Alex Sigmarlatu, S.Si., M.Si Head of Tourism Products and Business of the Tourism and Culture Office of South Buru Regency are as follows:

Nature is available, human resources (HR) that continue to be improved, Fukos development becomes an authority in the vision and mission of the head of the Region. (Interview Wednesday, January 11, 2023). The results of the interview with Mr. Ismail Tasidjawa, SE Head of the Tourism Services and Facilities Business Section (Field Coordinator) of Wamboia tourist attraction are as follows:

Beautiful beach scenery facing oki island, wide open nature, wave blowing view. (Interview on Thursday, January 12, 2023).

Based on the results of the interview described above, it can be explained that the Wamsoba Beach tourist attraction area has:

1. Cool atmosphere

The Wamsoba Beach tourist attraction area has a fairly large area with trees in the Wamsoba Beach tourist attraction area creating a cool and fresh atmosphere so that it can create tranquility for visitors or tourists on a trip.

2. Focus on developing acceleration with the Vision and Mission of the regional government of South Buru Regency.

Development is very important both related to improving human resources (HR) of Wamsoba Beach tourism managers. Development must be in line with the Vision and Mission of the regional government of South Buru Regency at point 6, namely strengthening customs, culture and local wisdom values as social capital to encourage the acceleration of regional tourism development. So, the Tourism and Culture Office must be able to implement and translate in the Vision and Mission of the Tourism and Culture Office of South Buru Regency.

3. Beautiful Beach View

Having a long sandy beach is enough for families and tourists to relax while enjoying the pounding and blowing waves on the beach, beautiful and interesting scenery facing the island of Oki.

b. Disadvantages (Weaknesses)

Based on the results of a research interview with Mr. La Ode Adam Malik, SP., M.Si as Head of the Tourism and Culture Office of South Buru Regency are as follows :

1. Human resources (HR) are not optimal in terms of employee discipline or managers are still very low.
2. Access is not good because there is a bridge to the tourist area that has not been built by the local government and the asphalt road has ponds
3. Difficulty no spring water
4. Buildings and facilities are damaged and not maintained starting from 2020, 2021- 2023 there are no visitors and maintenance budgets are not available. Interview on Wednesday, January 11, 2023).

Then based on the results of an interview with Mr. Alex Sigmarlatu, S.Si., M.Si Head of Tourism Products and Business of the Tourism and Culture Office of South Buru Regency are as follows:

1. Tourism awareness is still very low in the community
2. Very limited budget availability
3. Human resources (HR) of tourist destination managers are still limited
4. The level of participation of tourism business actors is still limited.
(Interview on Wednesday, January 11, 2023).

The results of the interview with Mr. Ismail Tasidjawa, SE Head of the Tourism Services and Facilities Business Section (Field Coordinator) of Wamboia tourist attraction are as follows:

Toilets have no water, toilets are facing parking areas, buildings and facilities are damaged, access to the location of the Wamsoba tourist area is not adequate because there are bridges that are not done, road conditions there are ponds and roads are not too wide, geographical conditions of regional land or areas higher than the position of the beach surface so that when it rains water is settled. (Interview on Friday, January 13, 2023 during a direct visit to the Wamsoba Beach tourist site).

Based on the results of the interview described above, it can be explained that the Wamsoba Beach tourist attraction area still needs a lot of serious attention from the relevant Regional governments:

1. It is necessary to conduct training and coaching on human resources (HR) at the Tourism and Culture Office related to the management of tourist destinations. The lack of human resources (HR) at the Tourism and Culture Office greatly affects the development of Wamsoba Beach tourism. Wamsoba beach tourism management is very dependent on the quality of the manager's human resources. Because there are good tourist spots in the pioneer in South Buru Regency, human resources (HR) with good management are needed to manage the Wamsoba Beach tourist area better and modern.
2. Provide a budget for repairing damaged buildings and facilities so that it can support the comfort of tourists when visiting the Wamsoba beach tourist area. Add facilities such as lighting lights, children's play facilities, accessories sellers, luggage storage counters, trash cans.

c. Opportunities (Opportunities)

The results of the research interview with Mr. La Ode Adam Malik., M.Si as Head of the Tourism and Culture Office of South Buru Regency are as follows:

Wamsoba beach opportunities can be an attractive tourism potential with views adjacent to

Oki Island, well arranged and managed in the future. So that this beach will be an alternative family recreation for the downtown community of South Buru Regency and there will continue to be improvement and development. (interview Wednesday, January 11, 2023).

Then based on the results of an interview with Mr. Alex Sigmarlatu, S.Si., M.Si Head of Product and Business Division of Tourism and Culture Office of South Buru Regency are as follows:

1. It has been designated as the leading tourist destination of the Region
2. Simply strategic and supports 3A (Accessibility, Amenities and Tourism Attractions), (interview on Wednesday, January 11, 2023).

The results of the interview with Mr. Ismail Tasidjawa, SE Head of the Tourism Services and Facilities Business Section (Field Coordinator) of Wamboia tourist attraction are as follows:

1. There are development efforts
2. Increase the district's native income (PAD)
3. Opening business land for the surrounding community. (interview on Thursday, January 12, 2023).

Based on the results of the interview above, Wamsoba beach has attractive potential as an alternative family recreation for the community. This beach has been designated as a leading tourist destination for the Region, strategic and supports 3A (Accessibility, Amenities and Tourism Attractions). Development efforts so that the impact increases local original income (PAD), increases the living order of the surrounding community and opens business land for the surrounding community so as to generate or increase income for the community.

d. Threats

The results of the research interview with Mr. La Ode Adam Malik, SP., M.Si as Head of the Tourism and Culture Office of South Buru Regency are as follows:

1. The maintenance of this area needs to be immediately touched by the government, especially those regarding tourism, namely repairing roads to the location, repairing damaged facilities.
2. The ocean damages the beach during pancerocha season
3. Extreme climate. (Interview Wednesday, January 11, 2023).

Then based on the results of an interview with Mr. Alex Sigmarlatu, S.Si., M.Si Head of Tourism Products and Business of the Tourism and Culture Office of South Buru Regency are as follows:

1. Extreme climatic conditions sometimes affect the structure and durability of buildings in Wamsoba Beach tourist destinations
2. There is a high environmental degradation causing damage so that there is a decrease in tourist attraction. (Interview Wednesday, January 11, 2023).

The results of the interview with Mr. Ismail Tasidjawa, SE Head of the Tourism Services and Facilities Business Section (Field Coordinator) of Wamboia tourist attraction are as follows:

Excavation C which is a threat to the beauty of Wamsoba beach and its surroundings. This needs to be a special concern in efforts to develop Wamsoba beach attractions. (Interview on Thursday, January 12, 2023).

Although it has high tourism potential, there are several things that pose a threat to this potential such as the maintenance of the area that needs to be immediately touched by the government, such as repairing roads to the location, repairing damaged facilities and buildings, there is a high environmental degradation causing damage so that there is a decrease in tourist attraction and excavation C which is an ambush against damaging the beauty of Wamsoba beach and its surroundings. With all efforts need to be made so as to provide ease, tranquility, comfort, and security for visitors.

The results of the above research are a field research process that has been carried out by researchers using a qualitative descriptive method of how the opportunities and strategies for the development of the Wamsoba beach tourism area, Namrole District, South Buru Regency, then the researcher uses a SWOT analysis that shows the opportunities and strategies for the development

of the Wamsoba beach tourist area in the analysis using the SWOT matrix table towards the development of the Wamsoba beach tourist area. The SWOT matrix table can be seen as follows:

Tabel 1. Matriks Swot

<p>IFAS = Internal Strategic Factors Analysis Summary (Analisis Faktor Strategi Internal).</p> <p>EFAS = External Strategic Factors Analysis Summary (Analisis Faktor Strategi Eksternal).</p>	<p>Strength (S)</p> <ul style="list-style-type: none"> a. Letak yang strategis b. Benteng alam yang lengkep, pasir panjang, pohon-pohon sebagai penyejuk c. Alam yang tersedia, sumber daya manusia (SDM) yang terus dibenahi, fokus pengembangan d. Pemandangan pantai yang indah berhadapan dengan pulau oki. e. Kondisi fisik perairan yang sesuai f. Daya dukung kawasan memadai. 	<p>Weakness (W)</p> <ul style="list-style-type: none"> a. Sumber daya manusia (SDM) belum optimal. b. Akses belum baik c. Kesulitan tidak ada mata air d. Gedung dan fasilitas rusak. e. Kesadaran pariwisata masih sangat rendah dimasyarakat f. Ketersediaan anggaran sangat terbatas g. Tingkat partisipasi pelaku usaha pariwisata masih terbatas. h. Letak geografis tanah kawasan atau areal lebih tinggi dari posisi permukaan pantai
<p>Opportunity (O)</p> <ul style="list-style-type: none"> a. Peluang pantai Wamsoba dapat menjadi potensi wisata yang menarik b. Alternatif rekreasi keluarga bagi masyarakat. c. Destinasi wisata unggulan Daerah d. Cukup strategis, Menambah pendapatan asli daerah (PAD) dan membuka lahan usaha bagi masyarakat sekitar. 	<p>Strategi (SO)</p> <ul style="list-style-type: none"> a. Mengelola dan mengembangkan wisata pantai Wamsoba, Memperbaiki fasilitas yang rusak dan membangun fasilitas yang menarik, pembinaan dan memaksimalkan sumber daya manusia (SDM). b. Melakukan revitalisasi kawasan wisata pantai Wamsoba dengan peningkatan amenities yang menambah daya tarik terhadap kunjungan wisatawan. 	<p>Strategi (WO)</p> <ul style="list-style-type: none"> a. Menjaga pantai/ objek agar tetap bersih, harus ada biaya operasional dalam setiap tahun. b. Perhatian pemerintah daerah dalam hal ketersediaan anggaran. c. Promosi tentang keindahan wisata pantai Wamsoba.
<p>Treaths (T)</p> <ul style="list-style-type: none"> a. Pemeliharaan kawasan, perbaikan jalan menuju lokasi, perbaikan fasilitas yang rusak. b. Lautan merusak pantai saat musim pancaroba c. Iklim yang ekstrim dapat menurunkan daya tarik wisata 	<p>Strategi (ST)</p> <ul style="list-style-type: none"> a. Memelihara fasilitas kawasan pantai Wamsoba b. Menjaga keindahan pantai eksotis yang menjadi daya tarik wisata pantai Wamsoba c. Meminta pemerintah menghentikan kegiatan penggalian C. 	<p>Strategi (WT)</p> <ul style="list-style-type: none"> a. Memanfaatkan teknologi sebagai media promosi berkaitan dengan pariwisata berbasis teknologi (wisatawan bisa mengakses transportasi, paket, wisata, biaya, rute dan jarak secara online). b. Fokus pengembangan kawasan wisata pantai wamsoba dalam

		pembangunan, perbaikan dan pemeliharaan fasilitas.
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Based on the SWOT matrix, 4 (four) main strategies can be compiled, namely the SO strategy (strength-opportunities), strategy (strength-threats), WO strategy (weakness-opportunities), WT strategy (weakness-threats). As follows:

1. **Strategy (SO)** includes aspects namely:

a. Managing and developing Wamsoba beach tourism

1. The arrangement of trees and the environment of the Wamsoba beach tourist area is the cutting of large trees, cleaning and planting trees that are considered more attractive.
2. Arrangement of Wamsoba beach tourist sites according to the types of activities such as boating, fishing and beach recreation.

b. Repair broken facilities and build attractive facilities

1. Improve existing means.
2. Improvement of road infrastructure as a means of visiting the location of Wamsoba beach tourism leading destinations.
3. Complete supporting facilities to attract tourists such as lodging, swimming pools and parks.

Construction and maximizing human resources (SDM)

1. Cooperation (MoU) of local government and government, universities, private sector to provide education and training related to tourism area management.
2. Education and training of tour guides for Human Resources (HR) of the Tourism Office.
3. Education and training on management and capital strengthening for local communities for the development of MSMEs.

Revitalization of Wamsoba beach tourist area with improved amenities that add to the attraction. With the construction:

1. Restaurant
2. Bar
3. Hotel
4. Sports facilities
5. Local transportation

Strategy (ST) includes aspects namely:

Maintaining the beauty of the beach which is the tourist attraction of Wamsoba beach

1. Assigned a number of janitors
2. Establishment of environmental cleanliness service day in Wamsoba beach tourist area.
3. Socialization of awareness of the surrounding community adjacent to the Wamsoba beach tourist area to always maintain the cleanliness and beauty of Wamsoba beach attractions.

Ask the government to stop excavation activities C.

1. Coordinate with the local government to stop the excavation of adjacent C and sand paraian of the Wamsoba beach area.
2. Make a white paper on the impact of excavation C.

This WO strategy is applied based on utilizing existing opportunities by minimizing existing weaknesses. Based on these weaknesses and opportunities, alternative strategies for the Tourism and Culture Office of South Buru Regency, the WO strategy includes aspects such as :

Keep the beach / object clean,

1. It is forbidden to throw garbage into the sea or indiscriminately.
2. Do not burn garbage in the area of the Wamsoba beach tourist area.

There must be operational costs within each year

1. The tourism office of South Buru District should have a policy to provide operational funds.

2. Field officer studies.

The attention of the local government in terms of budget availability and promotion of the beauty of Wamsoba Beach tourism

1. Coordination with the local government of South Buru Regency. Regent and Regional Secretary.
2. Helping to fund activities in the field of tourism which are local government affairs in accordance with national priorities.

This WT strategy is based on activities that are defensive and seeks to minimize weaknesses and avoid threats. Based on these weaknesses and threats, there are several alternative strategies used by the Paratourism and Culture Office of South Buru Regency, the WO strategy includes aspects, namely:

1. Utilizing technology as a promotional medium related to technology-based tourism (tourists can access transportation, packages, tours, costs, routes and distances online),
2. Promotion through print or newspaper media, social media, websites and electronic media, advertising banners about the uniqueness of Wamsoba beach.
3. Holding a Wamsoba beach tourism festival every year by displaying tourist attractions in the Wamsoba beach tourist area so as to attract tourists.

The above description is supported by theory according to Glueck and Jauch (Sedarmayanti, 2014) suggests strategy is a unified, broad and integrated plan that links the advantages of corporate strategy with environmental challenges, designed to ensure the main objectives of the company can be achieved through proper implementation by the organization. Then Irfan Fahmi's theory (2015) which explains that strategic management as a plan that is prepared and managed by taking into account various sides with the aim that the influence of the plan has a positive impact on the organization in the long term. Then this is supported by one of the previous studies conducted by Aluh Shiba Hizmiakanza. 2018 With the title of Revitalization Strategy of the Old Banten Urban Heritage Area, namely:

1. Identify factors that cause a decrease in vitality in the Old Banten Urban Heritage Area
2. Formulate appropriate revitalization strategies in the Old Banten Urban Heritage Area.

Conclusion

Based on the results and discussion above, the researcher can draw the following conclusions:

Wamsoba beach opportunities can be an attractive tourism potential if managed properly, it becomes an alternative for family recreation for the community, becoming a leading tourist destination in the region that is quite strategic and increases local original income (PAD) and opens business land for the surrounding community.

The strategy implemented by the Paratourism and Culture Office of South Buru Regency is to organize and repair damaged facilities, keep the beach / object clean, provide operational costs every year, coordinate with local governments in terms of budget availability to promote the beauty of Wamsoba beach tourism, improve the quality of paratourism human resources must have paratourism certification.

Suggestion

The conclusion suggests several actions to be taken regarding the development and revitalization of Wamsoba Beach tourism in Namrole District, South Buru Regency. Firstly, the local government, specifically the Tourism and Culture Office of South Buru Regency, should optimize the implementation of strategies to facilitate the development of Wamsoba Beach tourism effectively. Secondly, there's a call for increased attention from the local government towards the tourist area and the revitalization of Wamsoba

Beach tourism. Additionally, it's proposed that the Tourism and Culture Office of South Buru Regency develop an approach strategy focusing on environmental utilization and preservation, regulatory governance for tourism businesses, provision of legal certainty for industry players, and community empowerment through involvement in tourism-related activities, including the production of handicrafts and local food as souvenirs for visitors.

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