

POTENTIAL ANALYSIS AND STRATEGI FOR SUSTAINABLE COASTAL TOURISM DEVELOPMENT IN MAMUJU DISTRICT (CASE STUDY ON COAST OF TANJUNG NGALO WEST TAPALANG SUB DISTRICT)

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Abstract

This study aims to formulate and analyze priority strategies in the development of sustainable coastal tourism in Mamuju district. This type of research is descriptive qualitative with a mixed method research model using data analysis in the form of IPA & CSI, IFAS-EFAS, IE, SWOT, and AHP. The total number of respondents who became the research sample was 68 people consisting of 60 tourists and 8 stakeholders. This research was carried out in several stages of analysis, the first to analyze the potential and level of tourist satisfaction at each beach tourism object, then analyze each internal and external factor to formulate alternative development strategies, then analyze and determine the right priority strategy in the development of sustainable coastal tourism in Indonesia. mamuju district. Based on the results of the analysis and discussion, it can be concluded that the priority strategies that can be applied in the development of sustainable coastal tourism in Mamuju Regency are (1) preparation of the tourism master plan document (RIPPDA) as a guide in implementing the tourism sector development program (2) strategy disaster mitigation by calculating the strategic location of the region as an area prone to earthquakes and tsunamis (3) innovating to adapt the "new normal" situation with the application of strict health protocols (prokes) for each tourist attraction (4) forming a "tourism awareness" forum as a forum that bridges the challenges of implementing and potential tourism areas (5) integrating the use of natural and artificial resources to maintain sustainable ecological sustainability (6) integrating potential tourist attractions into integrated beach tourism objects (7) improving the quality of human resources through technical guidance and skills training independent (8) p the implementation of innovative cultural festivals as an attraction for tourism development, especially coastal tourism in Kab. Mamuju is one of the mara'dika festivals (mammuju royal rituals /

processions) (9) stakeholder synergy in supporting the promotion and marketing of tourist destinations, especially beach tourism (10) the use of influencer services / public figures via social media for promotion and attracting interest in tourist destinations.

Keywords : Potential Tourism, Strategy development, Sustainable Tourism

Introduction

According to the Law of the Republic of Indonesia number 27 of 2007, concerning the management of coastal areas and small islands, coastal areas are transitional areas of land and sea ecosystems that are affected by changes on land and sea. Coastal areas require sustainable management based on the principle of developing and utilizing current resources without compromising future needs which aim to increase the social, economic, and cultural values of the community through community participation in utilizing coastal resources and small islands and management of coastal areas. coastal areas include planning, utilization, supervision and control of human interaction in utilizing coastal environmental resources (Muh.Yusrifan, 2021).

Sustainable development and management of coastal areas can be done in various ways, such as the use of potential resources for tourism development, especially coastal / marine tourism destinations. Based on article 23 of Law No. 10 of 2009, concerning

tourism, it urges that every region can maintain, develop and preserve national assets that are tourist attractions and potential assets that have not been explored and supervise and control tourism activities in order to prevent and overcome various impacts. negative for the general public.

Mamuju Regency is one of the regencies in West Sulawesi Province as well as the provincial capital, most of which are coastal areas that have utilized and developed coastal areas into the leading tourism sector of the region. Based on the Mamuju Regency Regional Regulation Number 10 of 2019 concerning the Spatial Planning and Mamuju Region for 2019-2039, it has determined strategic areas for the development of marine tourism, including those in Mamuju, Tapalang Barat, and Simboro sub-districts. The tourist area has become the prima donna of tourist destinations in Mamuju Regency, it can be seen from several beach tourism objects that have successfully entered the

national level contest as a potential tourist destination.

Various tourism potentials located in the coastal area of Mamuju Regency, including white sand, coral reefs and marine ecosystems, as well as the beauty of the natural panorama have the potential to develop into a leading sector to support regional economic improvement. However, the constraints and inhibiting factors become problems that have an impact on the development of coastal tourism in Mamuju Regency as a whole so that it is not optimal in increasing the number of tourist visits. There are various problems such as the absence of regulations related to regional tourism development planning (RIPPDA), inadequate facilities and infrastructure, lack of quality human resources available, and lack of creativity and innovation in their management (Andi Nur Amirah, 2020).

Considering that the coastal / marine tourism area in Mamuju Regency has great potential and opportunities in the tourism sector as a potential tourist attraction, it is necessary to follow up

with appropriate development strategies in resource utilization and management so that it can become a leading tourist area. To formulate an appropriate development strategy, it is necessary to analyze the potential of available resources (human resources, natural resources, artificial) and pay attention to various factors related to aspects of coastal areas. With this planning scheme, development actions can be planned through an effective strategy.

Materials and Methods

a. Location and research design

This research was carried out in one of the coastal tourism areas in Mamuju Regency which is a priority location for the development of marine tourism in Mamuju Regency based on Regional Regulation number 10 of 2019 concerning the spatial and regional planning of Mamuju for 2019-2039, namely the Tanjung Ngalo beach tourism object which is located in the district of West Tappalang, precisely in the village of Dungkait. This type of research is observational and is a mixed method (combination).

Figure 1. West Tapalang District Administration Map

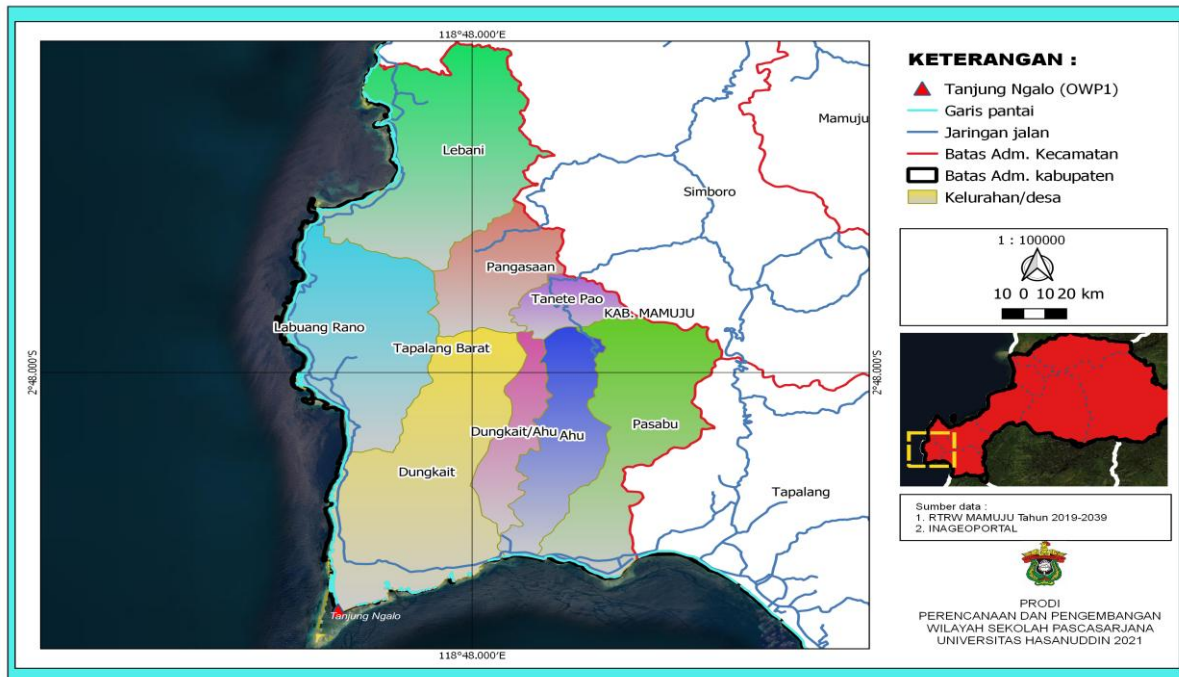
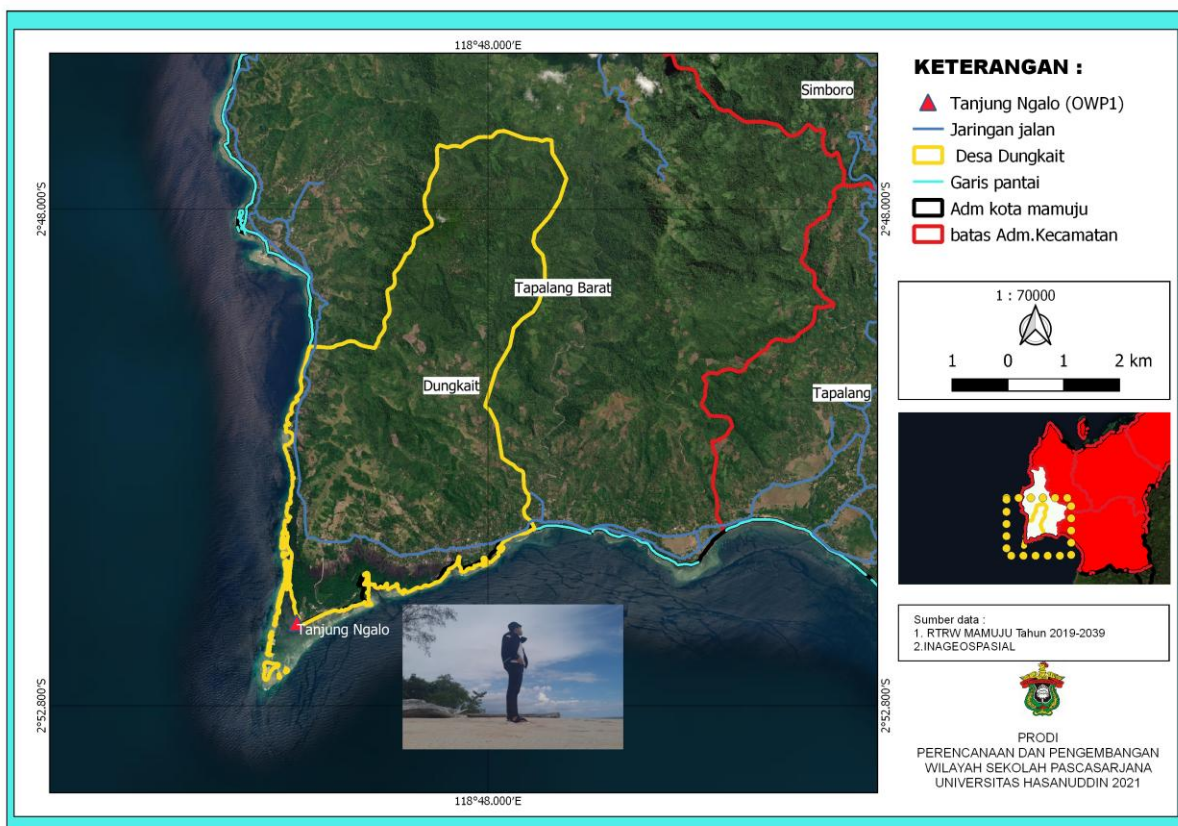


Figure 2. Research location for Tanjung Ngalo beach tourism object



b. Population and sample

The population in this study are tourists who visit beach tourism objects and stakeholders with accidental sampling (coincidence) and purposive sampling (determined) sampling techniques (Muh. Arifin, 2016). A sample of 28 people consisting of 20 tourists using the accidental sampling technique (by chance) and 8 stakeholders related to the purposive sampling technique (determined).

c. Methods of collection data

Data collection is done by using triangulation techniques, namely observation, interviews, documentation (Sugiyono, 2008). Observation techniques were carried out to assess the reality of the conditions on the object and research subject, interviews were conducted to capture the perceptions of respondents (tourists) using the questionnaire media including respondent data (age, gender, education, occupation, visit motivation, origin of tourists, etc.) and assessment on the potential of each tourist attraction based on attribute assessment variables (tourist objects and attractions, tourist facilities and services, accessibility, management, and public policies) as well

as documentation of supporting data collection in the form of literature, print media, photos, etc.

d. Data Analysis

The analysis consists of 3 stages, namely, analyzing the potential and level of tourist satisfaction, formulating alternative strategies, and determining and determining strategic priorities. Analysis of tourist potential and satisfaction data is processed using a Cartesian diagram for mapping the conditions on each attribute based on the 4 quadrant position, and determining the CSI value (tourist satisfaction level) based on the CSI / satisfaction assessment criteria, formulating strategies based on internal (strengths) and external (weaknesses) conditions.) is processed using the IFAS-EFAS, IE, and SWOT matrix tools, and the determination of strategy priorities with AHP is processed using the Expert Choice V.11 Application tool.

RESAULT AND DISCUSSION

a. Sample characteristics

In this study, information related to data has been collected regarding the overall characteristics of the respondents

who became the sample. With criteria (gender, age, education, occupation, frequency of visits, motivation of visits, area of origin). For more details, see the image below:

Table 1. Data recapitulation Characteristics of respondents at the Tanjung Ngalo beach tourism object

NO	KRITERIA	JUMLAH	%
1.	gender	Female (11 people)	55%
2.	age	20 – 29 Years (8 people)	40%
3.	education	Level SMA/A (31 people)	52%
4.	profession	Private Job (8 people)	40%
5.	visits	Second time (12 people)	60%
6.	Motivation	for Recreational (20 people)	100%
7.	Asal wisatawan	Mamuju tourists origin (19 people)	95%

Based on table 1 above, it shows that tourists who visit Tanjung Ngalo beach attractions are the majority of the female sex as many as 11 people (55%). Most tourists aged between 20-29 years as many as 8 people (40%). for education is still dominated by students and high school graduates / A as many as 31 people (52%). The professions and occupations are dominated by the private sector as many as

8 people (40%). The frequency of visits for the second time or more is 12 people (60%). The overall motivation for tourist visits to choose for recreation is 20 people (100%). And the majority of tourist origin areas come from local tourists from Mamuju as many as 19 people (95%)

b. Analysis of the potential and level of tourist satisfaction

The research was carried out at the Tanjung Ngalo beach tourism object, Mamuju district, namely. The method used in this study is Importance Performance Analysis (IPA) to find out the potential that exists in each tourist attraction based on the level of performance and the importance of existing tourism attributes/products. And assess the overall level of tourist satisfaction with the Customer Satisfaction Index (CSI). The design of the questionnaire given to respondents used a Likert rating scale (1-5) using 4 variable dimensions (objects and tourist attractions, facilities and services, accessibility, management). The results of the discussion can be seen as follows:

Importance performance Analysis (IPA)

Importance performance analysis (IPA) was first introduced by Martilla and James as a simple framework for analyzing product attributes / everything that is

offered in the form of services and services, a series of service attribute sets related to specific services that are evaluated based on the level of importance of each attribute according to consumers and how a service is perceived to perform relative to each attribute. Ani pitani 2005 in (Duwi Budianto, 2016).

In the early stages of analyzing the potential and satisfaction level of tourists. IPA analysis is carried out to determine the quality of services available at Tanjung Ngalo beach tourism objects, by assessing the performance / reality of service attributes with the interests / expectations of tourists on the attributes / tourism products that are assessed. For more details, see the following image:

Figure 3. Level of suitability of performance and importance of Tanjung Ngalo beach attributes (OWP1)

Variabel	Pertanyaan (atribut)	Kinerja (X)	Kepentingan (Y)	Tingkat Kesesuaian
Objek dan daya tarik wisata	1	79	100	7.900
	2	75	75	10.000
	3	76	71	10.704
	4	74	70	10.571
	5	77	77	10.000
	6	79	84	9.405
	7	76	100	7.600
	8	74	74	10.000
	9	76	76	10.000
	10	74	80	9.250
Fasilitas dan pelayanan wisata	11	72	89	8.090
	12	75	75	10.000
	13	70	76	9.211
	14	70	70	10.000
	15	71	100	7.100
	16	77	77	10.000
	17	40	40	10.000
	18	77	77	10.000
	19	75	75	10.000
	20	78	78	10.000

Figure 4. Level of suitability of performance and importance of Tanjung Ngalo beach attributes (OWP1) (Continued)

Aksesibilitas	21	52	52	10.000
	22	30	90	3.333
	23	35	80	4.375
	24	40	80	5.000
	25	74	74	10.000
Pengelolaan	26	40	89	4.494
	27	72	72	10.000
	28	73	80	9.125
	29	20	80	2.500
	30	73	80	9.125
	31	78	78	10.000

Based on Figure 3 and 4 above, the dimension that has the highest match between performance / reality and the importance / expectation of an attribute is attribute number 3 variable (objects and tourist attractions) with a value of **10,704**. and the lowest is attribute number 29 variable (management) with a value of **2,500**.

Figure 5. Comparison of GAP scores and the level of suitability of performance and importance of Tanjung Ngalo beach attributes (OWP1)

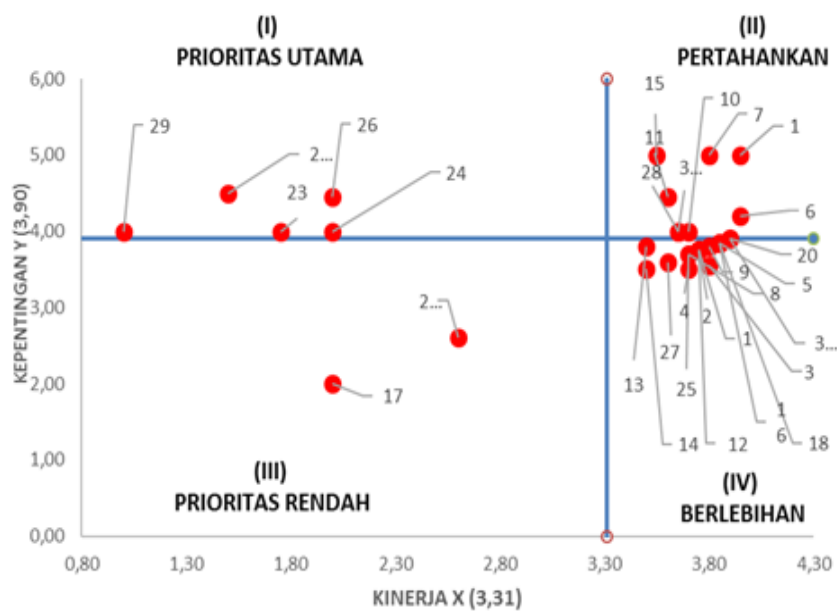
Variabel	Pertanyaan (atribut)	Nilai Tingkat Kesesuaian	Skor kesenjangan (GAP)	Action & Hold
Objek dan daya tarik wisata	1	7.900	8.638	A
	2	10.000	8.638	H
	3	10.704	8.638	H
	4	10.571	8.638	H
	5	10.000	8.638	H
	6	9.405	8.638	H
	7	7.600	8.638	A
	8	10.000	8.638	H
	9	10.000	8.638	H
	10	9.250	8.638	H
Fasilitas dan pelayanan wisata	11	8.090	8.638	A
	12	10.000	8.638	H
	13	9.211	8.638	H
	14	10.000	8.638	H
	15	7.100	8.638	A
	16	10.000	8.638	H
	17	10.000	8.638	H
	18	10.000	8.638	H
	19	10.000	8.638	H
	20	10.000	8.638	H

Figure 6 Comparison of GAP scores and the level of conformity of performance and importance of Tanjung Ngalo beach attributes (OWP1) (Continued)

Aksesibilitas	21	10.000	8.638	H
	22	3.333	8.638	A
	23	4.375	8.638	A
	24	5.000	8.638	A
	25	10.000	8.638	H
Pengelolaan	26	4.494	8.638	A
	27	10.000	8.638	H
	28	9.125	8.638	H
	29	2.500	8.638	A
	30	9.125	8.638	H
	31	10.000	8.638	H

Based on tfigure 5 and 6 above, there is a level of gap that occurs in each attribute. However, the most dominating variable is (Accessibility). For more details, the condition of each attribute can be seen through the mapping done with a Cartesian diagram with 4 quadrant positions to find out which attributes will be maintained and which must be improved/improved.

Figure 7. Cartesian diagram with 4 priority quadrants of Tanjung Ngalo beach attributes (OWP1)



Based on the results of the mapping on the Cartesian diagram, there are several attributes that are the main priority to improve / improve the quality of their services. These attributes are the results of the representation of the attributes that have the lowest value on the level of conformity between their performance and the interests and expectations felt by respondents. For more details, it can be seen in the table of the results of the mapping of the 4 priority quadrants, namely:

Figure 7. Quadrant I attribute (Top priority)

Variabel	No. Atribut	Pertanyaan
Aksesibilitas	22	pendapat responden terkait kondisi jalan menuju ke kawasan wisata pantai tanjung ngalo
	23	pendapat responden tentang kemudahan menempuh akses dari lokasi responden menuju ke lokasi wisata pantai tanjung ngalo
	24	pendapat responden mengenai fasilitas penunjuk arah sepanjang jalan menuju ke kawasan wisata pantai tanjung ngalo
pengelolaan	26	pendapat responden terkait kondisi keamanan dan pengamanan pada kawasan wisata pantai tanjung ngalo
	29	pendapat responden terkait tarif pemungutan retribusi (tiket masuk dan parkir) pada kawasan wisata pantai tanjung ngalo

Figure 8. Quadrant II attribute (Maintain)

Variabel	No. Atribut	Pertanyaan
Aksesibilitas	1	pendapat responden tentang keindahan panorama alam pada kawasan wisata pantai tanjung ngalo
	6	pendapat responden dengan kualitas dan keragaman souvenir pada kawasan wisata pantai tanjung ngalo
	7	pendapat responden dengan keragaman dan keunikan kesenian tradisional (kuliner, kebudayaan, dan adat istiadat) wisata pantai tanjung ngalo
Objek dan daya tarik	10	pendapat responden dengan kualitas ekologi (udara dan lingkungan) wisata pantai tanjung ngalo
Fasilitas dan pelayanan	11	pendapat responden terkait tarif pemungutan retribusi (tiket masuk dan parkir) pada kawasan wisata pantai tanjung ngalo
	15	pendapat responden dengan kualitas air bersih yang tersedia pada kawasan wisata pantai tanjung ngalo
Pengelolaan	28	pendapat responden tentang fasilitas pelayanan wisata / tour guide petugas pemandu wisata pantai tanjong ngalo
	30	pendapat responden terkait layanan informasi pada kawasan wisata pantai tanjung ngalo

Figure 9. Atribut kuadran III (Prioritas rendah)

Variabel	No. Atribut	Pertanyaan
Fasilitas dan pelayanan	17	pendapat responden terkait fasilitas akomodasi (hotel, penginapan, restora, dll) pada kawasan wisata pantai tanjung ngalo
Aksesibilitas	21	pendapat responden tentang fasilitas alat transportasi yang ada / menuju ke kawasan wisata pantai tanjung ngalo

Figure 10. Quadrant IV attributes (Excessive)

Variabel	No. Atribut	Pertanyaan
Objek dan daya tarik	2	pendapat responden tentang kualitas air laut pada kawasan wisata pantai tanjung ngalo
	3	pendapat responden dengan kondisi hamparan pasir pantai pada kawasan wisata pantai tanjung ngalo
	4	pendapat responden dengan keragaman dan keunikan kesenian tradisional (kuliner, kebudayaan, dan adat istiadat) wisata pantai tanjung ngalo
	5	pendapat responden dengan keindahan terumbu karang pada kawasan wisata

Figure 11. Quadrant IV (Excessive) Attributes (Continued)

Fasilitas dan pelayanan	8	pantai tanjung ngalo pendapat responden tentang fasilitas snorkling/ menyelam pada kawasan wisata pantai tanjung ngalo
	9	pendapat responden dengan keindahan dan keanekaragaman biota laut pada kawasan wisata pantai tanjung ngalo
	12	pendapat responden dengan fasilitas sarana kebersihan (toilet/wc umum dan tempat penampungan sampah) pada kawasan wisata pantai tanjung ngalo
	13	pendapat responden dengan fasilitas sarana peribadatan (musholla) pada kawasan wisata pantai tanjung ngalo
	14	pendapat responden dengan fasilitas kelistrikan pada kawasan wisata pantai tanjung ngalo
	16	pendapat responden dengan fasilitas gazebo/tempat istirahat dan bersantai pada kawasan wisata pantai tanjung ngalo
	18	pendapat responden dengan layanan kesehatan pada kawasan wisata pantai tanjung ngalo
	19	pendapat responden dengan ketersediaan fasilitas toko/bengkel/pedagang pada kawasan wisata pantai tanjung ngalo
Aksesibilitas	20	pendapat responden dengan kualitas produk usaha mandiri/ kerajinan tangan masyarakat pada kawasan wisata pantai tanjung ngalo
	25	pendapat responden dengan fasilitas layanan informasi kawasan wisata pantai yang tersedia via internet
Pengelolaan	27	pendapat responden dengan kondisi kebersihan pada kawasan wisata pantai tanjung ngalo
	31	pendapat responden terkait upaya perawatan dan pemeliharaan yang dilakukan pihak pengelola terhadap fasilitas objek wisata pada kawasan wisata pantai tanjung ngalo

Customer satisfaction Indesk (CSI)

After performing calculations on each attribute that aims to determine the potential that exists in the Tanjung Ngalo beach tourism object. Furthermore, the researchers assessed the level of tourist satisfaction based on the value of the Customer Satisfaction Index (CSI). For more details, see the following image:

Figure 12. Recapitulation of the calculation of the weight score (WS)

NO. ATRIBUT	NILAI WEIGHT FACTOR (WF)	KINERJA (MSS)	NILAI WIGHT SCORE (WS)
1	128,15	3,95	506,20
2	96,11	3,75	360,43
3	90,99	3,80	345,75
4	89,71	3,70	331,91
5	98,68	3,85	379,91
6	107,65	3,95	425,21
7	128,15	3,80	486,98
8	94,83	3,70	350,88
9	97,40	3,80	370,10
10	102,52	3,70	379,33
11	114,06	3,60	410,60
12	96,11	3,75	360,43
13	97,40	3,50	340,88
14	89,71	3,50	313,97
15	128,15	3,55	454,94
16	98,68	3,85	379,91
17	51,26	2,00	102,52
18	98,68	3,85	379,91
19	96,11	3,75	360,43
20	99,96	3,90	389,84
21	66,64	2,60	173,26
22	115,34	1,50	173,01
23	102,52	1,75	179,41
24	102,52	2,00	205,04
25	94,83	3,70	350,88
26	114,06	2,00	228,11
27	92,27	3,60	332,17
28	102,52	3,65	374,20
29	102,52	1,00	102,52
30	102,52	3,65	374,20
31	99,96	3,90	389,84

The value of the weight score (WS) or the weighted score is the result of the sum by multiplying the value of the Weight factor (WF) with the value of the Mean satisfaction score (MSS) or the average value of performance. Furthermore, determining the existing CSI value can be seen in the following figure:

Figure 13. Recapitulation of the calculation of the value of tourist satisfaction (CSI)

NO. Atribut	Nilai weight score (WS)	Customer Satisfaction Indeks (CSI)
1	506,20	66,53 % (PUAS)
2	360,43	
3	345,75	
4	331,91	
5	379,91	
6	425,21	
7	486,98	
8	350,88	
9	370,10	
10	379,33	
11	410,60	
12	360,43	
13	340,88	
14	313,97	
15	454,94	
16	379,91	
17	102,52	
18	379,91	
19	360,43	
20	389,84	
21	173,26	
22	173,01	
23	179,41	
24	205,04	
25	350,88	
26	228,11	
27	332,17	
28	374,20	
29	102,52	
30	374,20	
31	389,84	
Weight Total (WT)	332,67	

Figure 14. Parameters of the assessment criteria for the level of tourist satisfaction (Csi)

Nilai CSI	Kriteria CSI
0,81-1,00	Sangat puas
0,66-0,80	Puas
0,51-0,65	Cukup puas
0,35-0,50	Kurang puas
0,00-0,34	Tidak puas

Can be seen in the image above. Based on the calculation of the CSI value on the Tanjung Ngalo beach tourism object (OWP1). It can be seen that the value of the level of tourist satisfaction with the attributes / tourism products on the Tanjung Ngalo beach is 66% where the criterion value is in the range of 66-80 which means that overall respondents

(tourists) feel satisfied. In general, if the CSI value is below 50%, it means that overall tourists feel less satisfied / dissatisfied with a service (Riandina Wahyu Oktaviani et al, 2016).

c. Strategy formulation based on SWOT analysis

According to Freddy Rangkuti, 1997 (Efelina et al., 2016) SWOT analysis is the identification of various factors systematically to formulate company strategy, this analysis is based on logic that can maximize strengths, opportunities, but simultaneously minimize weaknesses. weakness), and opportunities (threats).

The next stage of this study aims to formulate various alternative strategies for developing sustainable coastal tourism in Mamuju Regency based on internal (strengths) and external (weaknesses) factors in each tourist attraction that has been collected through analysis of potential and tourist satisfaction, as well as interviews with related parties (stakeholders). The SWOT analysis strategy is carried out in several stages of analysis, namely the IFAS-EFAS, IE, and SWOT matrix. The resulting strategy can be seen in the image below:

Figure 15. Strategy based on SWOT analysis

Identifikasi Faktor	Kekuatan (<i>Strength</i>)	Kelemahan (<i>Weakness</i>)
INTERNAL	<ol style="list-style-type: none"> 1. Potensi <i>panorama bahari</i> yang indah pada setiap objek destinasi wisata di kabupaten mamuju 2. Berbagai wahana yang bervariasi mendukung aktifitas wisatawan 3. Perawatan dan pemeliharaan sarana dan prasarana objek wisata yang di perhatikan dengan baik 4. Tersedianya layanan informasi pada setiap objek wisata 5. Wisata bahari / pantai merupakan prioritas pengembangan pemda Kab. Mamuju 	<ol style="list-style-type: none"> 1. aktifitas rekreasi (pertunjukan seni, budaya) yang belum ada pada setiap objek destinasi wisata 2. kondisi aksesibilitas yang belum memadai menuju lokasi wisata 3. penyerapan PAD melalui retribusi yang belum maksimal 4. kebijakan melalui Perda (RIPPDA) terhadap pengelolaan sektor pariwisata yang belum di tetapkan . 5. persepsi masyarakat yang menganggap sumber pendapatan dari sektor pariwisata belum prioritas 6. kualitas SDM yang
EKSTERNAL		

Figure 16. Strategy based on SWOT analysis (continued)

		masih minim
Peluang (Opportunities)	Strategi SO	Strategi WO
<ol style="list-style-type: none"> 1. mulainya geliat UMKM (karya cinderamata) sebagai pendorong ekonomi bagi aktivitas pariwisata 2. kondisi fasilitas destinasi objek wisata yang memadai 3. kebersihan objek wisata yang terpelihara 4. status kabupaten mamuju yang aman dari kasus penyebaran covid-19 dengan kategori wilayah zona hijau 5. dukungan pemerintah daerah terhadap di hidupnya geliat wisata kebudayaan 	<ol style="list-style-type: none"> 1. penyusunan dokumen rencana induk pariwisata (RIPPOA) sebagai pedoman di dalam pelaksanaan program pengembangan sektor pariwisata 2. mengintegrasikan potensi dan karakter daya tarik wisata menjadi wisata pantai terpadu 	<ol style="list-style-type: none"> 1. melakukan kerjasama dengan berbagai stakeholder di dalam mendukung promosi dan pemasaran destinasi wisata khususnya wisata pantai 2. peningkatan kualitas SDM melalui kegiatan bimtek dan pembekalan keterampilan mandiri 3. melakukan promosi menggunakan jasa Influencer / publik figur via sosial media untuk menarik minat berdestinasi wisata
Ancaman (Threats)	Strategi ST	Strategi WT
<ol style="list-style-type: none"> 1. kondisi lingkungan yang tidak terpelihara sehingga berdampak pada kualitas kesehatan lingkungan objek wisata 2. keamanan objek wisata yang belum terjamin 3. pandemi yang menciptakan ketidakstabilan terhadap aktifitas pariwisata 	<ol style="list-style-type: none"> 1. pembuatan forum "sadar wisata" sebagai wadah yang menjembatani tantangan penyelenggaraan dan melihat peluang potensi kawasan pariwisata di kabupaten mamuju 2. memperhatikan mitigasi bencana dan memperhitungkan letak strategis wilayah sebagai wilayah rawan bencana alam gempa 	<ol style="list-style-type: none"> 1. pelaksanaan festival budaya yang inovatif yang di harapkan dapat menjadi daya tarik bagi pembangunan pariwisata khususnya wisata pantai di Kab. Mamuju 2. berinovatif menyesuaikan keadaan the New Normal dan penerapan proses yang ketat pada

Figure 17. Strategy based on SWOT analysis (continued)

<ol style="list-style-type: none"> 4. belum jelasnya status kepemilikan lahan objek wisata 5. status kabupaten mamuju yang rawan bencana 	<ol style="list-style-type: none"> 3. integrasi pemanfaatan sumber daya alam dan buatan untuk kelestarian ekologi yang berkesinambungan 	<p>setiap objek wisata</p>
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The strategies for developing sustainable coastal tourism in Mamuju Regency which are formulated in the SWOT analysis are as follows:

1. preparation of the tourism master plan document (RIPPDA) as a guide in implementation of tourism sector development programs
2. integrate the potential of tourist attractions into an integrated beach tourism object
3. Cooperating with various stakeholders in supporting the promotion and marketing of tourist destinations, especially beach tourism
4. improving the quality of human resources through technical guidance and self-skills training
5. carry out promotions using the services of influencers / public figures via social media to attract interest in tourist destinations
6. Establish a "tourism awareness" forum as a forum that bridges the challenges of implementation and sees potential opportunities for tourism areas in Mamuju Regency
7. Pay attention to disaster mitigation and take into account the strategic

- location of the region as an area prone to earthquakes and tsunamis
8. integration of the use of natural and artificial resources to maintain sustainable ecological sustainability
9. the implementation of an innovative cultural festival which is expected to be an attraction for tourism development, especially coastal tourism in Kab. Mamuju is one of the mara'dika festivals (mammuju royal rituals / processions)
10. Be innovative in adapting "the New Normal" situation by implementing strict health protocols (prokes) at every tourist attraction.

d. Priorizing strategy based on analysis Hierarchy process (AHP)

The tool used by the author in this study is to use the Expert choice (EC) application. According to (Rani Irma Handayani, 2015) the Expert Choice application is an application program that can be used as a tool to help decision makers to find and make a decision. After formulating various strategies with SWOT analysis. Furthermore, a feasible and appropriate strategic priority arrangement will be determined to be applied in the development of sustainable coastal tourism

in Mamuju Regency based on its below:
conditions, can be seen in the image

Figure 18. Priority strategy setting based on (AHP)



Based on Figure 18 above, the sequence of priority strategies for developing coastal tourism in Mamuju Regency based on all the criteria that have been set are:

1. preparation of the tourism master plan document (RIPPDA) as a guide in the implementation of the tourism sector development program 25.7%;
2. the strategy pays attention to disaster mitigation and takes into account the strategic location of the region as an earthquake and tsunami prone area 13.3%
3. be innovative in adapting the situation to “the New Normal” with the application of strict health protocols (prokes) at each tourist attraction with a value of 10.7%;
4. establish a “tourism awareness” forum as a forum that bridges the challenges of implementation and sees potential opportunities for tourism areas in Mamuju district with a value of 9.1%
5. integration of the use of natural and artificial

- resources to maintain sustainable ecological sustainability with a value of 8.1%;
6. integrate the potential of tourist attractions into an integrated beach tourism object with a value of 8.0%.
 7. improving the quality of human resources through technical guidance and provision of independent skills with a value of 7.2%;
 8. implementation of an innovative cultural festival which is expected to be an attraction for tourism development, especially beach tourism in Kab. Mamuju is one of the mara'dika festivals (rituals / processions of the Mamuju kingdom) with a value of 6.8%
 9. collaborate and synergize with various stakeholders in supporting the promotion and marketing of tourist destinations, especially beach tourism 6.1%

10. Conduct promotions using the services of influencers / public figures via social media to attract 51% interest in tourist destinations.

The data obtained is at an inconsistency value of 0.02 or 2% (below 10%) which means the data can be accepted.

e. Conclusion and Suggestion

Based on the objectives and results of the research carried out, it can be concluded that, the potential condition of each beach tourism object in Mamuju Regency is seen from the accessibility variables (road conditions and transportation equipment), public policy (regulations related to controlling the implementation of tourism deposit activities).), and management (quality of human resources, care and maintenance of tourism products, innovation) is still very inadequate.

So based on the conclusions above, suggestions that can be given in the utilization and management of coastal tourism resources are to use a strategy to maintain and maintain (Hold and maintain

strategies) by maintaining the potential that is owned, especially in the potential of natural resources which are the majority of the tourist attraction of the coast by preserving and maintain the environment and resources solely for the sustainability of resources at coastal tourism objects in Mamuju Regency. And based on the determination of the priority strategy is to immediately issue regional regulations related to the implementation of regional tourism activities (RIPPDA) as a fundamental step in building various aspects of development that are needed, based on the results of research related to the priority of developing coastal tourism objects in Mamuju Regency, Karampuang Island (OWP3). make it a priority for developing superior coastal tourism in Mamuju district.

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