

The Tourism as A Potential Sector in Serang

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Abstract:

The purpose of this study was to find out which urban areas have tourism potential as a leading sector in Serang. Serang has the potential for tourism objects to continue to be developed with a tourism-based development pattern that can contribute to the economic growth of Serang.. The focus of this research is located in the district of Kasemen, Serang. The method used in this research is the descriptive qualitative research method. The sample area of this research is 10 villages located in Kasemen District, Kasemen District is a development area in the northern part of Serang City. The northern part of the development area is directed towards the main functions of tourism. Serang City. Human samples consist of population samples and tourist samples with incidental techniques. The analytical method used is SWOT analysis. The results of the study show that there are several villages that have the potential to be the leading sector in the Kasemen District.

Introduction

One of the human needs that must be met is the need for recreation or tourism activities, which generally aim to find another atmosphere and break away from routine. According to the World Tourism Organization (WTO) in Lukman Hakim (2004), tourism activities are human activities that travel "out of their original environment" for no more than one year on vacation, trade, or other dealings. Meanwhile, according to Damanik and Weber (2006), in a broad sense, tourism is a recreational activity outside the domicile to escape from routine work or find another atmosphere.

Tourism is a journey from one place to another, temporary in nature, carried out by individuals or groups in an effort to find balance or harmony with the environment in its social, cultural, natural, and scientific dimensions. (Kurniasari, 2017:178). So, tourism is a temporary travel process of individuals or groups with the aim of finding a balance in life.

"Tourism is all tourism activities carried out by tourists equipped with supporting facilities and infrastructure provided by tourism *stakeholders*. The most important element in the development of tourism is the element of attraction. (Wilopo: 2017). The object of attraction is described by Hadiwijoyo (2012: 49) as one of the formations and facilities that are interconnected and become the reason or cause of tourists visiting a certain area or place. (Wilopo: 2017). Tourism is an activity organized to support tourism.

Tourist destinations, hereinafter referred to as "tourism destinations," are specific geographic areas located within one or more administrative areas in which tourism activities are located and equipped with the availability of attractions, public facilities, tourism facilities, accessibility, and interrelated communities.

Tourism is an inseparable part of human life, especially in social and economic activities. In social and economic activities, we face challenges and opportunities (Sukirno, 2006). The tourism industry in Indonesia has potential and should be taken into account. Therefore, the tourism potential must be developed by the government.

Tourism has now become one of the new forms of industry that is able to provide rapid economic growth in terms of employment opportunities, income, standard of living and by activating other production sectors. Problems that are quite complex and require attention from the government regarding the tourism sector are providing facilities and infrastructure improvements in tourist areas so that visitors will increase and attract visitors.

The strategy for developing tourism objects in most regions in Indonesia is to build public facilities and infrastructure such as access roads, accommodation facilities, making tourist attractions and tourism promotions, developing tourism products, and involving the community in managing tourism objects (Delita et al., 2017; Putri et al., 2018; Hayati, 2020; Riantoro & Aninam, 2021; Endarwita, 2021). The results of this study indicate that Tourism Destination Development in general includes five components that will contribute to the success of a tourist destination in particular and tourism in general, including marketing, institutions and the tourism industry (Setyawati & Safitri, 2019). Based on the results of the SWOT analysis, the development of the Hunimua Beach marine tourism object can be carried out through several strategies formulated in four policies, namely improving the quality of tourism products, increasing the role of stakeholders, monitoring and controlling the environment and improving the quality of human resources (Amin, 2019). Thus, the Swot (Strength Weaknes Opportunity Threats) Against Bali Tourism Development Policy is oriented towards efforts to involve the community, which in turn can realize tourism development that is able to increase the economic income of the local community (Nggini, 2019). The tourism sector, which is supported by Badung, Buleleng, Denpasar, and Gianyar, has a high role in the

income of these districts/cities and the province of Bali as a whole (Yuendini, Rachmi, Nurul, Puspitasari, & Harini, 2019). The strategy of strengthening internal potential (attractiveness, accessibility, infrastructure, management) and increasing external capacity (marketing, investment network and disaster risk reduction) are the main strategies to encourage increased development of these tourist villages. (Purwohandoyo, Lubis, & Saputra, 2020). Tourism development strategy in Jepara Regency by developing tourism concepts and improving infrastructure (Marhendi, Yuliamir, & Rahayu, 2021)

Serang City is one of the autonomous regions in Banten Province whose economic structure is dominated by trade in services. So the Serang City Government opened opportunities for investors, including in the tourism sector, to invest, which was later recorded as having built several new attractions, all of which are artificial attractions, such as Mutiara Waterpark and Waterboom Tembong, as well as several hotels, malls, and many other residential buildings. shop (shop).

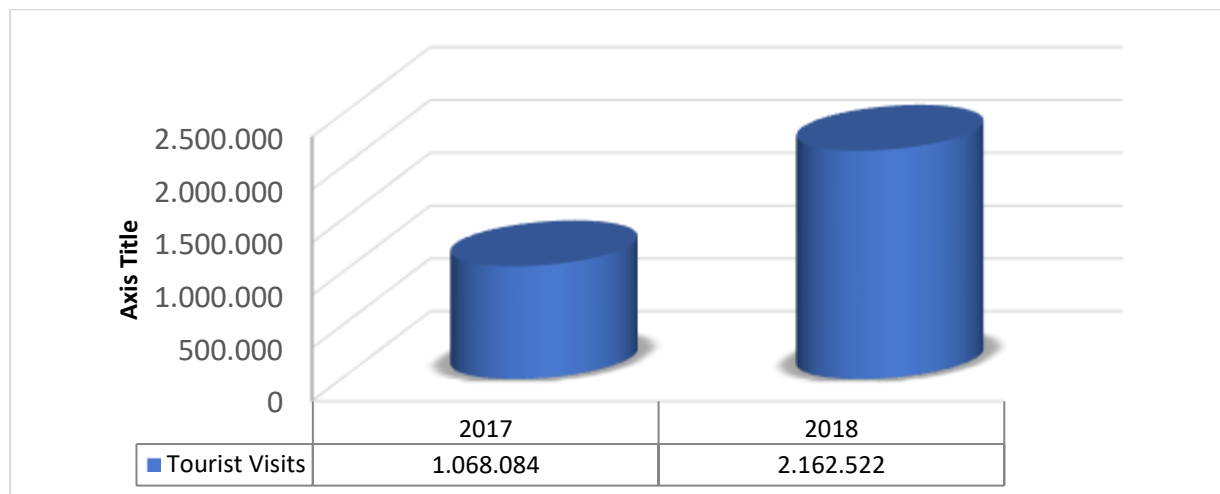


Figure 1 Serang City Tourist Visit

Source: BPS Serang City 2018, BPS Serang City 2018, BPS Serang City 2018, BPS Serang City

Serang City is one of the autonomous regions in Banten Province whose economic structure is dominated by trade in services. So the Serang City Government opened up opportunities for investors, including in the tourism sector, to invest, which was later recorded as having built several new attractions, all of which are artificial attractions or attractions.

In its development, Serang City has become better known as a religious tourism city based on pilgrimage and cultural attractions, whereas in fact, in Serang City there are many villages that have natural potential that, if developed optimally, will be able to become alternative tourist objects and attractions (ODTW) for tourists who come to Serang City. It is hoped that the development of tourist objects based on natural potential will further increase the number of tourists who come to Serang City. Efforts to develop the tourism sector in Serang City in the future should apply the concepts of sustainable tourism (*sustainable tourism*), environmental friendliness, and community empowerment, namely that the community plays a role in managing village tourism assets, not only as objects but also as

subjects or actors, so that values conservation, community empowerment, the economy, and education will be realized by itself.

The focus of this research is located in the Kasemen sub-district, Serang City. The reason for choosing Kasemen District in this study is that Kasemen District is an area with very qualified natural tourism potential. It is blessed with various natural potentials such as lakes, swamps, rice fields, mangrove forests, and various cultural heritages and religious tourism spread in almost every village in each sub-district in Kasemen District.

Research Method

The method used in this research is the descriptive qualitative research method. The sample area of this research is 10 villages located in Kasemen District, Serang City. Human samples consist of population samples and tourist samples with incidental techniques.

Serang City has one of the sub-districts in Kasemen, which has tourism potential. The topography of the Kasemen District is mostly plain, with an average height of 500–700 m above sea level. Administratively, the Kasemen District is divided into 161 villages. with a population of 94,062 people in 2017. Serangkota (<https://serangkota.bps.go.id>)

Kasemen District is a development area in the northern part of Serang City. The northern part of the development area is directed towards the main functions of tourism, cultural and natural reserves, ports, trade and services, housing, and various public facilities. In Kasemen Subdistrict, there is a river that is quite large and famous, namely the Cibanten River, which empties into Karangantu. In Kasemen District, there are also cultural heritage areas of the Sultanate of Banten Palace and Pulau Dua Nature Reserve. (<https://serangkota.bps.go.id>)

Table 1 Villages in Kasemen District with Tourism Potential, Serang City, Banten

No	District	Beach	Not Beach
1	Kasemen		√
2	Warung Jaud		√
3	Mesjid Priyayi		√
4	Bendung		√
5	Terumbu		√
6	Sawah Luhur	√	
7	Kilasah		√
8	Margaluyu	√	
9	Kasunyatan		√
10	Banten	√	

Source: <https://serangkota.bps.go.id>)

The procedure for collecting data in this research is to use an interview instrument that is both structured and unstructured. Interviews were conducted to obtain information about the condition of tourist areas, such as nature, customs, arts, culture, crafts, history, and so on.

Analysis of tourism potential data can be done by identifying the potential of tourism villages in each region as well as by using a SWOT analysis. SWOT analysis using a SWOT matrix illustrates how management aligns the opportunities and threats faced with their strengths and weaknesses, resulting in four sets of alternative strategies. (Wheelen & Hunger, 2010:230

in Rufaidah, 2013:277). This method leads to *brainstorming* to create alternative strategies that were previously unthinkable. This encourages leaders to create growth strategies as well as reduction strategies.

The essence of the SWOT matrix is the formulation of a combined strategy of the components of *strength*, *weakness*, *opportunity*, and *threat*. The four kinds of combination strategies (Wheihrich (1982:60), in Wheelen & Hunger, (2010:230), in Rufaidah, (2013:278)) are:

- **SO Strategy (Strength-Opportunity)**
This strategy combines the components of *strength* and *opportunity*, resulting in a strategy to seize the opportunities that exist with the strengths they have.
- **WO (*weakness-opportunity*) strategy**
This strategy combines the components of weakness with the opportunities they have, resulting in a strategy that minimizes their weaknesses by taking advantage of existing opportunities.
- **ST strategy (*strength-threat*)**
This strategy combines the components of *strength* with the *threats* they have, so a strategy is produced that minimizes threats by using the strengths they have.
- **WT (*weakness-threat*) strategy**
This strategy combines the weaknesses with the threats they have, resulting in a strategy to minimize the weaknesses they have while avoiding existing threats.

Result and Discussion

Kasemen is located at a distance of ± 9 km from the capital city of Serang. The topography of the Kasemen District is mostly plain, with an average height of 500-700 m above sea level, with an average rainfall of ± 7.52 mm/year. Administratively, the Kasemen District is divided into 166 villages/neighborhoods, 73 Neighborhood Units (RW), 260 Neighborhood Units (RT).

Table 2 Kasemen Tourism Potential and Attractions

No	District	Village	Tourism Potential
1	Kasemen	Kedung Cinde	Lake
2	Warung Jaud	Kubang Mas	The potential of salted egg SMEs
3	Mesjid Priyayi	Priyayi	Swamp area of 3 hectares River flow The rice fields are still wide
4	Bendung	Cibening	Long river flow
5	Terumbu	Terumbu	Ki Buyut Beji's tomb religious tourism Has more than 4 active pencak silat hermitages
6	Sawah Luhur	Kebasiran Menggerong Kebon Lama	Culinary tour of Pecak milkfish with thorns. Island Beach / Dua Island. Mangrove tourism on the island of Dua Milkfish fishing tour.
7	Kilasah	Kilasah	Religious tour of the graves of Ki Kresek and Nyi Buyut Cijorong
8	Margaluyu		
9	Kasunyatan	Dermayon	Chinatown Mosque

No	District	Village	Tourism Potential
10	Banten	Keheri Bugis Pancer Pamarisan	Cultural heritage Beach Mangrove forest Pier to cross to Pulau Lima Home Stay Raina Cultural heritage

Source: direct survey

Analysis of tourist villages in Kasemen District uses SWOT (*strength, weakness, opportunity and threat*) by using the following indicators, attraction, public facilities, tourism facilities, accessibility. In addition, the community, which is the purpose of developing the tourism village itself, is to make the community the subject or actor of the tourism business.

Table 3 SWOT in Cibening, Bendung, Kasemen

Strength	Weakness	Opportunity	Threat
<p>Attraction:</p> <ol style="list-style-type: none"> Has natural tourism potential: <ul style="list-style-type: none"> Long river flow There is still a lot of vacant land that can be used as an artificial tourist area There are still many rice fields that can be used for edutourism <p>Accessibility:</p> <ol style="list-style-type: none"> Easy road access to reach and close to urban areas. There is a location that will be used as a housing development Close to city hospital. 	<p>Accessibility:</p> <ol style="list-style-type: none"> Narrow road access There are still broken roads The river flow is still full of wild plants and is not well organized River water discharge tends to depend on rainwater. <p>Society:</p> <ol style="list-style-type: none"> The people there still tend to be unaware and have not grasped the opportunities from the tourism sector. There is no POKDARWIS and BUMDES yet <p>Public facilities</p> <ol style="list-style-type: none"> The river is used as a place for washing and bathing. <p>Tourism Facilities:</p> <ol style="list-style-type: none"> There are no tourism supporting facilities 	<p>External factors:</p> <ol style="list-style-type: none"> The existence of a Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages The number of local tourists continues to increase 	<p>External factors:</p> <ol style="list-style-type: none"> There are still outsiders who throw garbage into the river and flow into the river. There are many other attractions that existed before and were already well-known in Serang City

Source: direct survey

Table 4 SWOT Priyayi, Kasemen

Strength	Weakness	Opportunity	Threat
Attraction: 1. Has tourism potential: <ul style="list-style-type: none"> • Swamp 3 hectares many types of fish in the swamp (cork, tilapia, betook, catfish) • There is a river • There are still many rice fields that have the potential to become edutourism locations 2. This area is the center for making one, rising and gipang cakes.	Attraction: 1. The ownership of the swamp is private property, not the local community. 2. There are still many green areas that should not be built. 3. Most of the swamps are covered in algae and weeds. Public facilities: 4. The people there are not aware of the tourism potential that exists. 5. There is no POKDARWIS and BUMDES yet. Accessibility: 6. Road access is still narrow 7. There are some roads that are still damaged. Public facilities: 8. There are still many people who use the river area for toilets. Tourism Facilities: 9. There are no tourism supporting facilities	External factors: 1. Existence Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. Amount growing local tourists	External factors: 1. There are still outsiders who throw garbage into the river and flow into the river. 2. There are many other attractions that existed before and were already well-known in Serang City

Source: direct survey

Table 5 SWOT Terumbu, Kasemen

Strength	Weakness	Opportunity	Threat
Attraction: 1. There is a religious tour of the funeral of Ki Buyut Beji (one of the figures who is considered a guardian) 2. There are more than 4 pencaksilat hermitages that are still active. Accessibility: 3. Road access is open and accessible.	Public: 1. There is no POKDARWIS yet. 2. There are some areas that are bound by community rules that do not allow noisy music for pencak silat performances. 3. There is no good management of existing religious tourism. Accessibility: 4. The access road is narrow and some are damaged and cannot be passed by buses. 5. The condition of the burial area is very disorganized and tends to be shabby and unkempt. 6. The burial area is too close to community settlements. Tourism Facilities: 7. There are no tourism supporting facilities	External factors: 1. Existence Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. Amount growing local tourists	External factors: 1. There are still outsiders who throw garbage into the river and flow into the river. 2. There are many other attractions that existed before and were already well-known in Serang City

Source: direct survey

Table 6 SWOT Kilasah, Kasemen

Strength	Weakness	Opportunity	Threat
<p>Attraction:</p> <ol style="list-style-type: none"> Has tourism potential: <ul style="list-style-type: none"> Religious tour of the Ki Kresek and Nyi Buyut Cijorog funerals. Empty land/field that can be developed into a tourist area. There are still many rice fields that can be used for edutourism <p>Accessibility:</p> <ol style="list-style-type: none"> Road access already exists, and is easy to reach. Based on the assessment, this area will be expanded and will be used as the center of the sub-district government. 	<p>Public:</p> <ol style="list-style-type: none"> There is no good management related to this religious tourism potential. There is no POKDARWIS yet <p>Accessibility:</p> <ol style="list-style-type: none"> Access roads tend to be narrow, making it difficult for buses and large cars to pass. This tourist location is right behind the residents' houses. This religious tourism tends to be unknown to the wider community. The area includes a green zone which is legally not intended for development from other sides other than agriculture. <p>Tourism Facilities:</p> <ol style="list-style-type: none"> There are no tourism supporting facilities 	<p>External factors:</p> <ol style="list-style-type: none"> The existence of a Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages The number of local tourists continues to increase 	<p>External factors:</p> <ol style="list-style-type: none"> There are still outsiders who throw garbage into the river and flow into the river. There are many other attractions that existed before and were already well-known in Serang City

Source: direct survey

Table 7 SWOT of Sawah Luhur, Kasemen

Strength	Weakness	Opportunity	Threat
<p>Attraction:</p> <ol style="list-style-type: none"> 1. There is tourism potential: <ul style="list-style-type: none"> • Pecak milkfish culinary tour • Bird beach tour / island dua • Milkfish fishing tour <p>Public Facilities:</p> <ol style="list-style-type: none"> 2. Road access is good and wide enough 3. Tourist location is easy to reach 4. There have been many tourists from within the country and even abroad who visited there. Mostly for observation. <p>Tourism Facilities:</p> <ol style="list-style-type: none"> 5. There are posts and houses belonging to the forestry service that can be used as a place to stay. 	<p>Accessibility</p> <ol style="list-style-type: none"> 1. Access to the beach can only be by two wheels. 2. The bird island tourist area is an observation area belonging to the forestry service. 3. There is no good management related to milkfish fishing tourism. <p>Public Facilities:</p> <ol style="list-style-type: none"> 4. The availability of clean water is very minimal., 5. The contour and structure of the soil there does not allow for drilling water for food and drinking needs. Because the contents tend to be mud and gas. 6. There is no pokdarwis 	<p>External factors:</p> <ol style="list-style-type: none"> 1. The existence of a Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. The number of local tourists continues to increase 	<p>External factors:</p> <ol style="list-style-type: none"> 1. There are many other attractions that existed before and were already well-known in Serang City 2. Lack of awareness of outside tourists in maintaining the sapras.

Source: direct survey

Table 8 SWOT for Kampung Kubang Mas, Warung Jaud, Kasemen

Strength	Weakness	Opportunity	Threat
Attraction: 1. Has a large rice field area. 2. There is <i>a home industry</i> for making salted eggs.	Public: 1. No BUMDES 2. No POKDARWIS 3. Most of the people's education is still low	External factors: 1. Existence Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. Amount growing local tourists	External factors: 1. Many other villages have natural tourism potential
Accessibility: 3. The road access to the village is mostly asphalt and paving blocks.			
Public facilities: 4. Sanitation is quite good.			

Source: direct survey

Table 9 SWOT Bugis Village, Banten, Kasemen

Strength	Weakness	Opportunity	Threat
Public: 1. There is already a tourism management group, but it is not official yet.	Public: 1. Awareness of cleanliness is still lacking. 2. Because the tour manager is not official, the management has not been structured.	External factors: 1. The existence of a Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. The number of local tourists continues to increase	External factors: 1. Marine abrasion 2. Garbage from another village
Attraction: 2. Has natural tourism potential in the form of mangrove forests, beaches, and the sea.			

Source: direct survey

Table 10 SWOT Pamarican Village, Banten, Kasemen

Strength	Weakness	Opportunity	Threat
Attraction: 1. Has a cultural heritage (speelwijk fort)	Tourism Facilities: 1. Cultural heritage is not maintained.	External factors: 1. Existence Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. Amount growing local tourists	External factors: 1. Many other villages have tourism potential 2. Vandalism
Accessibility: 2. Good road access.	Public: 2. Don't have POKDARWIS yet		

Source: direct survey

Table 11. SWOT Pancer Tourism Village

Strength	Weakness	Opportunity	Threat
Attraction: 1. Has tourism potential including: <ul style="list-style-type: none"> • Nature Tourism which includes: Mangrove Coastal Beach , Harbor Karangantu, White Sand Beach, the Sultanate of Banten (Old Banten), Mangrove Forest Tourism, Maritime and Maritime Tourism, Pilgrimage Tours, Harbors and Fish Auctions, Historical and Archaeological Tourism • Art and Cultural Tourism which includes: Rampak Bedug, Debus, Silat, Ketimringan, Kids Games, etc 	Tourism Facilities: 1. Only there is one <i>homestay</i> . 2. Don't have a website for marketing and the price of tour packages is not clear yet 3. There is no professional guide Public: 4. Lack of public awareness of the sustainability of tourism on cleanliness in the tourist area. Accessibility: 5. Many access roads in tourist sites are still claimed by private property.	External factors: 1. The existence of a Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. Amount growing local tourists	External factors: 1. Already many more developed tourist villages such as Banyubiru, Cikolelet, Sawarna. 2. The place Privately managed tours are packaged more attractively 3. Local tourists who are not <i>familiar</i> with Tourism Village
Public: 2. Have Organized Pokdarwis 3. Already received several trainings and comparative studies to various tourist villages in Central Java and Yogyakarta with City Diaspora Attack. 4. 1st place in the village doctoral contest tourism throughout the province Banten			

Source: direct survey

Table 12 SWOT Kampung Dermayon, Kasunyatan, Kasemen

Strength	Weakness	Opportunity	Threat
Attraction: 1. Chinatown mosque religious tourism potential Accessibility: 2. Good road access	Attraction: 1. The construction of the building is not intact. Public facilities: 2. No MCK 3. Don't have POKDARWIS yet	External factors: 1. Existence Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. Amount growing local tourists	External factors: 1. Vandalism 2. Rubbish

Source: direct survey

Table 13 SWOT Kampung Kenari, Kasunyatan, Kasemen

Strength	Weakness	Opportunity	Threat
Attraction: 1. Has the potential for religious tourism, the tomb of Sultan Abdul Mufakir, and the Kenari Mosque Accessibility: 2. Road access is good Public facilities: 3. There is MCK	Accessibility: 1. Even though the road is good, it is narrow so it has the potential to cause traffic jams Communities: 2. Don't have POKDARWIS yet	External factors: 1. The existence of a Tourism Village assistance program by the Ministry of Tourism in collaboration with Universities 2. Support from the Serang City Government, Banten Province, Serang City Diaspora and the Ministry of Tourism in developing the potential of tourist villages 3. The number of local tourists continues to increase	External factors: 1. Vandalism 2. Rubbish

Source: direct survey

Based on the results of the SWOT analysis, it can be seen that there are several villages in the Kasemen area that have the potential as a leading sector in the tourism sector. Kasemen sub-district and Sawah sub-district have potential as leading sectors, this is because these villages have high attraction which has been supported by good accessibility and facilities making it easier for tourists to visit there.

Meanwhile, other urban areas have the potential to be developed as a leading tourism sector. Moreover, several areas in the kelurahan in the Kasemen sub-district already have tourist villages that have a very good chance to be developed. The need for cooperation between the government and the community will consistently make the area a tourist target in the future. So that it will contribute to the Regional Original Income (PAD) of Serang City.

Conclusion

Kasemen District has the potential as a leading tourism sector. Many villages have attractions but have not been managed properly. It is necessary to develop a development strategy by seizing opportunities through the strengths possessed by collaboration with local governments and academics as well as opening opportunities for as many investors as possible in the region.

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