

# Opportunities and Challenges for the Development of Sustainable Tourism Attraction at Batu Kapal Beach, Central Maluku Liliboy Village

## ABSTRACT

Ambon Island is famous for its natural resources, especially in the *Central Maluku* Regency such as *Hunimua Beach in Liang Village* and *Natsepa Beach in Suli Village* which is famous for its white sand along the coast. Unlike the two beaches, there is a beach in the western part of *Ambon Island*, precisely in *the village of Lilibooi*, namely *Batu Kapal Beach* or *Batu Lobang*. This beach has the potential to be developed as a tourist attraction. But besides its huge potential, this place still has several obstacles or challenges as a tourist destination. This research was conducted with the aim of identifying opportunities and challenges for developing the tourist attraction of *Batu Kapal Beach*. This study adopts a descriptive qualitative research method by observing tourism potential and supporting elements of tourism products at *Batu Kapal Beach*. In addition, the researchers also conducted interviews with the management of *Batu Kapal Beach*, the local community and *the Lilibooi Village Chief* regarding their views on the existence of *Batu Kapal Beach* attractions. Distribution of questionnaires to tourists was also carried out by involving 100 respondents who were randomly selected. The data collected is then processed and analyzed using the SWOT method. The results of this study are that based on calculations from the EFAS and IFAS Matrix, *Batu Kapal Beach* is in the quadrant point of 0.53 and 1.05 to be precisely in the quadrant I position, which is an aggressive strategy. Where *the Batu Kapal Beach* can utilize strengths and opportunities to progress, grow and develop in a better direction. Such as cooperating with the government and involving local communities to assist in the process of managing and developing *Batu Kapal Beach*.

Keyword: Sustainable Tourism Attraction, Development, *Batu Kapal Beach*.

## 1. INTRODUCTION

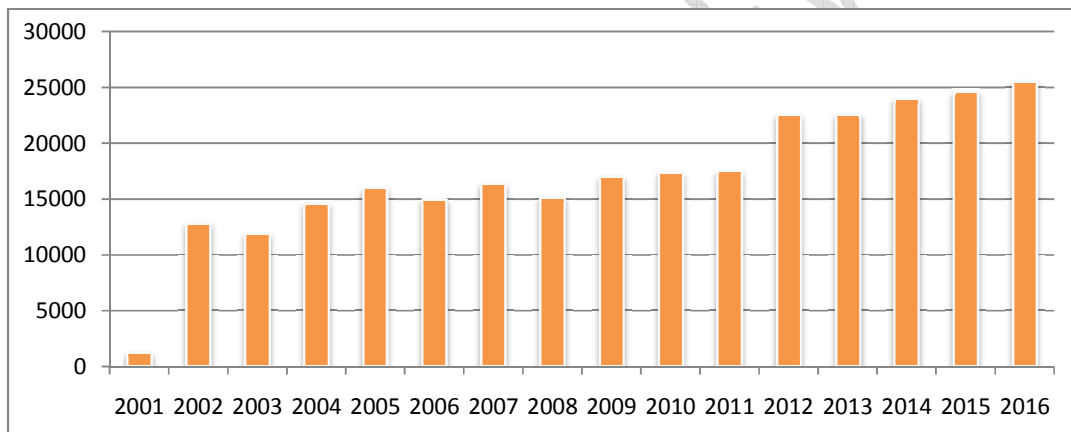
According to the *United Nations World Tourism Organization*, Tourism is one of the keys to success in various countries in the world to encourage development, prosperity, and prosperity [43]. This phenomenon can be seen from the number of tourist destinations that have emerged and continue to increase throughout the world, so that they become the main drivers of progress in the social and economic sectors, through job creation, export income, and infrastructure development. The developing destinations and most sought after by tourists are nature tourism.

Nature-based tourism according to the Symposium Tiger in the Forest: Sustainable Nature-Based Tourism in Southeast is "The segment of the tourism market in which the primary purpose of visiting a natural destination" [2],[19],[42], simply nature-based sustainable tourism can be said to be a tourist market where tourists travel with the main purpose of visiting natural potential. Although the cultural potential is still the main attraction in several destinations in Indonesia ([6],[7],[15],[20],[25],[46],[48],[50],[51]), However, the potential of nature has been researched, utilized, and developed as a tourist attraction ([4],[5],[6],[7],[31],[47],[49]). With the vast potential of nature and culture spread from the east to the west of Indonesia, there is still a lot of potentials to be developed as a tourist destination.

Based on data from the Central Statistics Agency (BPS, 2015), Indonesia has more than 17,504 islands. Where each island has diverse cultural, racial, ethnic, religious and linguistic characteristics. The diversity of characteristics is an opportunity for the tourism industry to become a driving force for the country's economy. In addition to the potential of nature and culture, Indonesia also has a large potential of human resources, most of which have entered the productive age [30]. The generation that is often called the generation Z, is a generation that has a great desire to know something new, which is why this generation often travels to new places. In addition, this generation also has a steady income so that it can fund its activities.

The Indonesian government, through the Ministry of Tourism [18] at this time with high intensity, is aggressively promoting 10 national priority destinations, called 10 New Bali, which will be the focus of development plans for the next few years. The 10 destinations include; *Lake Toba* in North Sumatra, Thousand Islands in DKI Jakarta, *Tanjung Kelayang* in *Bangka Belitung*, *Borobudur* in Central Java, *BTS (Bromo, Tengger, Semeru)* in East Java, *Labuan Bajo* in East Nusa Tenggara, and *Wakatobi* in Southeast Sulawesi (7 Regions National Tourism Strategy). Followed by *Tanjung Lesung* in *Banten*, *Mandalika* in West Nusa Tenggara and *Morotai* in North Maluku (3 Special Economic Tourism Areas). This strategy is used to introduce other regions that have tourism potential such as Bali so that tourists (both domestic and foreign) have a variety of alternative tourist destinations. This step was also accompanied by the preparation of other regions which were not included in the priority program, where one of them was Ambon Island.

*Ambon Island* is located in the eastern part of Indonesia and is the Capital of the Government of Maluku Province. *Ambon Island* has some beautiful beaches, especially in the Central Maluku Regency, such as *Hunimua Beach* in *Liang Village* which is famous for having clear sea water and white sand along the coast. Then there is also *Natsepa Beach* which is located in *Suli Village*, which is a recreational attraction for local tourists so that during holidays the visit level increases sharply. Besides that, this beach is also famous for its unique culinary, namely *Natsepa salad* and fresh (fresh) seafood. This is because *Ambon Island* is in the southern part of *Seram Island* and is surrounded by the *Seram Sea* and the *Banda Sea*, therefore the availability of marine resources such as various types of fish is quite abundant. With this potential, the growth of tourism in *Ambon* consistently continues to increase. This phenomenon can be seen through the following graph.



**Fig. 1. Number of Tourist Visits in Ambon City 2001 - 2016**  
Source: Ambon City Tourism and Culture Agency (2016)

Based on the graph above, it can be seen that the growth of visits is still fluctuating, meaning the number of tourists visiting *Ambon City* after the riots began in 2001, the growth was not stable. But from 2012 to 2016 the number of tourists has consistently started to increase. This phenomenon encourages the growth of new tourist attraction on *Ambon Island*, where one of the developing coastal tourist attractions is *Batu Kapal Beach*. The beach which is located in *Lilibooi Village*, Central Maluku Regency is a type of coral reef and coral beach, especially on the coastal part. Through the role of social media, this attraction is slowly starting to attract local and archipelago tourists.

However, the potential of *Batu Kapal Beach* has not been supported by good and adequate infrastructure, as well as the lack of activities that visitors can do.

Some of these factors make tourists stay shorter. Based on this background, the researchers wanted to examine the opportunities and challenges of developing the tourist attraction of *Batu Kapal Beach* in order to optimize their potential and increase tourist visits and local people's income.

## **2. MATERIAL AND METHOD**

### **2.1 Tourism Potential**

Tourist destinations as a potential are important elements in the tourism system. According to Leiper (1990) in [47], destinations are places where the complexity of tourism activities takes place. To meet the needs and desires of a person during a tour, destinations try to offer products that are the characteristics and services of their choice. As mentioned earlier that motivation is a tourist driving factor and pulling factors are factors that influence when, where, and how a tourist travels. The choice of this destination is strongly influenced by the driving factors and attracting factors (Crompton, 1979; Kim, Lee and Klenosky, 2003; Klenosky, 2002; and Rittichainuwat, 2008 in Prayag, 2010: 2).

As a component provider (tourism supply) in the tourism industry, tourist destinations consist of a combination of tourism products consisting of attraction, accessibility, amenities, and ancillary services [10]. But in further developments, some academics have begun to develop components that makeup tourism products that were previously known as 4A today to be 6A (Buhalis), attributes of these tourist destinations are Attraction, Accessibility, Amenities, Available packages, Activities, Ancillary Service ([4],[6],[7],[31]).

According to Cooper [10],[26],[45], there are four important components that must be owned by a tourist destination (4A), namely:

- a. *The attraction* is a significant component in attracting tourists. An area can be a tourist destination if the conditions support it to be developed into a tourist attraction. What was developed into a tourist attraction is what is called tourism capital or source. To find the potential of tourism in an area, people must be guided by what tourists are looking for.
- b. *Amenities* are all kinds of facilities and infrastructure needed by tourists while in tourist destinations.
- c. *Accessibility* is an important thing in tourism activities. All kinds of transportation or transportation services are important accesses in tourism. On the other hand,

this access is identified with transferability, which is the ease of moving from one area to another. If an area is not available with good accessibility such as airports, ports, and highways, there will be no tourists that influence the development of accessibility in the area. If an area has tourism potential, then adequate accessibility must be provided so that the area can be visited.

- d. *Ancillary* is a tourism organization needed for tourism services such as a destination marketing organization.

## **2.2 Data Collection**

This study uses a descriptive qualitative approach that is inductive in nature, in which the analysis process is based on the data obtained which is then developed into a pattern of certain relationships or hypotheses ([22],[23],[32],[33],[34],[35],[36],[39]). The data obtained in this study were observations in *Batu Kapal Beach*, the results of interviews with managers, the Maluku Province Tourism Office, the local community and the *Lilibooi Village* Government, besides this research also distributed questionnaires to visiting tourists. This research is also reinforced by various references in the form of documents relating to tourism potential and characteristics of tourists on *Batu Kapal Beach*.

## **2.3 Analysis of Data**

In formulating a development strategy, researchers conducted an analysis using the SWOT analysis method ([27],[28]).

# **3. RESULT AND DISCUSSION**

## **3.1 Lilibooi Village**

Based on the results of the interview with Nussy (June 23, 2017), the origin of the *Lilibooi Village* began when the residents came from *Seram Island, Nusa Ina*. They were the first inhabitants to occupy *Lilibooi Village*, and they were the people of *Alifuru* who were one of the tribes among the tribes that inhabited the island of *Seram*. They are known to be very savage and cruel which is described through the *Cakalele Alifuru dance* with anarchic character and is considered sacred. The residents of *Lilibooi Village* come from 3 generations or parents or usually called *Datuk*, where their descendants continue to grow to this day. These three generations are united with the *Mutilu* title, which is the clan or gens of *Marlissa, Talahatu, and Hetharion*. Initially, they came and lived on *Gunung Latua*, but over

time and the development of the socio-cultural environment, they chose to descend from *Mount Latua* and live on the shores of *Lilibooi Village*. In addition to clans or gens known as *Mutilu*, there are also other clans from various places or islands in the *village of Lilibooi* until now. The clans are grouped into 7 Soa or referred to as the eyes of the traditional house. The following is an illustration of the origin of the *Lilibooi Village* clan.

**Table 1. The Origin of the Clan / Gens The *Datuk-Datuk* that inhabit the village of Lilibooi**

No	Clan / Gens	Place of Origin
1	<i>Marlissa</i>	Pulau Seram
2	<i>Talahatu</i>	Pulau Seram
3	<i>Hetharion</i>	Pulau Seram
4	<i>Tulaseket</i>	Pulau Halmahera – Jailolo
5	<i>Tuhumena</i>	Pulau Halmahera – Jailolo
6	<i>Titarsole</i>	Pulau Halmahera – Jailolo
7	<i>Titalessy</i>	Pulau Nusalaut – Titawai
8	<i>Petta</i>	Pulau Nusalaut – Titawai
9	<i>Makatita</i>	Pulau Halmahera – Jailolo
10	<i>Kakisina</i>	Jawa Timur – Madura
11	<i>Nussy</i>	Pulau Seram
12	<i>Simantuny</i>	Danau Toba

Source: Lilibooi Village Government Office (2016)

### 3.1.1 The Topography of Lilibooi Village

*Lilibooi Village* is located in Central Maluku Regency, *Ambon Island*, *Leihitu Barat* District. The distance from *Lilibooi Village* to *Dusun Tapi*, the capital of *Leihitu Barat* sub-district is 9 km with a travel time of 10 minutes. While the distance and travel time to *Masohi*, the capital of Central Maluku Regency is 320 km or 5 hours by sea using water transportation in the form of fast boats from *Tulehu Port*, *Salahutu* District. The city of *Ambon* as the Capital of the Province of Maluku is 65 km with a travel time of 1.5 hours by land transportation. The natural landscape of *Lilibooi Village* is bordered by forests and hills to the north, to the south by *Ambon sea*, to the east by *Hatu Village* and to the west by *Allang Village*. The area of *Lilibooi Village* is 285 Ha, which is administratively divided into 4 sectors or scope, namely the Mining Sector, *Bethlehem* Sector, *Bethesda* Sector, and *Talitakumi* Sector.

### 3.1.2 The socio-demographic profile of Lilibooi Village Community

### a. Population-based on age, gender, and level of education

The development of the population in *Lilibooi Village* has not experienced significant development from year to year, this is due to the phenomenon of people who leave the village or migrate to improve the quality of life and find better jobs to increase family income. Whereas educational facilities or facilities in *Lilibooi Village* have only been fulfilled until basic education (Nursery School - Middle School). The following are data related to population profile and education.

**Table 2. The resident population of the *Lilibooi Village* by sex, age, and education levels**

No	Age Group (Year)	Man (Soul)	Female (Soul)	Total (Soul)	Education Strata	Total (Soul)	Supporting Facilities (Unit)
1	0-3	51	65	116	Nursery School	35	1
2	4-6	53	41	94	kindergarten	35	1
3	7-9	60	50	110	Primary School	409	2
4	10-12	75	57	132	Middle School	424	1
5	13-15	72	61	133	High School	612	—
6	16-45	429	411	840	Diplome	46	—
7	46-59	144	151	295	Undergraduate Study	58	—
8	≥ 60	140	144	284	Master	4	—
<b>Total</b>		1.024	980	2.004			

Source: *Lilibooi Village* Government Office (2016)

### b. Population-based on occupation

Based on the results of the Village Situation Assessment (PKD, 2016), it is known that the productive age population mostly works as farmers interspersed with fishermen, there are also Civil Servants, among others as educators, health, or serving in government institutions and other professional personnel, the amount varies. In *the village of Lilibooi* after farmers, residents with livelihoods as fishermen occupied the second largest position, respectively later as private employees, motorcycle taxi drivers, traders, *papalele*, National Army of Indonesia/ National Police public transport drivers and workshop services.

**Table 3. Population Distribution by Types of occupation**

No	Types of occupation	Total (Soul)	No	Types of occupation	Total (Soul)
1	Farmer	354	9	Military police	7
2	Fisherman	72	10	Papalele	20
3	Government employees	71	11	Housewife	429
4	Private employees	75	12	Pensions	12
5	Motorcycle taxis driver	20	13	Breeder	11
6	Public transportation driver	6	14	State government apparatus	9
7	Workshop services	2	15	Archbishop.	6
8	Entrepreneur	18			

Source: *Lilibooi Village* Government Office (2016)

### 3.1.3 The economic profile of the *Lilibooi Village*

#### a. Agriculture and Plantation Sector

*Lilibooi village* has diverse natural resource potential, one of which is the agricultural sector. However, this sector is still managed in a traditional way and is still very dependent on natural conditions. The dominant agricultural products in *the village of Lilibooi* are cassava, bananas, and other fruits. Whereas the characteristics of plantations are clove and nutmeg. Farmers in *the village of Lilibooi* breed clove and nutmeg plants on vacant land or their home yards. While the yield of cloves and nutmeg will be marketed directly to Ambon City and also to Surabaya City.

#### b. Fisheries Sector

The sea products owned by *Lilibooi Village* are dominated by various types of fish, such as *momar fish (Decaptherus sp)*, *kawalinya (Selar sp)*, *komu (Auxis thzard)*, *garopa (Epinephanus merra)*, *cyclic snapper (Lithrinus sp)*, *cockatoo (Scarus sp )*, and *samandar (Siganus sp)*. As a coastal village, some of the people of *the Lilibooi Village* are oriented to the sea as the main occupation and some other communities make it a side job. Nonetheless, these activities are very season-dependent and tend to be a subsystem. This is due to the limitations of tools for fishing and fishing patterns that are still traditional in nature by using boats and hooks as fishing rods.

#### c. Livestock Sector

Although not dominant, some people in the *Lilibooi village* raise livestock to improve the welfare of their families. This is due to the vast land they have and



are used as livestock businesses such as cattle and chickens. Especially for cows, the orientation of the business is for market needs while for native chickens or in addition to market needs are also maintained for daily family consumption.

**d. *Pela Gandong Culture***

*Pela* is a social system relationship known in Maluku society in the form of a relationship agreement between one country (village) and another country, which is usually on another island and sometimes also adheres to other religions in Maluku. Usually, one country has one or two different types of *pela*. This *pela* system is local wisdom of the people of Maluku which existed before the arrival of the Portuguese and Dutch. This system can strengthen the defense against the attack of Europeans who at that time made an attempt to monopolize spices. Unlike *pela*, *gandong* is a social institution in the life of the Moluccas, which is defined as a friendship relationship based on blood ties or descent to maintain relations between family relatives in other countries or islands or even different religions.

For the *Pela* relationship, *Lilibooi Village* has a *pela* relationship with *Haria Village* on *Saparua Island*, also known as "*Pela Kepeng*". *Kepeng* in Maluku means money. In addition, *the Lilibooi Village* also has *pela* relations with *Abubu Village* on *Nusalaut Island*. This *pela* relationship is called "*Pela Tampa Sirih*". Furthermore, for the *gandong* relationship, *Lilibooi Village* has a *gandong* relationship with *Ureng Village* in *Leihitu District*.

**3.2 The tourism potential of *Batu Kapal Lilibooi Beach***

Based on observations, the tourism potential in *Batu Kapal Beach* as a tourist attraction can be categorized as follows:

**3.2.1 Accessibility**

**a. Physical accessibility**

Travel to *Batu Kapal Beach* tourist attraction can only be done by land using a motorcycle, car or public transportation. The road conditions in *Lilibooi Village* have also been very good. The road has been paved and no damaged roads have been found. Public transportation facilities are available and operate smoothly, both inter-village transportation in sub-districts and transportation to

Ambon City. But unfortunately, the quantity of transportation facilities is still limited.

**b. Non Physical accessibility**

Access to information related to *Batu Kapal Beach* tourist attractions can be categorized easily. From *Pattimura Airport Ambon*, airport officials will be willing to provide information and direct tourists, because the location of *Batu Kapal Beach* is not far from the airport. Especially if tourists take advantage of internet access, where all information about *Batu Kapal Beach* can be found easily through online articles. Then tourists can also find out information about *Batu Kapal Beach* by using social media such as Facebook, Twitter, YouTube, Path and Instagram. From the social media, many references and news about *Batu Kapal Beach* were shared by social media users who had visited the *Batu Kapal Beach* tourist attraction. In addition, tourists can also use google maps as navigation to be directed to *Batu Kapal Beach* directly.

**3.2.2 Attraction**

**a. Natural Potency**

Although the area of *Batu Kapal Beach* is limited, however, the attraction of this beach is that the natural scenery is quite popular, especially the view of the sunrise in the morning. In addition, there are also coral rocks in the unique ocean and rock cliffs of the ship or also called rock holes. This cliff is the main attraction of visiting tourists, where there is a natural "private pool" that is often used by tourists to swim and play water. With waves that are not too large and a series of coral reefs on the coast, tourists often do *snorkeling* activities.

**b. Cultural Potency**

Tradition and culture that is still maintained in *Lilibooi Village* until now, namely *sasi*. *Sasi* is an action carried out in the form of oaths and promises aimed at preserving the environment both land and sea, and also as local wisdom that helps people not to take ownership rights of others. This system is believed to be able to protect all plants on land and marine products from human touch. *Sasi in Lilibooi Village* is fruit *sasi* such as coconut, *durian*, *langsap* and also cloves and nutmeg. Even though it is located in the coastal area of Ambon Island, *Lilibooi Village* is not too dependent on its marine products, whereas land yields are still considered profitable. This *sasi* tradition and culture is carried out by the *Lilibooi* community because they are aware of the natural results they have and that it is

also one of the livelihoods of those who bring prosperity and must be preserved so that they are maintained.

### **c. Man-made Potency**

The artificial attraction available at *Batu Kapal Beach* is still very limited in the form of a *sampán* boat which is usually used by tourists to get around enjoying the natural scenery around the coast.

### **3.2.3 Activity**

Tourist activities that tourists can do while in Batu Kapal Beach are swimming, snorkeling and diving, both on the beach and in the middle of the sea with private snorkeling and diving equipment. In addition, tourists also often do photo sessions on the rock cliffs of ships or rock holes, by first climbing the cliffs and entering through a small hole which is the entrance of the mainland on the coast. Tourists can also enter the *Batu Kapal* cliff area through the entrance of the ocean by swimming or can rent a boat. The unique potential is in coral, which is unwittingly known as foot reflexology which is known to help facilitate blood circulation.

### **3.2.4 Amenity**

Facilities and infrastructure in the area of *Batu Kapal Beach* are the parking lot in front of the road, close to the entrance of *Batu Kapal Beach*, but the available parking area is quite limited. There is also a seat made of bamboo which is used as a visitor's resting place and a manager's house which is used for the place of purchasing tickets, safekeeping of goods, and places to eat.

In the area of *Batu Kapal Beach*, there are also three places for selling food that is managed simply by the management and the local community, but their appearance looks neglected and even damaged. Toilet facilities and bathing and rinsing are available in poorly maintained and damaged conditions, even clean water are not available for rinsing. For sanitation facilities in the coastal area, there are no trash bins, even many trash can be seen in the area near the rock cliff of the ship. The trash can was only found near the entrance to *Batu Kapal Beach*. In terms of communication facilities, the signal conditions are very good and smooth so tourists can easily access the internet.

## **3.3 Strengths, weaknesses, opportunities, and threat factors of Batu Kapal Lilibooi Beach**

To get information about the strengths, weaknesses, opportunities, and challenges of *Batu Kapal Beach*, the researcher combined the data collected through interviewing techniques and distributing questionnaires. The data obtained are then analyzed and described to determine the appropriate alternative strategies to develop the tourist attraction of *Batu Kapal Beach* using the SWOT analysis. Following are the SWOT factors available at Batu Kapal Beach:

**Table 4. Factors of strengths, weaknesses, opportunities, and threats possessed by *Batu Kapal Lilibooi Beach* tourist attraction**

	Accessibility	Attraction	Activity	Amenity
<b>Strengths</b>	1) The location of Batu Kapal Beach is easily reached (15 minutes from the airport).	1) Has a unique and interesting natural potential (natural beauty of the beach, rock cliffs of ships/stone holes and coral rocks on the coast). 2) Having the potential of the "Sasi" cultural tradition.		1) Long availability by the manager. 2) Telecommunication networks for telephone and internet are smooth.
<b>Weaknesses</b>	1) The location is quite far from the center of Ambon City		1) Lack of tourist activities.	1) Limited facilities for supporting tourism. 2) There is no collaboration with the Maluku Provincial Tourism Office and the Central Maluku District Tourism Office. 3) The lack of safety instructions. 4) 4)Limited capital from the manager. 5) Limited human resources. 6) Lack of visitor awareness about cleanliness.
<b>Opportunities</b>		1) Tourist interest in nature tourism. 2) Maritime tourism is a superior program in the Maluku Provincial Government.	1) Trends taking pictures in the new tourist attraction in the millennium to be posted on social media.	1) Opportunities for collaboration with the Lilibooi Village Government and PT. Angkasa Pura Pattimura Airport Ambon.
<b>Threats</b>		1) There are similar tourist attractions in other tourist	1) The rainy season causes sea water to	

		destinations. 2) The emergence of new tourism objects that offer more tourist attraction.	rising and large waves, making it difficult to reach the rock cliffs of the ship.	
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Based on the table above, it can be seen that Batu Kapal Beach has the potential to be developed, the *strong point* possessed by Batu Kapal Beach is the main capital to be developed, because of its unique natural beauty and strong local wisdom. In addition, the opportunities that are very supportive of *Batu Kapal Beach* to develop, because of the high tourist interest in nature tourism and the tendency of tourists to publish their heritage activities on social media have a positive influence on the *destination branding of Batu Kapal Lilibooi Beach*. The development strategy is not only based on existing Strengths and Opportunities but from existing weaknesses and threats can be used to improve aspects of the tourist destination. One of the tourism activities that are lacking on *Batu Kapal Beach* can be input to the manager to make tourism activities that can attract tourists to visit and stop for longer at *Batu Beach*, the ship *Lilibooi*. The threat that emerged from the outside concerning competitive similar tourist attraction was also a motivation to make *Batu Kapal Beach* become more attractive in a creative and different way from the others so that it has its own uniqueness. Analysis of internal and external factors is used to analyze the current condition of a destination based on four important components as stated by Cooper [10], namely accessibility, attractions, activities, and amenities. These factors can be taken into consideration in formulating alternative strategies in developing these destinations.

### **3.4 The strategy for developing sustainable tourist attraction in Batu Kapal Lilibooi Beach**

To determine the development strategy of Batu Kapal Beach, the first stage that the researchers conducted was to make EFAS and IFAS matrices to give weight to each SWOT factor ([27],[28]). Furthermore, the weighting results are entered into the *cartesius* diagram to determine the position of *Batu Kapal Beach* tourist attraction and determine the appropriate development strategy to be applied to the development of *Batu Kapal Beach*.

**Table 5. EFAS Matrix of Batu Kapal Beach Attraction**

External Strategy Factors	Weight	Rating	Total Weight x Rating	Comment
<b>Opportunity :</b>				
1. Shifting the interest of tourists to nature tourism,	0,10	4,00	0,60	
2. Trend photos on new attractions among millennials and upload them on social media,	0,15	4,00	0,80	
3. Maritime tourism is the flagship program of the Maluku Provincial Government,	0,15	3,00	0,45	
4. Opportunities for cooperation offered by the Lilibooi Village Government and PT. Angkasa Pura Pattimura Airport Ambon.	0,10	3,00	0,30	
Total			2,15	
<b>Threat :</b>				
1. There are similar tourist attractions in other tourist destinations,	0,20	2,00	0,40	
2. The emergence of new attractions that offer more tourist attraction,	0,20	2,00	0,40	
3. The rainy season makes sea water rise and big waves making it difficult to reach the rock cliff of the ship.	0,10	3,00	0,30	
Total			1,10	
<b>Total</b>	<b>1,00</b>		<b>3,25</b>	

Source: Research processed data (2017)

**Table 6. IFAS Matrix of Batu Kapal Beach**

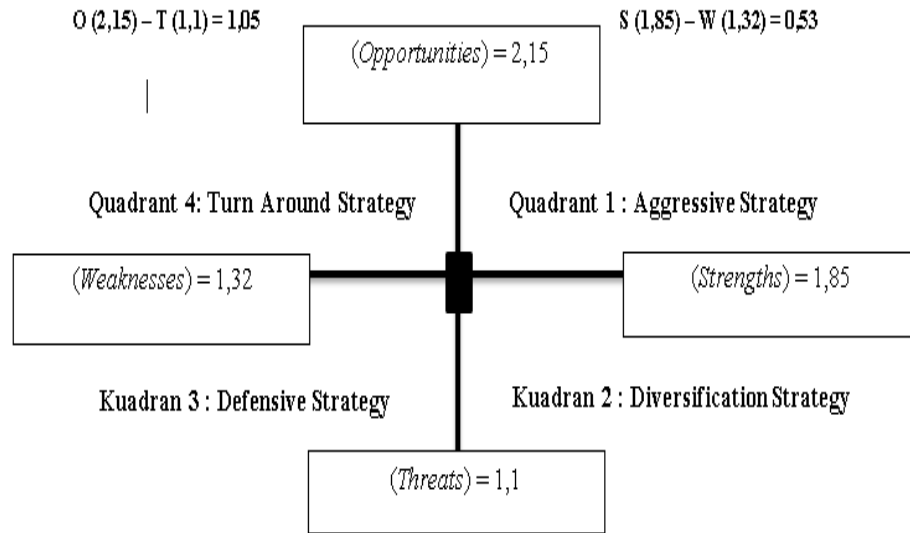
Internal Strategy Factors	Weight	Rating	Total Weight x Rating	Comment
<b>Strength :</b>				
1. The location of Batu Kapal Beach is easily accessible,	0,05	3,00	0,30	
2. The location is only 15 minutes from the airport,	0,05	2,00	0,10	
3. Has unique and interesting natural potential, namely the natural beauty of the beach, rock cliffs of ships/rock holes and coral rocks on the coast,	0,10	4,00	0,60	
	0,10	4,00	0,40	
	0,10	3,00	0,30	
4. Has the potential of the "Sasi" cultural tradition,	0,05	3,00	0,15	
5. Availability of land by the manager,				
6. A strong telecommunications network for telephone and internet.			1,85	
Total				
<b>Weakness :</b>				
1. Limited infrastructure available at Batu Kapal Beach attractions,	0,10	2,00	0,20	
2. Limited tourism activities,	0,10	2,00	0,20	
3. The lack of cooperation with the Maluku	0,10	3,00	0,30	

Province Tourism Office and the Central Maluku District Tourism Office,				
4. Limited capital from the manager,	0,05	2,00	0,10	
5. It is located quite far from the center of Ambon City,	0,04	3,00	0,12	
6. Lack of human resources who are experts and professionals in managing and developing coastal tourism,	0,08	2,00	0,16	
7. Lack of visitor awareness of cleanliness,	0,05	3,00	0,15	
8. Lack of safety and security instructions,	0,03	3,00	0,09	
Total			1,02	
<b>Total</b>	<b>1,00</b>		<b>3,17</b>	

Source: Research processed data (2017)

Determining the weight, rating, and score and carried out to determine the current state of internal and external destinations. According to Rangkuti ([27],[28]), before a strategy is implemented, strategy planners must analyze the internal and external environment. The use of quantitative methods is highly recommended for making forecasting and assumptions. Can be seen from Table 5. IFAS Matrix Batu Kapal Beach and Table 6. EFAS Matrix *Batu Kapal Beach*, the opportunity total score has a high value compared to the threat and the total strength score also has a higher value than the weakness. It can be concluded that *Batu Kapal Beach* has the potential to be developed.

From the strength factor, the highest value lies in the unique and interesting natural potential factors, namely the natural beauty of the beach, the rock cliffs of ships/hole rocks and coral rocks on the coast (score = 0.60). This can be maximized in capturing the greatest opportunities (score = 0.80), namely, the trend of taking pictures at new tourist attractions among millennials and uploading them to social media, besides the shift in tourist interest in nature tourism can be used to attract tourists visiting *Batu Beach Lilibooi* ship. Whereas the highest weakness factor is the lack of cooperation with the Maluku Province Tourism Office and the Central Maluku District Tourism Office (score = 0.40) need to be followed up, because destination development will be very good if you get strong support from the local government, in order to compete with similar destinations and other destinations that offer more tourist attraction which is the threat of *Batu Kapal Lilibooi Beach* (score = 0.40).



**Fig. 2. Cartesian Diagram of *Batu Kapal Beach* Tourism Development Strategy**

Source: Research processed data (2017)

**Table 7. TOWS Matrix**

<b>Internal Factors</b>	<b>Strengths</b>	<b>Weaknesses</b>
	<ol style="list-style-type: none"> <li>1. The location of <i>Batu Kapal Beach</i> is easily reached.</li> <li>2. The location is only 15 minutes from the airport.</li> <li>3. Has unique and interesting natural potential, namely the natural beauty of the beach, the rock cliffs of ships/stone holes and coral rocks on the coast.</li> <li>4. Has the potential of the "Sasi" cultural tradition.</li> <li>5. Managers have vacant land that can be used for future purposes</li> <li>6. A telecommunication network for telephone and internet smoothly.</li> </ol>	<ol style="list-style-type: none"> <li>1. Infrastructure in <i>Batu Kapal Beach</i> is incomplete and inadequate.</li> <li>2. Lack of tourist activities.</li> <li>3. Has no collaboration with the Maluku Province Tourism Office and Central Maluku Regency.</li> <li>4. Limited capital from the manager in managing and developing.</li> <li>5. It is quite far from the center of Ambon City.</li> <li>6. Lack of skilled and professional human resources in the management and development of coastal tourism.</li> <li>7. Lack of visitor awareness about cleanliness.</li> <li>8. The lack of security restrictions.</li> </ol>
<b>External Factors</b>	<b>SO</b>	<b>WO</b>
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Collaborating with the Maluku Province Tourism Office and the Central Maluku District Tourism Office for the management and</li> </ol>	<ol style="list-style-type: none"> <li>1. Hold a tourism conscious movement and the action of Sapta charms to the local community and tourists.</li> <li>2. Working with the government</li> </ol>
	<ol style="list-style-type: none"> <li>1. The shift of interest of tourists to nature tourism.</li> <li>2. The trend of taking pictures at new tourist attractions among millennials,</li> </ol>	



<p>especially natural attractions to be posted on social media.</p> <p>3. Maritime tourism as a leading attraction in Maluku is the center of attention of the Maluku Provincial Government.</p> <p>4. There are opportunities for cooperation offered by the Lilibooi Village Government and PT. Angkasa Pura Pattimura Airport Ambon.</p>	<p>development of <i>Batu Kapal Beach</i>.</p> <p>2. Make a photo competition on <i>Batu Kapal Beach</i> aimed at tourists using social media.</p>	<p>to carry out HR training to the local community.</p> <p>3. Working closely with the government in terms of building facilities and infrastructure.</p>
<p><b>Threats</b></p> <p>1. The existence of similar tourist attractions in other tourist destinations.</p> <p>2. The emergence of new tourism objects that offer more tourist attractions.</p> <p>3. The rainy season makes sea water rise and big waves making it difficult to reach the rock cliffs of ships/rock holes.</p>	<p><b>ST</b></p> <p>1. Working closely with the <i>Lilibooi Village Government</i> to make <i>sasi</i> one of the tourist attractions.</p>	<p><b>WT</b></p> <p>1. Improve promotion through the distribution of flyers, brochures, banners, and social media.</p> <p>2. Add new tourism activities such as <i>climbing, cliff jumping, flying fox and Hammock</i>.</p>

Source: Research processed data (2017)

The final stage of the SWOT analysis is to formulate an appropriate alternative strategy and then apply it to the *Batu Kapal* coast. This strategy is obtained from multiplying all internal factors and external factors, so the SO, WO, ST, and WT strategies are obtained. The SO (Strength-Opportunity) strategy includes collaborating with the provincial government and local tourism agencies in managing *Batu Kapal Lilibooi Beach* and increasing promotion by creating photography competitions on social media. The WO (Weakness-Opportunity) strategy is to involve the government to arising tourism awareness movements, increasing human resources and infrastructure. Whereas the ST (Strength-Treats) strategy is to collaborate with *the Lilibooi village* government to lift "sasi" into a tourist attraction so that it can simultaneously provide cultural insight to the tourists who come. The last is the WT (Weakness-Threats) strategy by increasing promotions in print and electronic media and increasing tourist activities to be able to compete with other destinations.

#### 4. Conclusion

Based on the research carried out, the researcher can draw the conclusion that the *Batu Kapal Beach* tourist attraction has the main attraction that is a strength

and opportunity, namely the beauty of the beach and its unique and interesting natural scenery, then with the existence of *sasi* as a potential cultural tourism and canoe take tourists around the beach area. But behind these strengths and opportunities, not yet supported by adequate facilities and infrastructure and the lack of tourism activities carried out. So that the right strategy in developing *Batu Kapal Beach* is that the management can establish cooperation with the government in order to improve infrastructure, increase tourist attractions, increase promotion and involve local communities in *the Lilibooi Village* in the process of management and development.

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