

# Development of Ecotourism at Pantai Warna Oesapa Based on Local Security in Improving Citizens Economy

<sup>1</sup>Herly M. Oematan, <sup>2</sup>Maria E.D.Tunti, <sup>3</sup>Minarni Anaci Dethan

<sup>1</sup>Nusa Cendana University, Kupang, Indonesia

<sup>2</sup>Nusa Cendana University, Kupang, Indonesia

<sup>3</sup>Nusa Cendana University, Kupang, Indonesia

<sup>1</sup>herly.oematan@staf.undana.ac.id, <sup>2</sup>maria.tunti@staf.undana.ac.id, <sup>3</sup>minarni.dethan@staf.undana.ac.id

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## Abstract:

Ecotourism is a form of travel to natural areas which is carried out with the aim of conserving the environment and preserving the lives and well-being of the local population. Oesapa Kupang Beach is one of the beaches in the coastal area of Kupang City, NTT, which has a beach ecotourism potential with the support of a variety of local food and the beautiful scenery. The purpose of this study is to analyze the various supporting and inhibiting factors in the development of ecotourism based on local wisdom in the Pantai Warna Oesapa Kupang in order to improve the citizens' economy. The research method used is a descriptive exploratory analysis method with the analysis technique used is the SWOT analysis technique. The results showed that 1) The sunset view of Pantai Warna Oesapais still an attraction and excellent for visitors even though the local community is not yet aware of the tourism potential in the Pantai Warna Oesapa, 2) Pantai Warna Oesapa besides as a tourist area but also has high economic potential, and 3) In certain seasons there is a shipment of waste through the movement of ocean waves. It is expected that in the future the Kupang city government will pay more attention to the development of the colorfull beaches of Kupang in order to further improve the economy of the local residents.

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## 1. INTRODUCTION

Strong and sustainable regional economic development is an effective collaboration between the utilization of existing resources, the community and the government. In this context, the government as a regulator plays a strategic role in pursuing broad opportunities for local people to participate fully in every economic activity. One of the optimal efforts to utilize local resources is to develop tourism with the concept of Ecotourism. In this context the tour carried out has an inseparable part with conservation efforts, empowering the local economy and encouraging higher respect for cultural

differences. This is what underlies the difference between the concept of ecotourism with conventional tourism models that have existed before.

The notion of ecotourism has evolved over time. However, in essence, the notion of ecotourism is a form of tourism that is responsible for the preservation of unspoiled areas, providing economic benefits and maintaining the integrity of the culture for the local community. On the basis of this understanding, the form of ecotourism is basically a form of conservation movement carried out by the world's population. The first definition of ecotourism was introduced by the organization The

Ecotourism Society (1990), ecotourism is a form of travel to natural areas that is carried out with the aim of conserving the environment and preserving the lives and well-being of local residents. Originally, ecotourism was carried out by nature-loving tourists who wanted the tourist destination to remain intact and sustainable, in addition to the culture and welfare of the people to be maintained. But in its development it turned out that this form of ecotourism was developing because it was favored by tourists. Tourists want to visit a natural area, which can create business activities. Ecotourism is then defined as a new form of responsible travel to natural and adventure areas that can create the tourism industry (Eplerwood, 1999). From these two definitions it can be understood that world ecotourism has developed very rapidly.

In developing ecotourism, one can use a partial approach to the local community to be able to maintain the local culture and at the same time improve their welfare. Eplerwood (1999) provides the concept:

*Urgent need to generate funding and human resources for the management of protected areas in ways that meet the needs of local rural populations.*

In order to fulfill this concept, effective collaboration is needed between the use of existing resources, the community and the government. In this context, the government as a regulator plays a strategic role in pursuing broad opportunities for local people to participate fully in every economic activity. In this context the tour carried out has an inseparable part with conservation efforts, empowering the local economy and encouraging higher respect for cultural differences. This is what underlies the difference between the concept of ecotourism with conventional tourism models that have existed before.

Simply put, the concept of ecotourism connects natural tourism trips that have a vision and mission of conservation and environmental love. This can occur because the financial benefits derived from the cost of travel are used also for the needs of nature conservation and improvement of the welfare

of local residents. On the other hand, the concept of ecotourism is also directed to maintain local culture and not violate human rights (HAM) and demographic movements. The shift of the concept of world tourism to the ecotourism model is caused by the saturation of tourists to visit artificial tourism objects. Therefore, this opportunity should be maximally utilized to attract foreign tourists to visit natural and cultural-based objects of the local population.

In the development of tourism in general, the term sustainable tourism also appears. Sustainable tourism is seen as a step to manage all resources that can be socially and economically fulfilled by maintaining cultural integrity, fundamental ecological processes, biodiversity, and other life support elements. " Based on the above understanding, tourism is seen as an alternative to increasing regional income. Moreover, optimizing this potential is based on that tourism is a sector that places more emphasis on providing services by optimizing the potential of the tourist area.

The vision of the province of East Nusa Tenggara (NTT) is that NTT rises to realize a prosperous society with a mission 1) to realize community welfare, 2) tourism development, 3) infrastructure development, 4) improve the quality of human resources, and 5) realize bureaucratic reform. Through the vision and mission, the Regional Development Priority Program 2018-2023 is then made namely 1) Tourism, through the 5A approach namely accessibility, accommodation, attraction, awareness, and amenities; 2) mine moratorium; 3) moratorium on Indonesian migrant workers (PMI); 4) prevention of stunting and malnutrition; 5) increase in community income; 6) environmental sustainability; 7) strengthening of infrastructure; 8) education and health; and 9) bureaucratic reform (NTT Communication and Information Office). Based on the 2018-2023 Regional Development Priority Program, it can be seen that the NTT regional government prioritizes tourism with the aim of improving the community's economy, which in turn can achieve NTT's vision and mission, namely community welfare.

NTT has great potential to be promoted out and become a source of Local Revenue (PAD), one of which is through tourism. Speaking of tourism, concerns all aspects of people's lives, such as environmental aspects, customs, arts and culture, culinary and mentality of people around tourism objects. If the supporting infrastructure in the tourism object is minimal and inadequate, even the mentality of the community around the tourism object has not been trained to receive tourist arrivals, tourism will not develop properly. People who live around tourism objects must be trained in order to become a 'Tourist Friendly Tourism', which is one of the attractions for tourists coming. "Making tourism objects into superior destinations; will increase the number of tourist visits to NTT.

In the Kupang city area, tourist centers have developed along with the increasing income of the people in this region. Some of the offer tours are very diverse, ranging from marine tourism, mountains, agro, animals, etc. In the city of Kupang itself is stored a very interesting diversity of tourism, one of which there is a beach tour in the Oesapa region, namely PantaiWarna. The concept of tourism development offered at PantaiWarna is the concept of ecotourism, where the development of existing tourism is aligned with issues of environmental conservation and empowerment of local communities.

In the Kupang City Long-Term Regional Development Plan (RPJPD) for 2007-2025, it was said that artificial environmental damage was still ongoing. The use of explosives and toxic chemicals in fishing and other marine biota continues, including damage to coral reefs because of human exploitation to be used as building raw materials. Retrieval of sea sand and gravel on the beach continues to occur including mistakes in putting up buildings for settlements and tourism in coastal borders that are not in accordance with the RUTRK and Regional Spatial Planning (RTRW) of the City. Coastal and river border protected areas have been intervened by other interests so that the conversion of spatial and regional allocations into residential, recreational and commercial spaces. In addition,

pollution has occurred in the border areas of the coast and rivers by various wastes.

Environmental law and all instruments of legislation concerning the environment have not been effectively socialized so that community behavior is not in compliance with the principles of responsible environmental management. The capacity of environmental management agencies is inadequate in handling the environment, this is indicated by the weak coordination of environmental management between managers. Global environmental issues have not yet become the character of the community and environmental values have not been well institutionalized in community behavior. For example, saving fauna and flora ecosystems, saving biodiversity in a sustainable manner have not been sufficiently considered in the management of integrated and comprehensive development of the environment. The high population growth rate which explains the increase in technical and psychological density in the city in the next twenty years will be even greater and have a negative impact on environmental preservation and preservation and it is very likely that environmental deterioration will include non-renewable natural resources and will bequeath disasters for future generations.

In addition to managing tourism objects, other supporting infrastructure, the mental and psychological attitude of the community in accepting and treating tourists is also an important factor that will increase the number of tourist arrivals in NTT, and make tourists more comfortable coming to NTT. Regarding the budget from the Ministry of Tourism and increasing from 18 billion TA 2018 to around 36 billion TA 2019, the NTT provincial government must be able to support with regulations that support the management of tourism objects. (Anita Gah in gardaindonesia.id)

In developing ecotourism, it is carried out by developing tourism in general. There are two aspects to think about. First, the destination aspect, then second is the market aspect. Although aspects of the market need to be considered, the types, nature and behavior of objects and attractions of natural and

cultural attractions are sought to preserve their existence and existence. Basically, ecotourism which preserves and utilizes nature and culture of the community, is far more stringent than just sustainability. The development of ecotourism with environmental insight is far more guaranteed results in preserving nature compared to sustainable development. Because ecotourism does not exploit nature, but only uses natural and community services to meet the knowledge, physical / and psychological needs of tourists. Even in various aspects of ecotourism is a form of tourism that leads to metatourism. Ecotourism is not selling destinations but selling philosophies. From this aspect ecotourism will not recognize market saturation.

Ecotourism activities will be realized if the government and all stakeholders understand very well the potential it has and build it according to the conditions and situation of the ecotourism environment. Demand for ecotourism will increase with the increasingly limited natural resources that are still original. The implementation of ecotourism that is not in accordance with sustainable development will only result in more widespread damage to the environment so that good resources are reduced or even become scarce. Expected ecotourism development is the development of ecotourism destinations with management that supports sustainability in both ecological, socio-cultural and economic aspects. This achievement is seen not only financially and economically benefiting the country, region and society and socially acceptable by all stakeholders who are directly and indirectly related to ecotourism that shows ecological sustainability is also achieved.

The phenomenon that occurs is that many tourism objects are only built and not treated, and therefore there must be a local regulation that manages various tourism potentials and binds the public to become tourism actors. Facts on the field are still a lot of tourism potential of the city of Kupang has not been managed and exposed out of the city of Kupang, one of the causes is that there is no full attention from the government of the city of

Kupang, Kupang city tourism has not been managed properly. Both in terms of governance, infrastructure and community mentality that cannot support the promotion of tourism in Kupang. This phenomenon is tried to be captured in this study that the development of tourism is able to provide more value not only to the environment and economy, but also to the social welfare of the community in general.

Departing from these thoughts, this study aims to (1) Identify the strengths, weaknesses, opportunities, and threats of local wisdom in the ecotourism area at Pantai Warna Oesapa and (2) Formulate strategies that can encourage the development of ecotourism potential based on local wisdom in order to improve the economy of the citizens of PantaiWarnaOesapa.

## 2. LITERATURE REVIEW

### 2.1 Ecotourism

Shifting the concept of world tourism to special interest tourism, known as ecotourism, is a great opportunity for our country with this extraordinary natural potential. This happens due to the tendency of more tourists to visit natural and cultural-based objects of the local population. By definition, ecotourism is defined as a form of responsible travel to natural areas which is carried out with the aim of conserving the environment and preserving the lives and well-being of the local population. shows the conceptual integration of conceptual unity about the balance between enjoying the beauty of nature and the effort to maintain it. So that the notion of ecotourism can be seen as a concept of sustainable tourism development which aims to support environmental conservation (natural and cultural) efforts and increase community participation in its management.

Ecotourism is a trip to a good natural environment that is made well as well as existing cultures that are relevant and participatory which are intended to ensure the preservation of nature and

socio-culture. Ecotourism focuses on three main things namely; natural or ecological sustainability, provide economic benefits, and receive social freedom in the social life of the community. Thus, ecotourism activities directly provide access for everyone to see, know, and enjoy the natural, intellectual and cultural experiences of the local community.

Conceptually, ecotourism can provide development concepts that support environmental preservation and increase community participation in management, thus providing economic benefits for local communities. While in terms of management, ecotourism can be defined as the organization of responsible tourism activities in natural places and / or areas created based on natural principles and economic assistance that supports environmental conservation (natural and cultural) and is improved according to the needs of the local community.

Ecotourism activities are now becoming an interesting trend for tourists to enjoy different forms of tourism. In this context tourism that is carried out has an inseparable part with conservation efforts, empowering the local economy and encouraging higher respect for cultural differences. This is what underlies the difference between the concept of ecotourism with conventional tourism models that have existed before. The concept of ecotourism according to Wikipedia has general characteristics, among others: The purpose of the trip concerns nature tourism, Minimizing the impact on the environment, building awareness of the surrounding environment, generating direct financial benefits that can be used to conserve nature, providing financial benefits and providing opportunity for local residents, defending local culture and not violating human rights and demographic movements.

Although there are many positive values offered in the concept of ecotourism, this model still leaves criticism and problems in its implementation. Some criticisms of the concept of ecotourism include:

1) The negative impact of tourism on environmental damage.

Although the concept of ecotourism puts forward the issue of conservation in it, but it cannot be denied that violations of these are still encountered in the field. This is not only due to the lack of knowledge and awareness of the surrounding community and tourists about the concept of ecotourism, it is also due to weak management and the government's role in encouraging conservation efforts and decisive actions in regulating environmental damage.

2) Low community participation in Ecotourism.

In the development of Ecotourism areas often forget the participation of the community as an important stakeholder in the development of the region or tourist area. Surrounding communities are often only objects or spectators, without being able to be actively involved in every economic process in them.

3) Incorrect management.

Incorrect perceptions and management of the concept of ecotourism often occur in several regions in Indonesia.

This is not only due to a low understanding of the Ecotourism concept but also due to the weak role and supervision of the government to develop the tourism area properly.

The development of marine ecotourism which is only focused on the development of coastal and oceanic regions has begun to be displaced, because there are many other things that can be developed from marine tourism in addition to the beach and sea. One of them is the concept of marine ecotourism which is based on the nature and uniqueness of nature, the characteristics of the ecosystem, the peculiarities of art and culture and the characteristics of the community as the basic strength possessed by each region. Furthermore, other ecotourism activities that can also be developed include: boating, swimming, snorkeling, diving, fishing, beach sports activities and picnics enjoying the atmosphere of the sea.

Orientation of the use of coastal and ocean and various supporting elements of the environment

is a form of regional planning and management as an integrated and mutually supportive unit as a marine tourism area. A good and successful tourist area if optimally based on four aspects, namely:

- a) Sustain the environment;
- b) Improve the welfare of the people in the area;
- c) Ensuring visitor satisfaction and
- d) Increase the integration and unity of community development around the area and the development zone.

These aspects, there are some things that also need to be considered for the development of marine ecotourism, among other things: Ecological aspects, ecological carrying capacity is the maximum level of use of an area; Physical aspects, physical carrying capacity is a tourist area which shows the maximum number of uses or activities that are accommodated in the area without causing damage or deterioration in quality; Social Aspects, Social carrying capacity is a tourist area which is stated as the maximum level limit in the number and level of use which surpasses it will cause a decrease in the level of quality of experience or satisfaction; Recreation Aspects, Rehabilitation carrying capacity is a management concept that places recreational activities in various objects related to the region's capabilities.

## 2.2 Local Security

Local wisdom is the main capital of the community in building itself without damaging the social order that is adaptive to the surrounding natural environment. Local wisdom is built from social values that are upheld in the social structure of the community itself and has a function as a guide, controller, and signs to behave in various dimensions of life both when dealing with others and with nature. Keywords that can encourage innovation in the economic sector that is developed in the community are local wisdom, creative economy and added value.

Each tourist destination often cannot maintain the authenticity and uniqueness of the culture and social life of the community. This happens because the social structure of society

experiences changes or additions to products in accordance with the development of tourism businesses. Not a few new products can damage the noble values of the community that should still be maintained and maintained. Therefore, it is necessary to think about the steps of the community and the government so that the development of tourist destinations does not change the characteristics of tourist objects and the lives of people in them (Neneng Komariah, et al, 2018)

In general, local culture has high values, both philosophical and sociological values. It can be said that local culture is something exotic. The word exotic is interpreted as unfamiliar, or unknown to many people so that it stimulates curiosity (Spillane 1994). The beauty of nature, social life, spiritual wealth is an attraction that can invite the curiosity of the outside community. Therefore, this exoticism must be displayed in authenticity so that it becomes the main attraction in tourist destinations.

Andriani's research results (2015) suggest that creative cities based on local wisdom can be realized through the collaboration between the government and the community, which shows the uniqueness, uniqueness and originality.

In preserving the value of local wisdom in the tourist area, it must involve the participation of the community through community-based tourism activities. This can be done by building community groups that are active and concerned about the preservation of tourist areas. Community involvement in this group is a concrete form of community action that cares about the tourist area as well as other natural resource potentials. Through a community preservation of nature conservation can be realized. The manifestation of local wisdom is in the lives of people who are well acquainted with the environment, the community lives side by side in harmony with nature, understands how to use natural resources wisely and wisely. Local wisdom in the form of natural resource management and the environment is a form of community conservation.

### 2.3 Former study and Results Achieved

The following are some of the previous empirical studies and the results they have achieved which form the basis of this research:

1. Ecotourism Development Strategy Based on Local Economy in the Context of Poverty Alleviation Program in Malang Regency (Dias Satria, 2009).

Research result:

- a. Strengthening the concept of ecotourism for Sempu Island. Sempu Island which has a very attractive natural tourism potential needs to be developed more seriously by the Government
  - b. Encourage linkage with travel units (travel agents). The development of a tourist area can't be separated from the existence of the tour guides and travel agents.
  - c. Encourage participation and empowerment of the tourism community. Local people are actually not an obstacle to the development of Ecotourism, because their role should not be separated in tourism programs.
  - d. Encourage strategic business units
  - e. Doing intensive promotion
  - f. Encourage the participation of Nature Lovers student activity units to carry out conservation programs regularly.
  - g. Makes MCK Investments, Cleanliness and Clean Water in the "Segoro-child" region.
2. Ecotourism Development Based on Local Creative Industries in Palangkaraya (Evi Fitria and M. KhoiriRidlwan, 2017).

Research Results:

- a. Creative industry business managers still have a dependency on cooperation with related parties. Creative ideas and market needs need to be arranged and linked to create added value. The need to adapt to the environment and new technologies and pay more attention to the preservation of the natural and cultural environment with local wisdom.
- b. In order to support the creative industries, businesses are still constrained by human

resources, such as a lack of creative and productive skilled workers, lack of training places for creative industries, difficulties in finding human resources who want to work hard, difficulties in finding educational and training institutions which produces graduates for the creative industry.

- c. Support for creative industry businesses such as infrastructure, roads, licensing, and government apparatus support is quite good.
  - d. Need more support related to access to capital, banking, financial services, government consultancy and protection of the results of creativity, the use of modern information and communication technology.
  - e. There was a positive reception from the public and was visited by domestic and foreign tourists, and educational institutions.
3. The strategy of developing Marine Ecotourism in the Coast of the Opposite Karimun Regency of the Riau Islands Province (Anggit Wondy Satrio, 2018).

Research Results:

- a. Regional arrangement by forming a zoning system for marine tourism activities and activities carried out by the community towards coastal ecotourism activities and coastal environmental management;
  - b. Increase promotion on a national and international scale; and
  - c. Utilizing the potential of resources, history, accessibility of the area to attract visitors through the development of marine tourism with the concept of ecotourism to attract visitors through promotions.
4. Strategies for developing Ecotourism Areas to Increase the Number of Tourist Visits (JovitaVicka Bayu Wardhani and Regina Mayo, 2017).

Research results:

- a. SendangBiru Beach and Sempu Island can be developed into attractive ecotourism for domestic and international tourists;
- b. The development of the concept of ecotourism in SendangBiru Beach is in harmony with the social and economic conditions of the community, and does not clash with conservation efforts.

This research took place at Pantai Warna Oesapa Kupang.

### 3.3 Collecting Data Method

In this research, data was collected by three methods:

- a. Interview  
The interview technique was carried out in order to collect preliminary information about local wisdom, the economic situation of the residents, and the situation of Pantai Warna Oesapa
- b. Documentation  
The documentation technique in this study is the collection of data obtained from records, reports and documents.
- c. Questionnaire  
The questionnaire was used to collect primary data obtained from responedent answers related to strengths, weaknesses, opportunities, and threats of the Pantai Warna Oesapa. The type of questionnaire is a closed questionnaire where in the questionnaire answers have been provided so that respondents only choose what is stated on a Likert scale of 1 to 5.

## 3. METHODS

### 3.1 Research Stages

This research identifies and evaluates ecotourism development strategies that are based on local wisdom in PantaiWarnaWarniOesapa. The scope of this activity is the identification as well as the development of a potential ecotourism strategy that is based on local wisdom on PantaiWarnaWarniOesapa

The first stage of the research is data collection through literature review and interviews with residents of the PantaiWarnaWarniOesapa. In the Second Stage questionnaires will be distributed to respondents, namely residents around PantaiWarnaWarni, beach visitors, local government. After the questionnaire is distributed and collected again, then proceed to the third stage. The third stage is data analysis. The fourth stage is the Focus Group Discussion (FGD) in formulating strategies for the development of colorful beach ecotourism based on local wisdom in order to improve the citizens' economy.

### 3.4 Data Analysis Technique

The data analysis technique used is the SWOT analysis tool (Strong, Weakness, Opportunity, and Threat). SWOT analysis is used to identify relationships of ecotourism resources with other resources (Damanik and Weber, 2006).

### 3.2 Research Location

Table 1. SWOT Matrix

	<i>Internal Audi</i>	<i>Strenght</i>	<i>Weakness</i>
<i>External Environment</i>			
<i>Opportunities</i>		<i>SO</i>	<i>WO</i>
<i>Threat</i>		<i>ST</i>	<i>WT</i>

Explanation:

**SO:**make full use of strength to seize opportunities.

**ST:**make maximum use of force to anticipate threats, and try to make them opportunities.

**WO:** minimize weaknesses, to seize opportunities.

**WT:** minimize weaknesses to avoid threats

### 3.5 Research Roadmap

Research on strategies for developing coastal ecotourism based on local wisdom to improve the economy of colorful people is expected to determine the strengths, weaknesses, opportunities and threats (SWOT) related to the development of coastal ecotourism based on local wisdom. Based on the

SWOT, it can then produce a strategy formulation that can be used as input for the Kupang City Government in formulating directions and policies in developing the Pantai Warna Oesapa ecotourism based on local local wisdom which ultimately can improve the economy of the citizens.

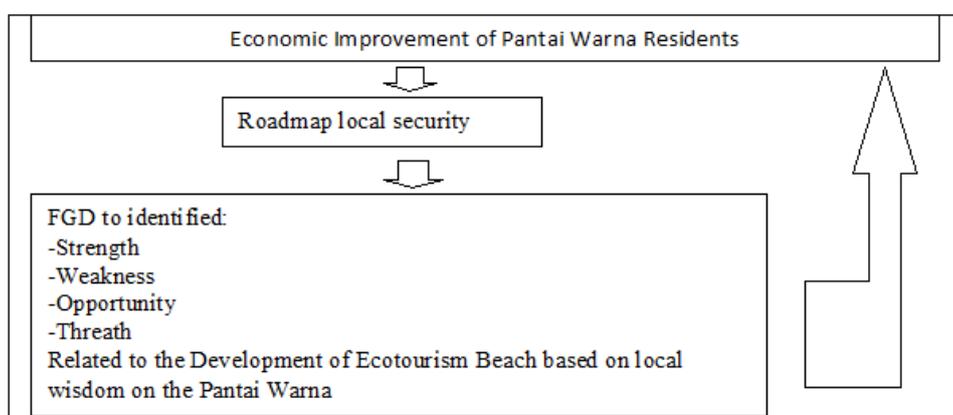


Figure 1. Roadmap Research

## 4. RESULTS AND DISCUSSIONS

### 4.1 Internal Factor Analysis Results

Internal factors are entered into a matrix called the internal strategy factor matrix or IFAS (Internal Strategic Factor Analysis Summary).

Table 2 Weight ,Rating, and Score

Internal Factor Strategy (IFAS)	Weight	Rating	Score = Weight x Rating
<b>Strength (S)</b>			
The views of the beach and white sand are very attractive to visitors	7,22	0,09	0,67
Often used as a location to play and exercise by the visitors	7,13	0,39	2,81
Very strategic location (easy to reach by visitors)	7,54	0,10	0,74
The condition of the road is comfortable and is good if passed by visitors	5,99	0,08	0,48
The uniqueness of supporting facilities (tents / colorful umbrellas) that are not found in other beach resorts in the city of Kupang	7,00	0,09	0,64

Nightly entertainment is more creative and diverse so that it attracts visitors	6,87	0,09	0,62
A product promotion event by various companies (e.g. Sales of motorcycles, cars, electronics, etc.)	5,64	0,07	0,42
A very beautiful sunset view that is targeted by visitors in the afternoon	8,17	0,11	0,86
Clean air quality (far from pollution)	6,60	0,08	0,56
Various NTT local food preparations presented by the sellers	7,34	0,09	0,69
PantaiWarna-Warni location adjacent to Oesapa Market	7,35	0,10	0,70
<b>Strength Total</b>			<b>9,19</b>
<b>Weakness (W)</b>			
Lack of colorful beach promotion media	-7,09	0,12	-0.88
Lack of government support in managing colorful beaches	-7,39	0,13	-0.94
There are no MCK facilities at colorful beach locations	-7,56	0,13	-1.00
There is no security officer on duty at the tourist site	-7,13	0,12	-0.86
There is no coast guard to monitor visitors who move in the water	-6,56	0,12	-0.78
Lack of sponsorship support (for example: local and national entrepreneurs)	-7,02	0,12	-0.82
Narrow parking lot	-7,28	0,12	-0.88
Local people are not aware of the tourism potential they have	-7,81	0,14	-1.08
<b>Weakness Total</b>			<b>-7,25</b>

Data Source: Primer, processed by researchers, 2019

From Table 2 above it can be explained that the highest value of strength is in the very beautiful sunset view item which is targeted by visitors in the afternoon with a score of 0.86 and a weight of 8.17 while the biggest weakness is in the local community item not aware of the potential the tours they have with a score of -1.08 and a weight of -7.81. This means that the sunset view of the Pantai

Warna Oesapa is still an attraction and excellent for visitors even though the local community is not yet aware of the tourism potential at Pantai Warna Oesapa.

#### External Factor Analysis

External factors are entered into a matrix called the EFAS (External Strategic Factor Analysis Summary) external strategy factor matrix.

Table 3 Weight, Rating and EFAS Score

Internal Factor Strategy (IFAS)	Weight	Rating	Score = Weight x Rating
<b>Opportunity (O)</b>			
Can increase the economic income of the local community through entertainment and culinary businesses	4.64	0.14	0.65
Can increase the PAD of the City of Kupang	3.97	0.12	0.48
Being one of the tourist destinations that are easily reached by residents of the City of Kupang	4.39	0.13	0.59
Become one of the alternative promotions for businesses in the city of Kupang	4.27	0.13	0.55
Become one of the alternative family entertainment that is cheap and easy to reach	4.45	0.14	0.61
Become one of the places for the socialization of Kupang City government programs	3.54	0.11	0.39
Create jobs for local residents (eg parking attendants)	3.68	0.12	0.42
Existing waste can be recycled for agricultural products and for other creation products	3.62	0.11	0.41
<b>Opportunity Total</b>			<b>4,10</b>
<b>Threat (T)</b>			
In certain seasons there is a shipment of waste through the movement of ocean waves	-4.20	0.22	-0.93
Easily occurring crimes that are incidental due to the absence of security officers	-4.10	0.20	-0.80
There is no measurement tool related to the standard of processed food offered by businesses on colorful beaches	-4.00	0.21	-0.84
There is no routine supervision by related institutions on the processed food offered by business actors	-3.98	0.21	-0.83
There is no separation between entertainment locations and culinary locations	-3.29	0.16	-0.54
<b>Threat Total</b>			<b>-3.94</b>

Data Source: Primer, Processed by Researchers, 2019

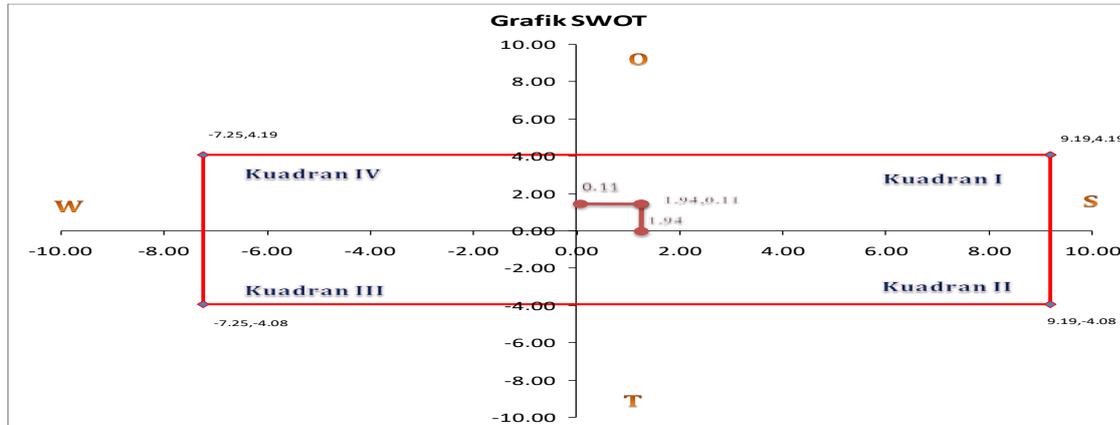
From Table 3 above, it can be explained that the highest chance value of an item can increase economic income of the local community through entertainment and culinary businesses with a score of 0.65 and a weight of 4.76 which shows that the Pantai Warna Oesapa area is not only a tourist area but also has high economic potential. While the biggest threat is in certain items of the season when garbage is transported through ocean wave

movements with a scale of -0.93 and a weight of -4.20.

Judging from the results of the IFAS table analysis above shows that the strength factor gained a score of 9.19 and a weakness of -7.25 with a score difference (+) 1.94. This means that the strength factor is greater than the weakness factor. Whereas the EFAS table shows that the chance factor gets a score of 4.10 and a threat of -3.94 with a score

difference (+) 0.16. This opportunities that exist in the Pantai Warna Oesapa area can be maximized to reduce graphically, the results of identification of

internal and external factors can be explained in the figure and the SWOT diagram below:



Source: Primer, processed by researchers, 2019

Figure 2. SWOT Diagram

#### 4.2 Explanation

To find out the development strategy of the Oesapa Color Coast area, a SWOT matrix is needed which can show the strengths, weaknesses, opportunities, and threats that exist in the Color Oesapa Coast area. Based on the SWOT matrix, it can clearly describe the results of the Pantai Oesapa Color SWOT analysis which can be explained as follows:

Table 4. Oesapa Color Coast SWOT Matrix

	<b>Strength (S)</b>	<b>Weakness (W)</b>
<b>IFAS</b>	<ol style="list-style-type: none"> <li>1. A view of the white sand beach that is very alluring to visitors</li> <li>2. Often used as a location to play and exercise by the visitors</li> <li>3. The location is very strategic and easy to reach by visitors</li> <li>4. Comfortable road conditions and are good if traversed by visitors</li> <li>5. The uniqueness of supporting facilities (tents / color umbrellas) that are not found in other tourist attractions in the city of Kupang</li> <li>6. Night entertainment is more creative and diverse so that it is interesting for visitors</li> <li>7. Product promotion by various companies</li> <li>8. A very beautiful sunset view</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of media promotion of Pantai Warna Warni Oesapa</li> <li>2. Lack of government support in the management of Pantai Warna</li> <li>3. The absence of public MCK facilities at tourist sites</li> <li>4. The absence of security officers on duty at tourist sites</li> <li>5. There is no coast guard to monitor visitors who move in the water</li> <li>6. Still lack of sponsors</li> <li>7. Narrow parking lot</li> <li>8. Local people are not aware of the tourism potential they have</li> </ol>
<b>EFAS</b>		

	<p>that is targeted by visitors in the afternoon</p> <p>9. Clean air quality</p> <p>10. Various local specialties of NTT food that are served by sellers / culinary</p> <p>11. Tourist sites adjacent to the Oesapa Market</p>	
<p><b>Opportunities (O)</b></p> <ol style="list-style-type: none"> <li>1. Can increase the economic income of the local community through entertainment and culinary businesses</li> <li>2. Can increase the PAD of the City of Kupang</li> <li>3. Being one of the beach tourism destinations that are easily accessible by residents of the City of Kupang</li> <li>4. Being one of the alternative promotional places for business people in the city of Kupang</li> <li>5. Become one of the alternative family entertainment that is cheap and easy to reach</li> <li>6. Become one of the places for socialization of</li> </ol>	<p><b>SO Strategy</b></p> <ol style="list-style-type: none"> <li>1. A very strategic location, easy to reach with supporting variables, which is one of the beach tourism destinations that is easily accessible, alternative entertainment for families, can increase PAD so that the formulation of the strategy requires clear regulations from the City of Kupang governing the entry fee levy for location visitors / users and parking fees so as to increase PAD</li> <li>2. Night entertainment is more creative and diverse so that it appeals to visitors with supporting variables which is one of the alternative family entertainment that is cheap and easy to reach so that the formulation of the strategy is that managers explore opportunities for collaboration with entertainment entrepreneurs to periodically conduct entertainment events in Pantai Warna Oesapa that can be synchronized with the promotion of business by entrepreneurs in the city of Kupang and the socialization of the City of Kupang's programs</li> <li>3. Various typical NTT local food preparations offered by businesses / culinary with</li> </ol>	<p><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li>1. Lack of promotion media for Pantai Oesapa and even the lack of government support in managing Pantai Warna even though there is potential for increasing PAD in Kupang City so that the formulation of the strategy is that managers need to coordinate and consult with the Kupang City Government related to assistance / support in the budget and other facilities / infrastructure</li> <li>2. There is no public MCK facility at the tourist site and there is no coast guard to monitor visitors who are active in the water, even though Pantai Warna is one of the beach tourism destinations that is easily accessible by residents of Kupang City so that the formulation of the strategy is the management of Pantai Warna exploring cooperation with the manager Oesapa Market for joint use of Oesapa Market MCK facilities and recruitment of financed coast guard officers</li> </ol>

<p>Kupang City government and NTT provincial government programs</p> <p>7. Create jobs for local residents</p> <p>8. Existing waste can be recycled for agricultural products and other creative products</p>	<p>variables can create jobs for local residents so that the formulation of the strategy is to encourage the City Government of Kupang or other relevant institutions to provide culinary and other training.</p>	
<p><b>Treath (T)</b></p> <p>1. In certain seasons there is a shipment of waste through the movement of ocean waves</p> <p>2. Easily occurring crimes that are incidental because there are no security officers</p> <p>3. There is no measurement tool related to food processing standards offered by businesses in tourist sites</p> <p>4. There is no routine supervision by the relevant agencies for the processed food offered</p>	<p><b>ST Strategy</b></p> <p>1. The uniqueness of supporting facilities (tents / color umbrellas) that are not found in other tourist attractions in the city of Kupang but in certain seasons there is a delivery of rubbish through the movement of ocean waves and damaging all the infrastructure built by entertainment and culinary businesses so that to start a business again requires a very expensive cost. For this reason, the strategic strategy is to explore opportunities for making waves with the City Government of Kupang so that culinary and entertainment / cafe businesses continue</p> <p>2. Various typical NTT local food preparations presented by sellers / culinary can increase the income of the local community but there is no measurement related to food processing standards offered by culinary business actors so that there is not even routine supervision by related institutions so that the strategy</p>	<p><b>WT Strategy</b></p> <p>The absence of security officers on duty at tourist sites with the threat variable is easy for incidental crimes to occur so that the strategic formulation of the manager coordinates with the Kupang City Police to place the apparatus at the tourist site and not at certain hours or the manager recruits the security guard officer himself from the local community and independently funded also to help maintain security and order at the tourist site.</p>

<p>by business actors</p> <p>5. There is no separation between entertainment and culinary locations</p>	<p>formulation is the manager Pantai Warna coordinates with Kupang City Government or other parties to conduct training related to NTT's typical food processing. To supervise the processed products sold to visitors, the manager can involve relevant parties to carry out regular supervision of culinary preparations</p>	
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Source: Primer, processed by researchers, 2019

## 5. CONCLUSIONS

### 5.1 Conclusion

Based on the results of the SWOT analysis in this study, it can be concluded several things as follows:

- 1) The sunset view of the PantaiWarnaWarniOesapais still an attraction and excellent for visitors even though the local community is not yet aware of the tourism potential at the Oesapa Color Beach.
- 2) Pantai Warna Oesapabesides as a tourist area but also has high economic potential.
- 3) In certain seasons, waste is transported through the movement of ocean waves.

### 5.2 Recommendation

From the results of the IFAS and EFAS SWOT matrices, the following strategies can be recommended for the development of PantaiWarnaWarniOesapa:

- 1) SO Strategy (Strengths-Opportunities)  
Starategi utilizes the internal strength of Pantai Warna Oesapa to seize opportunities that exist through the formulation of policies as follows:
  - a. Clear regulation is needed from the City of Kupang governing the entrance fee levies for visitors / site users and parking fees so as to increase PAD
  - b. The manager explores opportunities for cooperation with entertainment entrepreneurs in the city of Kupang to

periodically conduct entertainment events at Pantai Warna that can be synchronized with the promotion of goods / services products by entrepreneurs in Kupang City and the socialization of Kupang City government programs.

- c. The manager encourages the City Government of Kupang or other related institutions to provide culinary and other training with the diversification of processed products.
- 2) WO Strategy (Weaknesses-Opportunities)  
The strategy to minimize various internal weaknesses of Pantai Warna Oesapato be able to continue to take advantage of opportunities through the following policy formulation:
  - a. Managers need to coordinate and consult with Kupang City Government related to assistance / support in the budget and other facilities / infrastructure.
  - b. PantaiWarna OesapaManagers explore opportunities for cooperation with Oesapa Market managers for joint use of the Oesapa Market MCK facilities and recruitment of coast guard officers financed
- 3) ST Strategy (Strengths –Threats)  
The strategy utilizes the internal strength of the Pantai Warna Oesapa to overcome various threats that come from outside through the following policy formulation:

- a. The manager is exploring opportunities to make waves with the City Government of Kupang so that the culinary and entertainment / cafe business will continue
  - b. Pantai Warna Manager coordinates with the City of Kupang or other parties to conduct training related to NTT's typical food processing. To supervise the preparations that are sold to visitors, the manager can involve relevant parties to supervise culinary preparations on a regular basis.
- 4) WT Strategy (Weakness-Strategy)

Strategies to minimize various internal weaknesses of the Oesapa Color Beach and avoid various external threats through the formulation of policies namely:

- a. The manager coordinates with the Kupang City Police to place the apparatus at the Pantai Warna tourist site and not at certain hours or hours
- b. The manager personally recruits security guards from the local community and is funded independently also to help maintain security and order at the tourist site.

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