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## Enhancing Tourism Development Strategies

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### Abstract

*This study evaluates the tourism marketing strategies of the Mentawai Islands government and examines key factors influencing its development. With rich cultural rituals, breathtaking landscapes, and world-class waves, the Mentawai Islands hold significant tourism potential that requires strategic management. Using qualitative methods and SWOT analysis, the research identifies exceptional waves as a strength, increasing tourist arrivals as an opportunity, low community awareness as a weakness, and inadequate service standards as a threat. To address these issues, the study suggests developing a comprehensive marketing strategy, establishing clear government regulations, enhancing public facilities and tourism personnel quality, and optimizing the region's resources to support sustainable growth.*

**Keywords :** Development Strategy, Tourism Potential, SWOT Analysis.

## **Introduction**

The tourism sector is a significant economic driver that involves local communities, creating substantial multiplier effects without harming the environment. It primarily offers natural beauty and scenic views as its main attractions (Asih WL dan Firman F, 2017).. Tourism directly impacts the local economy by providing financial benefits to communities through tourist activities. It is also intertwined with the culture of leisure and recreation, reflecting how individuals use their free time.

According to Wibowo LA, (2018), tourism has become a modern necessity, offering opportunities to bond with loved ones, educate children, or simply escape daily stress. Enjoying tourism often stems from knowledge acquired through various media. Therefore, effective marketing strategies are essential to attract visitors, leave lasting positive impressions, and encourage repeat visits, along with referrals to others.

Effective tourism marketing can drive economic growth when supported by well-implemented tourism regulations (Ringa dkk., 2023). This is evident from the increased utilization of tourism in certain regions, which contributes to economic growth for local communities and governments (Ririmasse & Balik, 2023). However, as highlighted by Sefira et al., the lack of regulatory frameworks, such as in Nganjuk Regency, has hindered the development of its tourism sector, particularly in crafting effective tourism development strategies (Sefira RP, Mardiyono dan Riyanto, 2014).

Other studies, such as Dodi et al.'s research on rural tourism in Ketingan Village, Sleman, Yogyakarta, have focused on identifying potential and opportunities using SWOT analysis (Dodi W, Joni PH, dan Alia F, 2008). Similarly, Bahiyah et al. applied SWOT analysis to assess and plan the development of Duta Beach in Probolinggo, identifying internal and external factors that influence tourist visits (Bahiyah, 2018). These studies highlight the importance of strategic planning in optimizing tourism potential.

The research conducted indicates that there are quite a lot of tourism development strategies in the region in order to identify and explain what tourism problems are experienced, especially in tourist destination areas. So far, the Mentawai Islands Regency has carried out a tourism promotion strategy that only focuses on surfing, and even then only at the regional and national level of West Sumatra (Reken dkk., 2023).

Research shows that studies on tourism marketing strategies in the Mentawai Islands Regency remain limited. The initial efforts by the Tourism, Youth, and Sports Office include using applications, websites, and social media for promotion, such as local accommodation websites, agency websites, and the Simorist application. The local accommodation website aims to promote local stays but suffers from infrequent updates due to a lack of professional staff. Similarly, the agency website lacks tourism content and is rarely updated, making it ineffective. The Simorist application, designed as a one-stop tourism information system, faces operational challenges due to budget constraints. Social media platforms like Facebook, YouTube, Instagram, WhatsApp, and Twitter are also underutilized, with inconsistent updates of tourism content. Additionally, the office employs beach supervisors (PPP) to ensure tourist safety and comfort and tourist information center (TIC) officers to provide tourism-related information. However, both roles lack adequate promotional tools and facilities, limiting their effectiveness in supporting tourism development.

All efforts or strategies made by the Mentawai Islands Regional Government in developing a better tourism sector are actually to support the increase in regional own-source revenue. The following is a table of regional original income of the Mentawai Islands Regency from 2017 to 2021:

No	Year	PAD (Rp)	Number of Tourists		Total
			International	Domestic	
1	2016	2.062.200.000	2061	12	2.073
2	2017	7.044.900.000	7042	29	7.071
3	2018	8.182.100.000	8177	51	8.228
4	2019	7.092.400.000	7089	34	8.123
5	2020	1.226.800.000	1225	18	1.243
6	2021	858.700.000	854	47	901

Source: Dinas Pariwisata Kab. Kep. Mentawai, (2021)

Based on the table above, it can be explained that the amount of local revenue for the Mentawai islands is inconsistent from year to year. That means that there are problems in efforts to increase the amount. Given the various problems in tourism development in the Mentawai Islands, this research focuses on how the Mentawai Islands Regency Government implements its tourism area development strategy. The purpose of this research is to explain the strategy applied by the Mentawai Islands Regency Government in developing its tourism

area. To achieve this goal, the following studies were conducted: first, Identifying problems (weaknesses and threats), potentials and opportunities of tourist areas in the Mentawai Islands. Second, Explaining the tourism promotion activities that have been carried out in the Mentawai Islands Regency.

## **Theoretical Framework and Research Hypothesis Development**

### **Tourism Marketing Strategy**

The term "tourism" encompasses various meanings, including travel and pilgrimage (Hasan, 2015), and involves discussions on tourist destinations and potential. Indonesia's Law No. 10 of 2009 defines tourism in several contexts, while Kesrul highlights its joyful nature as an opportunity to appreciate God's creations nature (Kesrul M, 2003).

Tourism potential refers to attractive locations due to their beauty or sacred values, with Panai et al. emphasizing the need for marketing to convert this potential into foreign exchange through promotions and exhibitions (Panai E, et al., 2019). Marketing is crucial for selling tourism products effectively (Alma B, 2007), and a strong tourism marketing strategy supports economic stability and competition within the sector (Morrison A. M, 2013).

Hasan defines a marketing strategy as a series of decisions aimed at sustaining a competitive advantage based on a company's vision, mission, and resources (Hasan A, 2015). Therefore, a tourism marketing strategy focuses on enhancing business sustainability and profitability. Arida, I.S.A. dan Rohman, (2019) state that tourism marketing involves structuring and delivering tourism products while managing relationships among stakeholders. Effective marketing strategies are essential for increasing both domestic and international tourist visits.

Tourism marketing needs to be developed with strategies that are in accordance with global developments and changes and information technology. The following are 3 (three) important things in the development of tourism marketing (Hasan A, 2015):

- a. Increased understanding of the nature of tourism products, namely stakeholders in tourism development in the region need to increase understanding that the nature of products is products based on the social and cultural wealth of the community and nature or the environment.

- b. Dynamic market developments demand smart and responsible marketing strategies for tourists.
- c. Changes in global marketing trends, meaning that the development of market anatomy has a direct impact on the development of trends in the marketing world.

### **Tourism Promotion Communication and Outreach**

Fitzpatrick M A dan Ritchie LD, (1992) identify two perspectives on communication: one as a process within a social unit and the other among individual cognitive units. The first perspective emphasizes interactivity, where entities maintain their structure through responsive actions, such as in family dynamics. Verbal communication is essential for extension workers in promoting tourism, as it is often viewed as a solution for relational issues (Marchiori, E., & Cantoni, L., 2017). Berger, C. R, & Chaffee, S., (1987) define communication as a scientific discipline that seeks to understand the production, processing, and effects of symbol and signal systems, leading to the development of testable theories. This encompasses various foci and perspectives that explain relationships between diverse variables.

In tourism development, effective promotion is crucial and should involve engaging and provocative communication to attract potential tourists. Hasan A, (2015) notes that promotion serves as a key marketing tool designed to draw attention to specific destinations and the activities they offer, thereby enhancing the overall appeal of the tourism sector.

### **Research Method**

This research utilizes a qualitative approach to detail the procedures undertaken, including the research design, data collection instruments, and informant profiles (Hamdi, M. dan Siti Ismaryati, 2019). The research design incorporates documentation, observation, audiovisual materials, and interviews, ensuring comprehensive data collection.

The data consist of primary and secondary sources. Primary data are obtained directly from respondents with expertise in tourism marketing strategies at the Mentawai Islands Regency Youth and Sports Tourism Office. Informants include policymakers, promotion and marketing personnel, tourists, and tourism-related businesses such as resort owners and local vendors. Secondary data are derived from official documents, such as

regional and regent regulations on tourism, promotional materials, and digital content from websites, applications, and social media platforms.

## **Discussion**

Tourism promotion activities are one of the tourism marketing strategies carried out by the Regional Government of the Mentawai Islands Regency. Therefore, tourism promotion activities can be known from the results of interviews with informants related to tourism promotion activities based on 4 factors of tourism conditions (strength, weakness, opportunity, and threat) in the Mentawai Islands Regency.

### **Tourism Promotion Activities Based on the Strength Factors of the Tourism Sector in the Mentawai Islands**

In order to develop and improve the potential or strengths of the tourism sector in the Mentawai Islands can be well developed, such as having the world's best waves and having a unique culture, tourism promotion activities are needed as an appropriate tourism marketing strategy (Joni Anwar, 2024);

1. Building several homestay units to serve as English language learning centers in Katiet and rehabilitating several community houses into homestays in Muntei Providing coastal surveillance post (PPP) officers, and officials *Tourist Information Center* (TIC),
2. Build public facilities in each tourist village area.
3. Create several trainings for tourism and creative economy businesses.
4. Provide opportunities for foreign and local investors to manage tourism
5. The government prioritizes the budget to the tourism sector.
6. Improve the quality of tourism and creative economy businesses to manage the uniqueness or natural wealth of Mentawai.
7. Mastering the literacy of each tourist attraction/tourist product.
8. Conduct synergy and continuous collaboration with each related agency to be actively involved in utilizing/managing natural and cultural wealth.
9. Always keep the beach and sea clean.
10. Utilizing social media, travel agents and google as tourism promotion tools
11. Tourism market prices must be balanced with the services provided.
12. Establish clear regulations regarding the processing of tourism business licenses.

## **Tourism Promotion Activities Based on the Weakness Factors of the Tourism Sector in the Mentawai Islands Regency**

The tourism sector in Mentawai has weaknesses, such as the lack of tourism awareness of the local community and inconsistent government programs to the community. For this reason, appropriate tourism promotion activities are needed to control them (Laurensius Saruruk, 2024);

1. Continuous preparation of qualified human resources (tourism business community) to manage each existing tourism area.
2. The local government of the Mentawai Islands Regency makes regulations that bring in sources of local revenue (PAD) that are not only surfing levies, but non-surfing levies as well.
3. The local government of the Mentawai Islands Regency focuses the budget on the tourism sector in order to facilitate tourism management and be able to have authority in the eyes of the world.
4. Forming communities among the community as tourism awareness groups (pokdarwis) and art groups.
5. The government fulfills public facilities in each tourist area.
6. Conduct training related to the digitization of fast and precise tourism management
7. Directing the community to be aware of tourism and at the same time mastering English.
8. Utilizing social media (digitalization world) to popularize Mentawai tourism.
9. Provide the best service and supervision to every traveler.

## **Tourism Promotion Activities Based on the Opportunities Factor of the Tourism Sector in the Mentawai Islands**

There are several opportunities in the tourism sector in the Mentawai Islands, such as the best Mentawai waves in the world, the existence of creative economy businesses that master the digital world and the number of tourist visits to surfers is increasing. These strengths require tourism promotion activities to encourage the development of tourism in Mentawai in a better direction (Ruben, 2024);

1. Use social media to conduct tourism promotion activities.
2. Facilitate tourism businesses to be able to master the development of the digitalization world.

3. Provide quality visitor services and supervision in accordance with applicable regulations.
4. Government and communities have the ability to package products well.
5. Tourism objects are managed through the tourism community to support sustainable tourism development.
6. Keeping the beach, sea, and tourist attraction environment clean.
7. Maintain the safety and comfort of visitors.
8. Facilitate business actors to master English.

### **Tourism Promotion Activities Based on Threats to the Tourism Sector in the Mentawai Islands.**

Tourism promotion activities are needed to overcome threats to the tourism sector in the Mentawai Islands, such as tourists who feel they are not served with the right service standards and overlapping regulations between the central and local governments. The promotional activities in question (Sermalina Maria, 2024);

1. Comply with tourism-related rules,
2. The government makes regulations that fully support every type of tourism business.
3. Increase the number of well-managed tourist attractions so that tourist visits are not focused on just one tourist attraction (many menu choices enjoyed by tourists in tourist areas).
4. Establish tourism communities that are able to manage natural and cultural wealth.
5. Organizing tourism trainings on an ongoing basis.
6. Mastering a strategic business location.
7. Having a large selection of tourism business products offered to tourists and mastering social media.
8. Facilitate each tourism business actor to master the target market or potentials in the local tourism area.
9. Facilitating business actors to improve the quality of business products and the quality of human resources
10. Able to launch new strategies
11. The existence of regulations that support the course of services and supervision of visiting foreigners.



12. Maintaining the comfort and safety of tourists with a clean environment, without garbage and always doing beach cleaning activities.
13. Using social media and the internet as the fastest promotional channel.
14. Implementing quality service standards for tourists
15. There is a need for collaboration or coordination between the central government and local governments so that regulations related to tourism do not overlap.
16. Provide a menu of typical Mentawai attractions that are offered to tourists other than surfing attractions.

### **Results of Identification of Issues, Potentials and Opportunities in Mentawai Islands Tourism Area**

Based on the results of research conducted related to identifying various problems, potentials, and opportunities for tourism in the Mentawai Islands Regency. The identification results show that there are 2 factors of tourism problems in the Mentawai Islands Regency, namely internal factors and external factors. The problems/conditions of internal and external factors (Fildelmat, 2024)

### Identification of Internal Factors

<b>Strength</b>	<b>Weakness</b>
<ol style="list-style-type: none"> <li>1) Has a unique culture</li> <li>2) Has beautiful nature tourism</li> <li>3) Mentawai has 4 tourist areas managed by the government and known as 3M1K namely Mapaddegat, Muntei, Madobag and Katiet.</li> <li>4) Has a large selection of surf spots</li> <li>5) Has the world's best waves</li> <li>6) Has the world's oldest tattoo</li> <li>7) Has diving spots</li> <li>8) Has fishing spots</li> <li>9) Has snorkeling spots</li> <li>10) Friendly people</li> <li>11) Has Kulukubug waterfall area</li> <li>12) The existence of Sikerei</li> <li>13) Presence of 6 primate-endemic species</li> <li>14) Lush mangrove forest</li> </ol>	<ol style="list-style-type: none"> <li>1) Lack of tourism awareness of the local community</li> <li>2) Lack of definite standards/regulations</li> <li>3) Inconsistent government programs to the community.</li> <li>4) Unqualified human resources</li> <li>5) Some people do not comply with existing regulations.</li> <li>6) The seriousness of Mentawai local government to prioritize the budget to tourism sector.</li> <li>7) People do not understand how powerful and important knowledge related to tourism promotion activities through social media and travel agents.</li> <li>8) Lack of collaboration and synergy from related parties, both from the government and the private sector.</li> <li>9) Internet access is not yet comprehensive, and</li> <li>10) The electricity network is not evenly distributed.</li> <li>11) There is no choice of attraction menu for tourists</li> <li>12) Market prices related to tourism are uncertain</li> <li>13) Lack of government supervision of regulation enforcement</li> <li>14) Low public facilities available</li> <li>15) RIPPARKAB Mentawai Islands has never been a PERDA as the basis for tourism development in the Mentawai Islands</li> <li>16) Lack of number of communities/groups that understand the tourism business</li> <li>17) The limited government budget available to support tourism development</li> <li>18) Low awareness of the cleanliness of the environment / tourism area both government and society.</li> </ol>

### Identification of External Factors

<b>Strength</b>	<b>Weakness</b>
<ol style="list-style-type: none"> <li>1) Increased number of surfers and international tourists who recognize Mentawai waves as the best in the world.</li> <li>2) The number of Mentawai original tattoo lovers</li> <li>3) The increasing number of tourism business actors</li> <li>4) The number of typical Mentawai culinary businesses is increasing</li> <li>5) Lovers of original Mentawai souvenirs are increasing</li> <li>6) The existence of creative economy business actors who master the world of digitalization</li> <li>7) The existence of foreign tourists who visit natural attractions (not artificial</li> </ol>	<ol style="list-style-type: none"> <li>1) The number of competitors who have similar tourism businesses</li> <li>2) The number of foreign business actors who are more proficient in the development and use of the digital world</li> <li>3) The existence of overlapping regulations between the central government and local governments</li> <li>4) The existence of vulnerable tourists who do not comply with tourism regulations</li> <li>5) The increasing number of foreign business actors who invest their business capital in Mentawai with large capital</li> <li>6) The number of surf boat owners violating existing regulations</li> <li>7) Foreign tourism business actors are better able to determine strategic target markets</li> </ol>

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| <p>tourism) to enjoy the forest and endemic animals.</p> <ol style="list-style-type: none"><li>8) The existence of social media and travel agents helps marketing quickly and precisely</li><li>9) The existence of tourists who care about beach and sea cleanliness</li><li>10) The existence of local and foreign tourists who master English</li><li>11) The number of surfer tourists is increasing</li><li>12) Mentawai batik demonstration</li><li>13) People are friendly and do not like long hands</li></ol> | <ol style="list-style-type: none"><li>8) Not many choices of business types that are created</li><li>9) Regulations have not fully supported the increase in the number of tourist visits</li><li>10) The number of tourists and foreign tourism business actors who run their business is not in accordance with existing regulations</li><li>11) The number of foreign tourism business actors (cultural tourism, culinary tourism and nature tourism) who are very good at precise and fast promotion strategies</li><li>12) The number of foreign tourism business actors who master marketing strategies through tourism awareness activities and have quality human resources</li><li>13) The number of tourists who feel they are not served with the right service standards</li><li>14) The number of tourism business actors who find it difficult to take care of legality / business licenses</li><li>15) The existence of tourists feel the cost of mobilization to Mentawai is very expensive</li><li>16) The number of surf tourists exceeds the number of surf spots</li><li>17) The number of business people who build homestays in the surfing tourism area so that tourists are always accommodated The queue to play surfing at the surf spot is getting longer and longer.(Agustinus, wawancara langsung, 2024)</li></ol> |
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### **Mentawai Islands Tourism Development Strategy**

To prepare the development strategy of tourism area in Mentawai Islands, SWOT analysis is needed. The stage conducted for this analysis is to give weight to the results of the identification of internal and external factors. For internal factors, there are 14 strength items with a factor weight of  $1/14=0.07$  and 18 weakness items with a factor weight of  $1/18=0.05$ . There are 11 informants who stated that the strength of Mentawai tourism is "Mentawai has the world's best waves". In addition, that Mentawai has a unique culture to showcase (Irfan Saogo, 2024). The most complained about weakness, however, was "The lack of tourism awareness among the local community".

Furthermore, the external factors based on the analysis results can be concluded, that there are 13 items of opportunities with a factor weight of  $1/13=0.08$  and 17 items of threats with a factor weight of  $1/17=0.06$ . Many tourists revealed, that "they come with the

purpose of chasing Mentawai waves because it is the world's best waves".(Jordan, wawancara langsung, 2024) While the threats most complained about by the people of Mentawai Islands Regency are: The number of tourists who feel they are not served with the right service standards (Lora, 2024). The next challenge states that many foreign tourists are more adept at digitalization to support their business in the tourism sector (Dodi Sareuru, 2024).

SWOT analysis of internal and external factors based on factor weights can be described below:

### SWOT Analysis of Internal Factors based on Factor Weight

No	Strength	Frequency	Weight Factor	Score
1.	Mentawai has 4 tourist areas managed by the government and known as 3M1K, namely Mapaddegat, Muntei, Madobag and Katiet.	2	0,07	0.14
2.	Has a large selection of surf spots	3	0.07	0.21
3.	Mentawai has a unique culture	8	0.07	0.56
4.	Has beautiful natural attractions	7	0.07	0.49
5.	Has the world's best waves	11	0.07	0.77
6.	Has the world's oldest tattoo	6	0.07	0.42
7.	Has diving spots	2	0.07	0.14
8.	Has fishing spots	2	0.07	0.14
9.	Has snorkeling spots	1	0.07	0.07
10.	Friendly people	2	0.07	0.14
11.	Has Kulukubug waterfall area	1	0.07	0.07
12.	The existence of Sikerei	1	0.07	0.07
13.	Presence of 6 primate-endemic species	1	0.07	0.07
14.	Lush mangrove forest	2	0.07	0.14
<b>Total</b>				<b>3.29</b>
Weaknesses				
1.	Lack of tourism awareness among local communities	14	0.05	0.7
2.	Inconsistent government programs to the community	8	0.05	0.4
3.	Unqualified human resources	3	0.05	0.15
4.	There is no definite standard/regulation	2	0.05	0.1
5.	Some people do not comply with existing regulations.	5	0.05	0.25
6.	The seriousness of the Mentawai local government to prioritize the budget to the tourism sector is not yet maximized.	4	0.05	0.2
7.	The community does not yet understand how powerful and important knowledge related to tourism promotion activities through social media and travel agents.	2	0.05	0.1
8.	Lack of collaboration and synergy from related parties from both the government and the private sector.	2	0.05	0.1
9.	Internet access is not yet comprehensive	2	0.05	0.1
10.	Uneven electricity network.	2	0.05	0.1

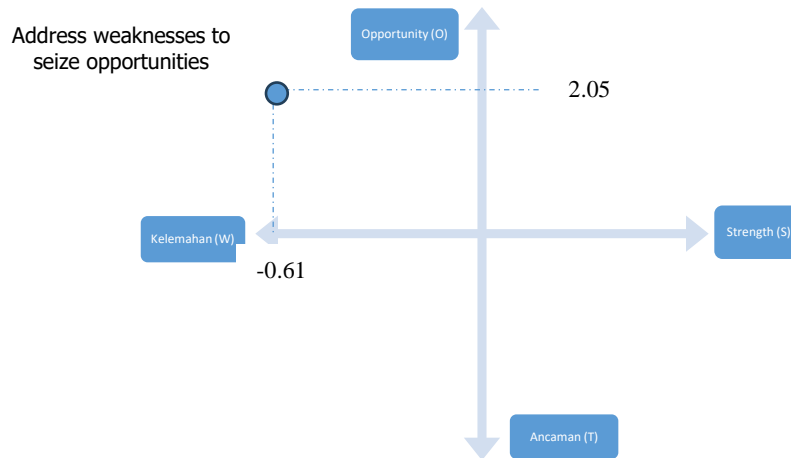
No	Strength	Frequency	Weight Factor	Score
11.	There is no choice of attraction menu for tourists	1	0.05	0.05
12.	Indifference to environmental hygiene	7	0.05	0.35
13.	Volatile tourism-related market prices	4	0.05	0.2
14.	Lack of government supervision on the enforcement of tourism regulations	4	0.05	0.2
15.	Low availability of public facilities	6	0.05	0.3
16.	Local government budget limitations	6	0.05	0.3
17.	RIPPARKAB Mentawai Islands has never been a PERDA as a benchmark for running a definite tourism business.	4	0.05	0.2
18.	Lack of communities/groups that understand how to run a tourism business	2	0.05	0.1
<b>Total</b>				<b>3.9</b>
<b>Strengths-Weaknesses = 3.29 – 3.9 →</b>		<b>→</b>	<b>→</b>	<b>- 0.61</b>

### SWOT Analysis of External Factors based on Factor Weight

No	Chance	Frequency	Weight Factor	Score
1.	Mentawai has the best waves in the world	9	0,08	0.72
2.	There are many Mentawai tattoo lovers.	2	0,08	0.16
3.	More and more tourism businesses	3	0,08	0.24
4.	The number of typical Mentawai culinary businesses is increasing	5	0,08	0.4
5.	Mentawai souvenir lovers are increasing	5	0,08	0.4
6.	The existence of tourism and creative economy businesses that master the world of digitalization	7	0,08	0.56
7.	There are foreign tourists who visit natural attractions (not artificial tourism) to enjoy forests and endemic animals.	1	0,08	0.08
8.	The existence of travel agents helps marketing tourism quickly and precisely	2	0,08	0.16
9.	There are tourists who care about beach and sea cleanliness	1	0,08	0.08
10.	The existence of local and foreign tourists who master English	1	0,08	0.08
11.	The number of surfer tourists is increasing	8	0,08	0.64
12.	Mentawai batik demonstration	2	0,08	0.16
13.	People are friendly and do not like to be long-winded	1	0,08	0.08
<b>Total</b>				<b>3.76</b>
<b>Threats</b>				
1.	The number of competitors who have similar tourism businesses	1	0,06	0.06
2.	The number of foreign tourism business actors who are more proficient in the development and use of the digital world	5	0,06	0.03
3.	Overlapping regulations between central and local governments	1	0,06	0.06

4. The existence of vulnerable tourists who do not comply with tourism regulations	1	0,06	0.06
5. The increasing number of foreign businessmen who invest their business capital in Mentawai with large capital	1	0,06	0.06
6. Many surf boat owners violate existing regulations	1	0,06	0.06
7. Foreign tourism businesses are better able to determine strategic target markets	1	0,06	0.06
8. Not many choices of business types to create	1	0,06	0.06
9. Regulations have not fully supported the increase in the number of tourist visits	1	0,06	0.06
10. The number of tourists and tourism businesses that run their businesses not in accordance with existing regulations	1	0,06	0.06
11. The number of foreign business actors (cultural tourism, culinary tourism and nature tourism) who are very good at precise and fast promotion strategies	4	0,06	0.24
12. The number of foreign tourism business actors who master marketing strategies through tourism awareness activities and have quality human resources.	1	0,06	0.06
13. The number of tourists who feel that they are not served with the right service standards	7	0,06	0.42
14. The number of tourism businesses that have difficulty taking care of their business legality / license	3	0,06	0.18
15. Tourists feel that the cost of mobilization to Mentawai is very expensive	2	0,06	0.12
16. The number of surf tourists exceeds the number of surf spots	1	0,06	0.06
17. The number of business people who build homestays in the region surfing tours so that tourists are always accommodated and waiting in line to play surfing at surf spots is getting longer and longer.	1	0,06	0.06
<b>Total</b>			<b>1.71</b>
<b>Opportunities-Challenges = 3.76-1.71→</b>		<b>→</b>	<b>→ 2,05</b>

## Organizational Strength Quadrant of the Youth and Sports Tourism Office Mentawai Islands Regency



Based on the SWOT analysis, it can be concluded that the Department of Tourism, Youth and Sports (DISPARPORA) of the Mentawai Islands Regency should conduct a priority program in developing its tourism by overcoming weaknesses to capture opportunities. For example, with the program (1) increasing tourism awareness of every organization or every individual, both the government and the community. (2) Increasing the capacity of travel agents to promote fast and precise tourism through social media such as Instagram, Facebook and the internet. (3) Increasing the capacity of travel agents in promoting Mentawai waves. (4) Establish tourist area regulations to protect tourist destinations from environmental damage. (5) Increase the discipline of tourism guards to increase local retribution.

### Discussion

Some of the research findings in Mentawai Islands Regency, especially in terms of tourism potential, are similar to what happens in other areas that experience access difficulties, namely that most of them have good tourism potential, but unfortunately it is not promoted to the outside, so that tourist destinations are less well known. Even if they are known, tourists find it difficult to visit them because of the difficult access to the location. This difficulty may be due to the absence of tourism-related communities/groups, such as travel agents, or the high cost of access to the location, which tourists consider unreasonable. The next research finding is the weak regulations that support this research

reinforcing Soebagyo's theory, that developing tourist destinations are less supported by local government regulations so that they have less added value for regional cash receipts (Soebagyo, 2018). The absence of regulations that support the development of tourist areas can hinder the progress of tourism development in the Mentawai Islands.

Based on the results of the SWOT analysis by overcoming weaknesses to capture opportunities, practical strategic activities and further research suggestions are suggested, namely increasing internet network coverage to promote Mentawai Islands Regency tourism. This suggestion is proposed considering that the target tourists who are expected to visit the Mentawai Islands Regency are foreign tourists. These tourists certainly need accurate information about the existence of tourism that will be visited. In addition, many foreign tourists need to communicate with their home country either to contact their coworkers or family. Communication can be effective if supported by an adequate internet network.

## **Conclusion**

Based on the identification of internal factors, the tourism sector in the Mentawai Islands has strengths and weaknesses. The biggest strength or potential in the tourism sector in the Mentawai Islands Regency is having the world's best waves for surfers. While the most complained weakness is "Lack of tourism awareness owned by the local community". The results of the identification of external factors show that the biggest opportunity is for foreign tourists who pursue Mentawai waves because it is one of the world's best waves. The biggest threat/challenge faced by the tourism of Mentawai Islands Regency Government is the number of tourists who feel that they are not served with the right standard of service so that they do not visit again and do not last long to stay. Therefore, the right activity for the Mentawai Islands Regency Government to do in order to increase tourist visits is to carry out the right service standards so that tourists can visit again and stay for a long time. Based on the SWOT analysis, a key strategy for Mentawai Islands tourism is to improve internet network coverage, targeting foreign tourists who require reliable information and communication during their stay. Enhanced internet access would not only aid in promoting tourism but also support tourists' communication needs with their home countries, facilitating both personal and professional connections.



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