

STRATEGY FOR DEVELOPING NATURAL ATTRACTIONS BY THE TOURISM OFFICE IN BENER MERIAH REGENCY, ACEH PROVINCE

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Abstract

This study aims to determine the development of natural attractions in Bener Meriah district, Aceh province. The research method used in this study is a qualitative method. In this study, based on his analysis, the author of the descriptive method by combining it with qualitative methods. The results of this study state that the development of natural attractions by the Tourism Office in BenerMeriah Regency is considered to be quite good because development has been carried out by improving access and also attractions in natural attractions, but it has not been carried out optimally, because based on reality it is still not effective in the development carried out, it is also proven that the number of tourist visits and regional original opinions is still low in 2019-2021. Strategies carried out by the tourism office include prioritizing the development of natural attractions by utilizing potential and increasing the development of infrastructure, facilities, infrastructure according to the needs of visiting tourists. And optimizing cooperation with stakeholders in the development of natural attractions in Bener Meriah Regency and increasing attractiveness and being more active in promoting natural attractions in BenerMeriah Regency, Aceh Province.

Keywords : development strategy; natural attractions; Tourism Office

1. INTRODUCTION

Indonesia's rich natural resources stretching from Sabang to Merauke as well as the diverse cultures owned by each region are important capital in increasing economic growth and community welfare. There are alternative ways to increase economic growth and community welfare, namely by managing and developing the tourism industry. Tourism is a complex activity because it can involve multi-dimensional, be it physical, social, economic, political, or cultural.

The tourism sector is a potential sector to be developed as a source of regional income and increase regional original income (PAD). Tourism plays a very important role in increasing regional development that will attract both domestic and international tourists. In addition to having an impact on economic development, it also has an impact on the social aspect in increasing income and equity in local communities either directly or indirectly through a multiplier effect. In terms of tourism culture, it is useful to introduce regional culture to the wider community so that the culture will not fade and disappear due to cultural preservation such as understanding and understanding the local cultural background which can increase knowledge of the regional culture itself.

Bener Meriah Regency is one of the areas located in Aceh Province and is the result of the expansion of Central Aceh Regency. BenerMeriah Regency is nicknamed the Country above the clouds, BenerMeriah Regency has a variety of natural beauty and cultural diversity so that it can bring out tourism potentials that have beauty that is its own attraction. Based on these problems, of course, there is an authorized body in developing and managing tourist attractions, namely the Tourism Office. The tourism office is an element of the technical implementation of local government led by a Head of Service under and responsible to the Regent. The affirmation of the management of tourist destinations by the Tourism Office of Bener Meriah Regency as stipulated in the regulation of the Regent of Bener Meriah Number 09 of 2021 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the Tourism Office of Bener Meriah Regency article 5 paragraph 2 letter (c) carries out the functions of:

"formulation of technical policies in the areas of destination development, tourism industry and marketing, creative economy development, tourism resources and youth and sports."

In accordance with the regulations of the Regent of Bener Regency, we can see the Main Duties and Functions above that the Tourism Office has a very important role to develop tourism in Bener Meriah Regency. However, based on the current conditions, the tourism potential in Bener Meriah Regency has not been developed optimally, because the state of facilities, facilities and infrastructure is not adequate, the ease of accessibility to several tourist attraction locations in Bener Meriah Regency is still difficult to reach and there is no public transportation to tourist sites so that getting to tourist destinations is still constrained, so there is a need for development in some of these aspects.



For example, the construction of road infrastructure for easy access for tourists to reach their tourist destinations. This is where the importance of awareness and strategy from local governments that carry out the development of the tourism sector. The tourism sector requires a strategy for the development of tourism that is planned or arranged so that its potential can be developed optimally. In advancing the tourism sector at the regional level, the role of local governments as the driving force and further gives full authority to the Regional Tourism Office of Bener Meriah Regency in determining strategies for developing natural attractions in Bener Meriah Regency, Aceh Province.

2. METHOD

The research method used in this study is a qualitative method. In this study, based on his analysis, the author of the descriptive method by combining it with qualitative methods. Research that uses a descriptive method, by looking at the suitability of the problem taken, that descriptive comes from the English term which means to describe means to describe or describe a thing, for example circumstances, conditions, situations, events, activities and others. Based on the title of the study, the primary source of research data is the Bener Meriah Regency Tourism Office which implements the tourism office's strategy in developing tourist attractions in Bener Meriah Regency. Meanwhile, secondary data sources are in the form of documents and regulations related to the strategy of the tourism office in developing tourist attractions in Bener Meriah Regency.

As for the informants in the research conducted by the researcher, they are as follows:

Table 1. List of informants

No	Informant	Number (people)	Information
1	Head of the Tourism Office of Bener Meriah Regency	1	Informant 1
2	Tourism Marketing	1	Informant 2
3	Field of Destination Development and Tourism Industry	1	Informant 3
4	Field of Tourism Resource Development	1	Informant 4
5	Creative Economy Development Field	1	Informant 5
6	Business Actors	3	Infroman 6
7	Tourist	10	Informant 7
	Sum	18	

Source: Processed by Researcher, 2022.

The number of such informants can increase and decrease according to the required information, using "incidental sampling". In this study, the authors used data collection techniques by means of observation, interviews and documentation. The analysis technique used in this study is a SWOT analysis carried out on two types of organizational environments, namely the internal environment and the external environment. In internal analysis, it focuses more on the various strengths and weaknesses that exist in the organization. While conducting an external analysis, the organization must identify all opportunities that are developing into trends at that time, and pay attention to various threats that may arise from the environment around the organization. The results of a SWOT analysis are usually directives or recommendations to maintain strength and add advantages to existing opportunities, along with reducing shortcomings and avoiding threats.

3. RESULT AND DISCUSSION

Development of Natural Attractions in Bener Meriah Regency

In order to discuss the implementation of tourism development in Bener Meriah Regency, the concept used by the author is based on the theory proposed by Ketut Suwena & Gusti, where it is explained that there are 4 (four) things that will be analyzed, namely: Attractions, facilities, accessibility and additional services. Then to determine the right strategy using the SWOT concept (Strength, Weakness, Opportunity, and threats) proposed by Byson. The following is the concept used

by the author and the results of interviews with various research speakers (informants) to respond to research problems.

Attractions

According to Ketut Suwena & Gusti (2017: 109) attractions are a significant component in attracting tourists. There are many reasons why people travel to an area. Some of the most common are to see the daily life of the locals, enjoy the beauty of nature, witness a unique culture or learn about the history of the area. Tourist attractions are also the attraction of a tourism object or the art of a certain area that can attract foreign tourists / tourists to visit the tourist attraction. A tourist attraction must have an attraction to be visited by tourists, attractions contained in a tourist attraction can be something seen / visual (something to see), something done in a tourist attraction (something to do) or as for something to buy (something to buy).

Based on the results of interviews from the four informants that in the development of the attraction of natural attractions in Bener Meriah Regency carried out by the Tourism Office, memapng has not been optimal in developing attractions, because in accordance with the reality that researchers visited several natural attractions in Bener Meriah Regency, there is still a lack of attraction to attract tourists who come to Bener Meriah for recreation, however, in this case, based on the results of interviews researchers conducted, it was caused by the lack of participation of the local community in managing natural attractions, then the lack of budget allocation, but in the three informants answered questions from researchers that in the future they will focus more on trying to develop the attractiveness of natural attractions in BenerMeriah Regency and invite the community to be more active in participating in managing natural attractions in the place around them stayed to be able to assist the Tourism Office in developing tourist attractions in Bener Meriah Regency.

Based on the recognition of tourists who researchers interviewed at one of the natural attractions, namely hot spring baths, he said that the lack of good management made him feel disappointed with the inadequate conditions. In this case, the Tourism Office should not neglect to develop the attraction of natural attractions in BenerMeriah Regency because natural attractions have the potential to be developed which aims to increase local income from the tourism sector in Bener Meriah Regency.

Facilities

According to Ketut Suwena & Gusti (2017: 110) facilities (amenities) in general are all kinds of infrastructure and facilities needed by tourists while in tourist destinations. The facilities and infrastructure in question such as lodging, restaurants, transportation and travel agents. In the field of tourism, facilities are one of the most important things to be owned by a tourist area in supporting tourism development in the area. Referring to the theory that the author uses in this study, namely that the facilities referred to here are facilities and infrastructure that support tourism activities. Means are tools that can be used to launch or facilitate humans in achieving certain goals, means of being directly related and being the main support in an activity. Means can take the form of moving objects. While infrastructure is everything that supports directly or indirectly all types of facilities, generally infrastructure is owned and built by the government in the form of immovable objects.

Based on the results of interviews researchers conducted with the seven informants who had answered questions from researchers that the infrastructure facilities in Bener Meriah Regency were indeed inadequate, this of course became an obstacle factor to increase tourist visits to Bener Meriah Regency. The Tourism Office has not been optimal to develop tourism, especially natural attractions, because many facilities are inadequate, such as lodging and lodging facilities according to the needs of visiting tourists, then based on the reality that researchers see directly in several natural attractions in BenerMeriah Regency is still not enough, people just selling are not at the location of tourist attractions, the tourism office should be able to increase community participation by providing education regarding the importance of their role in developing tourism close to where they live.

In this case, based on the results of an interview with the Pariwisata Office and one of the tourists and café owners around the City of Bener Meriah Regency, who admitted that the condition of the facilities was inadequate, then the Head of the Tourism Office and several other Heads of

Fields said that in the future the Tourism Office will continue to strive to improve facilities according to the needs of tourists who will visit Bener Meriah Regency. Then also hope that various parties can also collaborate to be able to help the Tourism Office in developing natural attractions in Bener Meriah Regency, one of which is with adequate facilities according to the needs of visiting tourists.

Accessibility

Accessibility is the main entrance or entrance to the tourist destination area is an important access in tourism activities. Airports, ports, terminals, and all kinds of other transportation services are important access in tourism. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another. Transportation is a process of moving or transporting people, animals, and goods, from one place to another using means of transportation. In general, in Bener Meriah Regency, there are two types of transportation that are often used by tourists who come to Bener Meriah Regency, namely:

1. Ground Transportation

This land transportation consists of two (2) groups, including the following:

a) Road transport

This is a vehicle that operates using asphalt/concrete roads. Some of the infrastructure needed includes roads, bridges, stops, traffic signs, and others. The means of road transportation include the following:

- 1) Cars, both passenger cars and transport cars
- 2) Motorcycles, two-wheeled vehicles (2) with very many driving motors are also used by the people of Indonesia
- 3) Bicycles, two-wheeled vehicles driven by humans

2. Air Transportation

This air transport is a vehicle that performs its operations in the air, whether to transport people, animals, or goods. The infrastructure needed for air transportation includes airports, flight operators and others.

Additional Services

Additional services or often referred to as complements that must be provided by the government from a tourist destination area both for tourists and for tourism actors. The services provided include: marketing, physical development (roads, drinking water, electricity, telephone and others) as well as coordinating all kinds of activities and with laws and regulations both in tourist attractions and on highways. For example, tourists get information services at the Tourism Information Center (TIC), both in the form of direct explanations and printed materials such as brochures, books, leaflets, posters, maps and so on. To find out what the availability of additional services in Bener Meriah regency looks like, researchers conducted an interview with the head of the Tourism Resources Development Division of Bener Meriah Regency

Then for the facilities in the tourist attraction is indeed not adequate, such as in the tourist attraction researchers visit, namely, Lut Atas, there are still many shortcomings, the water condition is running smoothly, there is no electric current, people selling nothing, this is a problem that is the main factor that can reduce tourist visits to BenerMeriah Regency. The Tourism Office should pay great attention to this condition to provide comfort to tourists who visit.

Tourism Office's Strategy in Developing Natural Attractions in Bener Meriah Regency, Aceh Province

The strategy for developing natural attractions in Bener Meriah Regency, Aceh Province can be formulated by analyzing internal and external factors of natural attraction development in Bener Meriah Regency. Strategy and policy direction is a comprehensive planning formulation of how to achieve goals and objectives effectively and efficiently. Strategy formulation is a statement that explains how goals and objectives will be achieved, which is further clarified by a series of policy directions. To realize the vision and mission along with the goals and objectives that have been

formulated, it is necessary to determine the efforts to achieve these goals and objectives in the form of strategies and development policy directions.

In spurring economic growth and increasing employment opportunities, the tourism industry is one of the sectors that must be taken into account by optimizing the utilization of its potential by looking at the effectiveness of the results of implementation and implementation in accordance with the provisions of the vision, mission and goals of the organization. The tourism office of BenerMeriah Regency has a strategic function in realizing efforts in tourism development. By not neglecting the principles of tourism and paying attention to the diversity, uniqueness and peculiarities of regional and natural culture and the needs of its stakeholders.

One of the missions of the Regent of Bener Meriah Regency is "Realizing a strong, independent and just economy", which then the Tourism Office is given the task of describing the mission, so it is necessary to set the goals and objectives of the Bener Meriah Regency Tourism Office. The goal set is "Increasing number of tourist visits that are able to open up new job and business opportunities in the tourism sector and boost regional economic growth". To support and realize this goal, the main (strategic) goals are formulated, one of which is the number of tourist visits that can improve the community's economy from the tourism sector.

Based on interviews from the three informants above, researchers know the strategies carried out by the Tourism Office to increase the number of tourist visits aimed at increasing the economic growth of the community, one of which is in various ways, namely, holding facilities according to tourist needs and holding events that can entertain the community as well as educate so that the community can foster a sense of care for tourism and culture in the Regency area. It's really festive. Then the Tourism Office also carried out the promotion of natural attractions in Bener Meriah Regency which aims to increase the number of tourists. However, in this case, the Tourism Office also has obstacles in developing natural attractions in Bener Meriah Regency, namely the budget allocation to facilitate the development of natural attractions in Bener Meriah Regency. To find out the internal facts and external factors of the development of natural attractions in Bener Meriah Regency, the researcher will explain as follows:

Internal Factors and External Factors

Internal factors and external factors are those that affect an organization and can arise both from within the organization and from outside the organization. So related to this, based on the results of research in the field and adjusted to existing theories, the factors that influence tourism development to increase the number of tourist visits aim to increase the economic growth of the community.

Internal Factors

Internal factors that affect the small number of visits to natural attractions in Bener Meriah Regency are those that can be seen in strengths and weaknesses.

1. Strength

Internal factors that affect the development of natural attractions that researchers do, can be identified several factors that become strengths (strengths) for the development of natural objects in Bener Meriah Regency by the Bener Meriah Regency Tourism Office as follows:

- a. The potential of resources in Bener Meriah Regency, especially the potential for beautiful natural attractions and the potential to be used as a leading tourist attraction
- b. The Bener Meriah Regency Government and the Tourism Office continue to make improvements, especially in terms of facilities/accessibility in order to support the management of natural attractions in Bener Meriah Regency
- c. There is cooperation carried out by the Tourism Office of Bener Meriah Regency with stakeholders to develop natural attractions.
- d. The Tourism Office is committed to developing tourist attractions in Bener Meriah Regency.

2. Weakness

Based on the analysis and discussion and results of research conducted by researchers, weaknesses contained in the development of natural attractions by the Tourism Office in Bener Meriah Regency, Aceh Province:



- a. Limited supporting facilities and infrastructure in natural attractions managed by local governments
- b. Inadequate competence of apparatus resources in the development of natural attractions in Bener Meriah Regency
- c. There is still a lack of attractions in natural attractions managed by local governments.
- d. Management and budget allocation in the development of natural attractions are still limited / lacking

External Factors

External factors in the implementation of the development of natural attractions by the Tourism Office of Bener Meriah Regency can be seen in opportunities and also in threats.

1. Opportunities

Based on the results of research that researchers have conducted, the opportunities contained in the development of natural attractions by the Bener Meriah Regency Tourism Office are as follows:

- a. The tourism area of Bener Meriah Regency, especially natural attractions, has a strategic area that supports future tourism trends.
- b. The availability of transportation access to get to Bener Meriah Regency is air and land transportation.
- c. The empowerment of the community around tourist attractions managed by the local government through the Tourism Office by providing tenpa food stalls with levy fees by tourism.
- d. Utilization of technology as a means to promote and access information to tourism with the construction of a Tourism Information Center (TIC) as well as social media and other websites.

2. Threats

Based on the results of research that researchers have conducted, the Threats contained in the development of natural attractions by the Bener Meriah Regency Tourism Office are as follows:

- a. Declining number of tourist visits in Bener Meriah Regency
- b. Declining local income in Bener Meriah Regency from the tourism sector
- c. The difficulty of progress of Bener Meriah Regency, due to the lack of development of natural attractions

Strategies that should be used for the successful development of natural attractions in Bener Meriah Regency, Aceh Province

The technique used by researchers to analyze and strategize in discussing this subsection is to use SWOT analysis techniques. SWOT analysis is used as a tool to analyze the problems contained in the formulation of problems related to influencing factors, namely internal factors and external factors in developing strategies used for the successful development of natural attractions that aim to be able to increase people's economic growth.

This SWOT analysis can then be compiled four main strategies, namely the SO strategy (Strengths-Opportunities) to take advantage of growth opportunities using existing strengths. WO (Weakness-Opportunities) strategy to take advantage of growing opportunities by overcoming internal weaknesses. ST (strengths-Threats) strategy is to harness forces to avoid threats. Then the WT (Weakness-Threats) strategy where this strategy minimizes weaknesses and at the same time avoids external threats. Then researchers can make a SWOT analysis matrix as in the following table.

<p>3. There is an empowerment of the community around tourist attractions managed by the local government through the Tourism Office by providing a place for tenpa food stalls to be levied by tourism</p> <p>4. Utilization of technology as a means to promote and access information to tourism with the construction of a Tourism Information Center (TIC) as well as social media and other websites.</p>	<p>3. increase the use of technology in promoting and providing tourism information</p>	<p>3. Improving the ability of apparatus resources in the development of natural attractions in Bener Meriah Regency</p>
<p>THREATS (T)</p> <p>1. Declining number of tourist visits in Bener Meriah Regency</p> <p>2. Declining local income of Bener Meriah Regency from the tourism sector</p> <p>3. The difficulty of progress of Bener Meriah Regency, due to the weak development of natural attractions</p>	<p>ST STRATEGY</p> <p>1. Creating programs for the development of natural attractions in order to increase the number of tourist visits and increase local income from the tourism sector in Bener Meriah Regency</p>	<p>WT STRATEGY</p> <p>1. Maximizing the attractiveness of natural attractions managed by the Tourism Office and adding new attractions to natural attractions so that tourists are interested in visiting</p>

Based on the identification of internal and external factors above, it is known that there are 8 (eight) strategic issues that can be used as a strategy for developing natural attractions that aim to increase tourist visits so as to increase the economic growth of the people of BenerMeriah Regency, Aceh Province as follows:

- a. Optimizing cooperation with third parties in the development of natural attractions
- b. Optimizing the functions and programs of the Tourism Office in the development of natural attractions
- c. Increase the use of technology in promoting and providing tourism information
- d. Improving supporting infrastructure for natural attractions managed by the government
- e. Increasing the role of the community around natural attractions to be able to play a role in developing attractiveness
- f. Improving the ability of apparatus resources in the development of natural attractions in Bener Meriah Regency
- g. Create a program for the development of natural attractions in order to increase the number of tourist visits and increase local income from the tourism sector in Bener Meriah Regency
- h. Maximize the attractiveness of natural attractions managed by the Tourism Office and add new attractions to natural attractions so that tourists are interested in visiting

4 CONCLUSION

The development of natural attractions by the Tourism Office in Bener Meriah Regency is considered that development related to attractions is inadequate, for facilities and accessibility is sufficient, then also in developing services and additions are not optimally carried out by the Tourism Office of Bener Meriah Regency, Aceh Province, The strategies that should be carried out by the Tourism Office of Bener Meriah Regency in the development of natural attractions in Bener Meriah Regency are as follows Optimizing the functions and programs of the Tourism Office in the development of natural attractions, Optimizing cooperation with third parties in the development of natural attractions, Improving supporting facilities and infrastructure for natural attractions managed by the Tourism Office Improving the ability of apparatus resources in the development of natural attractions in Bener Meriah Regency.

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