

The Strategy for Development of Bontang City Tourist Attractions Using 4A Analysis

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Abstract

Beras Basah Island and Mangrove Berbas Beach are objects and tourism attractions (ODTW). There are also tourist destinations that have a variety of tourism potential. Currently, the development of the two areas is still not optimal, constrained by internal and external factors regarding the components of attraction, accessibility, amenities, and ancillary (component analysis 4A). The 4A analysis component has not been managed optimally by the manager. Analyzing internal and external factors with a SWOT analysis tool followed by a 4A analysis can help the object and tourism attraction (ODTW) of Beras Basah Island and Mangrove Berbas Beach to develop more by utilizing the existing tourism potentially. This research is a descriptive analysis through a case study; this study aims to determine the Strategy of developing ODTW in Bontang City to increase the tourism sector's economic value. Based on the SWOT analysis results, alternative strategic options for developing ODTW are holding cultural events, using all promotional media, and utilizing tourist sites. It is recommended several things such as managing the location of the residents' business to be neater, completing tourist safety infrastructure, and maximizing the participation of Kelompok Sadar Wisata (POKDARWIS) in tourism activities.

Keywords

4A analysis; Bontang city;
object and tourism
attraction (ODTW);
development strategic;
SWOT



I. Introduction

Tourism has an economic contribution to the state in the form of a country's income, economic growth, the balance of payments, and foreign exchange, as well as local communities in the form of small and medium enterprises, poverty alleviation, and improvement of village status. The number of tourist visits is one-factor determining tourism's level of economic contribution. (Millenia et al., 2021) Tourist Attractions (ODTW) Beras Basah Island and Coastal Mangrove Forests in Bontang City, East Kalimantan, are tourist destinations with various tourism potential. In the outline of the ODTW area of Beras Basah Island and Coastal-Based Mangrove Forest, there are not many business institutions and associations consisting of various sectors that are present in developing tourism potential, such as the role of the Indonesian Tour Guide Association (HPI) or which has not been spread evenly in this area. POKDARWIS or tourism awareness groups, which have not yet formed all villages, and the Association of the Indonesian Tours and Travel Agencies (ASITA) at the district level can encourage increased tourism at the Bontang City level. Tourism institutions are presented by classifying aspects using the limitations of the method used, namely all components of

tourism institutions in an area that have been able to increase the tourism component in the development of tourist destinations. This finding support Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021).

In the development of tourist destinations, according to constitution number 10 the year 2009, a tourist destination, from now on referred to as a tourism destination, is a specific geographical area located within one or more administrative areas in which there are tourism activities and is equipped with the availability of tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities.

The development of the two areas is still not optimal due to several internal and external factors regarding the attractions, accessibility, amenities, and ancillary components (component analysis 4A). Analyzing internal and external factors with a SWOT analysis tool followed by a 4A analysis can help the ODTW of Beras Basah Island and Coastal-Based Mangrove Forests to develop more by utilizing the existing tourism potential. So in this study, it is necessary to take advantage of the ODTW tourism potential of Beras Basah Island and Coastal Mangrove Forests as part of the tourism development of Bontang City to increase the value of the economic benefits of the tourism sector.

II. Review of Literature

2.1 Strategies for Development of Tourist Attractions

To develop ODTW, the right Strategy is needed. Strategy is a comprehensive master plan explaining how the company achieves all the goals that have been set based on the mission that has been determined (Rangkuti, 2013). In this study, the destination development strategy is based on the 4A Analysis.

The method used in developing this Strategy is the SWOT analysis. A SWOT analysis consists of Strengths, Weaknesses, Opportunities, and Threats. It is hoped that it will help to define a tourism development strategy. SWOT analysis is a commonly used tool to simultaneously analyze the external and internal environment to obtain a systematic approach and support for decision-making (Görener et al., 2012). SWOT analysis makes it possible to predict future opportunities and threats and measure the effects of alternative management strategies (White et al., 2015).

2.2 4A Component Analysis

Tourism supporting components are tourism components that must exist in the tourist destination (Sugiana, 2011). This core service was the most vital determinant of tourist motivation to revisit (Seetanah et al., 2020). Attractions, accessibility, amenities, and attractions are components that have a positive influence on tourist loyalty. The four components are said to be components of the 4A Analysis, namely:

1. Attraction

Attractions or tourist attraction objects (ODTW) are significant components in attracting tourists. The development of tourist attractions is called capital or tourism resources.

2. Accessibility

Accessibility of tourism facilities can provide convenience for tourists to reach a destination or tourist destination (Sunaryo & Bambang, 2013). According to French tourism, accessibility factors include directions, airports, terminals, time, travel costs, and frequency of transportation of other devices (Sunaryo & Bambang, 2013).

3. Amenities

Amenity includes facilities for accommodation needs, food and beverages, shopping, entertainment venues, and other services (Sugiana, 2011). French said that amenities are not an attraction for tourists; on the contrary, the lack of amenities makes tourists avoid these destinations (Sunaryo & Bambang, 2013).

4. Ancillary

Ancillary or supporting facilities include the existence and various organizations that facilitate the development and marketing of a tourist destination (Sugiana, 2011). Cooper said that meeting all needs and services must be supported by four things related to the availability of people who take care of the destination. Ancillary must be provided by the local government of a tourist destination both for tourists and for tourism actors (Yoeti Oka, 2016).

III. Research Method

This research is a descriptive study through a case study approach to obtain a systematic and accurate description of the facts, nature, and relationships between the aspects studied qualitatively. After identifying the results of the identification of internal factors and external factors, then analyzing the 4A components (attractions, accessibility, amenities, ancillary) which can help maximize the tourism potential of ODTW Beras Basah Island and Coastal Mangrove Forests.

This study uses a SWOT analysis; there are internal and external factors. This Analysis is based on the logic that an organization must take advantage of strengths and opportunities optimally to produce long-term plans. However, at the same time, it must also minimize weaknesses and overcome threats as a short-term improvement plan (Kharisma & Triwardani, 2018). According to Cooper et al., the framework for developing tourism destinations consists of 4 main components: attractions, culture, artificial, accessibility, amenities, and ancillary service (Sunaryo & Bambang, 2013).

This study's data were obtained from observations, interviews, and other sources such as documents, books, or other internet sources.

IV. Discussion

4.1 SWOT Analysis

Based on data obtained from observations, interviews, and other data sources, then as for the strengths and weaknesses of the Beras Basah Island Tourist Attractions, among others:

Table 1. Beras Basah Island Tourist Attractions Strengths

Strength	Weight	Rating	Value
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Points of interest for tourists to visit are Clean white sand, clear sea water, rare animals such as clams, rays, sharks, and turtles, as well as coral reefs that have good quality around the island. (Attractions)	0.132	3	0.396
Water sports attractions such as snorkelling spots are easily accessible and have scuba diving around the island. (Accessibility)	0.110	3	0.33
Tourists can do various activities such as playing sea ground (swimming & banana boat), Snorkeling, Scuba Diving, Relaxation, Climbing Culinary (Coconut Water), Photo Hunting, Prewedding Photo Shoot, Honey Moon Vacation, and camping. (Attractions)	0.127	3	0.381
There are many tourist shopping activities: food stalls, culinary drinks, food, souvenirs, buying banana boats and documentation, and renting snorkelling and buoys.	0.127	3	0.375

Source: Processed Data, 2021

Table 2. Weaknesses Beras Basah Island Tourist Attractions

Weaknesses	Rating	Value	Sea
accessibility transportation costs are high for students, and there is still no consistency in pricing between sea transportation service business actors with routes to Beras Basah	0.072	2	0.148
There are still no public or accessible clean water facilities available, only paid for at a relatively high price and commercial in nature	0.070	2	0.144
The carrying capacity area does not meet the requirements, so the beach area cannot accommodate the number of tourists visiting the Beras Basah Island	0.092	2	0.121 Cleanline ss
Management is still not entirely consistent because there are still wild marine plants that interfere with tourist water tourism activities	0.073	2	0.146
Public facilities for the crossing pier at the Bontang Koala pier are classified as lacking standard security due to the wooden floor structure. Tourists traverse the slippery slope and unrepresentative shape	0.07	2	0.144

Source: Processed Data, 2021

Based on table 1 and table 2 above, it is known that the strength factor (Strength) of Mangrove Tourism in Sedaris Village is 1.482, higher than the value of the weakness factor is 0.703.

Table 3. Opportunity (Opportunity) Object of Beras Basah Island Tourism

Opportunity	Weight	Rating	Value
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The Tourism of Beras Basah Island has the opportunity to get local revenue levies by attracting tickets to the island area and managing levy taxes for business actors on Beras Basah Island.	0.122	3	0.396
Beras Basah Island tourist destinations can improve the positive image of Bontang City because Beras Basah Island tourist destinations are well known and have become a priority for East Kalimantan domestic tourism	0.111	3	0.33
Tourist activities on Beras Basah Island are the main tourist destinations for tourists The local economy of Bontang City so that the community economic cycle does not come out dominantly economic cycle of the community revolves only internally in Bontang City	0.127	3	0.381
Beras Basah Island Tourism Destinations have the potential as a place for event organizers, private or public	0.123	3	0.381
Economic opportunities for marine product development can be such a source of income for business actors who can utilize it	0.125	3	0.375

Source: Processed Data, 2021

Table 4. ThreatsWeight Beras Basah Island Tourism Attraction

Threats	sea	Value	Num ber
Many sea urchins that can be found cause tourists to be stung by poison by its thorns which threatens the safety of tourists' lives	0.074	2	0.148
The active and relatively dense sea traffic flow causes the scenery around Beras Basah Island to be filled with company tankers around the island. In addition to disturbing the landscape can also lead to potential traffic accidents, sea traffic	0.070	2	0.140
Pulau Beras Basah tourist destination is located in the middle of the high seas and has the potential for extreme weather, mainly winds that can create large waves and are pretty dangerous for the safety of tourists	0.092	2	0.184
There are natural phenomena that commonly occur in the ocean, such as high tides and low tides in the seawater; this can make disrupting access to sea transportation which has the potential to cause tourist ships to get stuck or stranded on the usual route	0.073	2	0.184
Management of community business management on Beras Basah Island, which is not good in terms of the layout of the business area and the lack of control aspects that are still less intense, can be done resulting in unfair business competition to give birth to internal conflicts of business groups in the region	0.077	2	0.146

Source: Processed Data, 2021

Based on table 3 and table 4 above, it is known that the value of the opportunity factor (Opportunity) for Mangrove Tourism in Sedaris Village is 1.863 higher compared to the value of the threat factor (Threats) is 0.802.

Table 5. SWOT Analysis of Beras Basah Island Tourist Attractions

<div> <div>External</div> <div>Internal</div> </div>	<p>Opportunity</p> <ul style="list-style-type: none"> a. Beras Basah Island tourism has the opportunity to get local revenue retribution; b. Beras Basah Island tourist destinations can improve the positive image of Bontang City; c. Tourism activities on Pulau Beras Basah are the main tourist destinations; d. Beras Basah Island Tourism Destinations have the potential as a venue for event organizers; e. Economic opportunities for marine product development. 	<p>Threats</p> <ul style="list-style-type: none"> a. sea urchins or sea urchins; b. Sea traffic flow is active and classified as dense; c. The Pulau Beras Basah tourist destination is located in the middle of the high seas and has the potential for extreme weather; d. There are natural phenomena that are common in the oceans; e. Management of community business management on Pulau Beras Basah is not good in the layout of the business area.
<p>Strength</p> <ul style="list-style-type: none"> a. Natural tourist attractions that become the point of interest of tourists; b. The distance to water sports tourist attractions is easily accessible; c. There is a wide variety of activities; d. There are many shopping activities. 	<p>SO Strategy</p> <ul style="list-style-type: none"> a. Organizing cultural events at tourist sites as additional tourist attractions; b. Using all existing promotional media in order to reach all circles of society; c. Utilizing tourist sites located in the middle of the island by adding and improving facilities and infrastructure such as gazebos or restaurants at the tourist sites of Pulau Beras Basah; d. More utilizing the role of the surrounding community so that it can assist in the development of the tourist attraction of Beras Basah Island; e. Create boundaries and unique locations for beach attractions such as (swimming & bananas boat) Snorkeling, Scuba Diving, Relaxation, Climbing Culinary 	<p>ST Strategy</p> <ul style="list-style-type: none"> a. Beras Basah Island tourism object has a distinctive tourist attraction, namely white sand, which has a reasonably large size, besides island tourism which has clear and blue water; b. They are utilizing the role of the surrounding community, local companies, the government, and tourism communities to fulfil existing supporting facilities around the Pulau Beras Basah tourist attraction, such as hotels and restaurants.

	(Coconut water).	
Weaknesses a. transportation for sea accessibility is high; b. There are no public/free clean water facilities available; c. The area of the carrying capacity does not meet the requirements; d. Lack of consistency in management; e. Public facilities for the ferry dock are classified as lacking standard security.	WO Strategy a. Need for more attention to the hygiene sector, such as adding cleaners and trash bins; b. Increase promotional activities from only two times a month to 4 times or more; c. It is necessary to have transportation subsidized by the City or Provincial government in accessibility to tourist sites to make it easier for visitors; d. Repair and add facilities and infrastructure such as public toilets and lodging; e. Reclaim and make breakwaters correctly and according to standards and previous studies around the island to prevent sea abrasion.	WT Strategy a. Utilizing the unique beach tourist attraction through promotions to attract visitors from faraway locations; b. They are adding facilities and infrastructure in the location of tourist objects such as health facilities (P3K), disaster mitigation, and emergency communication facilities because the surrounding locations are not yet supported.

Source: Processed Data, 2021

Table 6. Formulation of the SWOT Matrix Strategy Combination

	Opportunity	Threats
Strength	Strategy SO $= 1.48 + 1.86$ $= 2.134$	Strategy ST $= 1.48 + 0.80$ $= 2,28$
Weaknesses	Strategy WO 1.86 $= 2.56$	Strategy WT $= 0.70 + 0.80$ $= 1.50$

Source: Processed Data, 2021

From the above, it can be seen that the total score of SO Strategy of 2.134 with an ST Strategy score of 2.28; this total value shows that strengths and threats have a more significant influence on the Beras Basah Island Tourist Attraction while the Wo Strategy is 2.56 with a WT Strategy of 1.50 indicating that the level of weakness and opportunities are higher than the weaknesses and threats that occur in the Beras Basah Island Tourist Attraction.

Table 7. Internal-External Matrix

external Strong	4.00 – 3.00	Medium 2.99 – 2.00	Weak 1.99 – 1.00
High 4.00 – 3.00	I Internal = 4.41 External = 4 ,06	II	II
Medium 2.99 – 2.00	IV	V	VI
Low 2.99 – 2.00	VII	VII	IX

Source: Processed Data, 2021

From table 7 above, the highest value is from internal factors, namely 4, 41, which means that factors such as Strengths and Weaknesses are more important than external factors, where external factors have a value of 4.06 lower than 0.35 so that strategies such as Opportunities and Threats.

4.2 4A Component Analysis

a. Tourism Accessibility

In this study, accessibility or travel to the tourist attraction of Beras Basah Island and Coastal Mangrove Forest begins at the beginning of the journey from the Bontang City Youth Sports and Tourism Office on Jalan Jendral Sudirman Rt. 03 No. 25 Tanjung Laut Village, Bontang City.

b. Accessibility of Pulau Beras Basah

Accessibility to ODTW Pulau Beras Basah can be reached by land route and continued by a water route that passes through estuary and ocean areas accessed from the Office of Youth, Sports, and Tourism of Bontang City. Recommendations for sea access for tourists can be prioritized using the pier point of Kampung Wisata Bontang Kuala because it can increase the impression of travelling with accessibility that can provide an exciting experience by passing and seeing the tourist village.

c. Accessibility of Beach-Based Mangrove Forest

The journey starts from the Office of Youth, Sports and Tourism of Bontang City to ODTW of Beach-Based Mangrove Forest with a travel time of 6 minutes, a distance of 3 Km with an average speed of 28.9 km/hour, and can be travelled at full speed 45 km / h with a total height of 71 m climbing angle.

d. Attractions

1. Beras Basah Island Tourist Attractions

The flow of tourist activities which come to visit the Beras Basah Island tourist attraction has no boundaries or is not standard; it is just that there are similarities between various groups of tourists who come to visit first - first, rent a tent to put the group's luggage and enjoy the food they brought ensured that their activities could be said to be

picnicking. Furthermore, the tourists order drinks or even snacks at the seller's stall whose tent he rents; the tents can be rented from the stalls that are selling around the tent that stands.

Availability of Beras Basah Island has become a tourist attraction, namely clean white sand, clear and clean seawater, snorkelling that is easily accessible but still relatively far away, scuba diving located around the island (which needs further study), rare animals such as clams, rays, sharks and turtles, coral reefs that have good quality around the island.

Table 8. Table of Suitability of Natural Tourist Attractions Available on Pulau Beras Basah

No	Natural Tourist Attractions	Conditions
1.	Clean white sands Note: the sand is not too white and has a relatively small beach space, and the shoreline abrasion conditions are classified as extreme	Enough
2.	Sea water is clear and clean. Note: not contaminated by the community and industrial waste.	Suitable
3.	Snorkelling spots for easily accessible Note: close to the pier and almost the entire island of Beras Basah	Suitable
4.	Scuba diving spots around the island Note: scuba diving is not available for rental	Suitable
5.	Rare animal species such as clams, rays, sharks and turtles. Note: there are opportunities to see turtles, dolphins, whales, whale sharks	Suitable
6.	Coral reefs that have good quality around the island Note: there are several spots of damaged coral reefs	Suitable

Source: Processed Primary Data, 2021

2. Tourism Attractions Mangrove Forest Based

Beach Park is one of the favourite tourist destinations for Bontang residents to East Kalimantan regional tourists because it sells the exoticism of the mangrove forest to tourists. Interestingly, visitors are free of charge or free to enter this area. Improving this tourist area started in 2017. Since then, many photo spots have been provided by the manager. In addition, wooden bridges are painted colourful and attractively designed so visitors can take pictures in several places. The attraction of beach-based mangrove forests has various flora and fauna that can be used as tourist attractions for visitors who want to learn or enjoy. There were 16 (sixteen) plant species identified in the Beach-Based Mangrove Park, while for the bird species found in the Beach-Based Mangrove Park, 27 (twenty-seven) bird species were identified.

e. Amenities

1. Wet Island Tourism Amenities

Amenity (various facilities that must be available): The attraction of Beras Basah Island can provide supporting facilities and infrastructure such as food stalls, tourist information signs, parking areas anchored by boats, monitoring towers/lighthouses, prayer rooms as places of worship, electricity network, generator sets belonging to each resident's shop, telecommunication network and 4G internet but in certain places, places for buying and selling fresh fish (if there are fishermen who are anchored) and souvenir stalls as souvenirs

that can be brought by tourists who are in the object of attraction of the island. Beras Basah and the availability of trash cans along roads, beach corners, and public toilets.

2. Beach-Based Mangrove Forest Tourism Amenity

Amenity (various facilities that must be available): The attraction of Beach-Based Mangrove Forest Island can provide supporting facilities and infrastructure such as food stalls and cafes (both in the area of attraction of Mangrove Forest Island and in the surrounding community) and tourist information signs, car and motorcycle parking areas, monitoring towers/lighthouses, prayer rooms as places of worship, PLN electricity network at the front guard post, telecommunications networks and 4G internet but in certain places, the availability of trash bins along roads and corners of locations and toilets general.

f. Ancillary

1. Rice Island Tourism Ancillary

Ancillary (supporting facilities or institutions that complement the Beras Basah Island tourist attraction):

- The Youth Sports and Tourism Office is the manager and developer of the Beras Basah Island tourist attraction, which is actively constructing tourist support facilities and infrastructure.
- A community group of Bontang City tour guides are gathered in the Bontang Association of Related Professionals (HPI).
- Does not have a regulation on tourism activities within the scope of the vital tourism industry.
- Have BPBD (Regional Disaster Management Agency) personnel as Tourism Guard at the location.

2. Beach-Based Mangrove Forest Tourism Ancillary

Development of a Beach-Based Mangrove Forest tourist attraction involves various groups: Bontang City Government, industry, banking and surrounding communities. This is a tourism potential in the form of a commitment from all parties to support sustainable development in efforts to preserve the environment in Bontang City and improve tourism in Bontang City.

- The Department of Sports and Tourism, as the manager and developer of the tourist attraction of Coastal Mangrove Forests, is active in constructing facilities and infrastructure to support tourists.
- There are 4 (four) staff employees as guards on standby in serving tourists.
- A community group of Bontang City tour guides are gathered in the Bontang Association of Related Professionals (HPI).
- There is two parking management personnel.

4.3 Synthesis Table 4A Existing Tourism Attraction Object, Beras Basah Island

Table 9. Synthesis 4A Existing at the tourist attraction Pulau Beras Basah

Synthesis 4 A Actual Analysis and at Pulau Beras Basah			
Attractions	Ansari	Accessibility	Table
- Play in the beach area	(General Infrastructure)	-Sea transportation	- DISPORPAR Bontang City
- Snorkelling	- Electricity	(ferries & long boats)	- HIP
- Diving	- Telephone signal		- BPBD

<ul style="list-style-type: none"> - Panorama (Sunset/ Sunrise Hunting) - Camping and Picnic Ground - Walking Track 400m - Banana Boat - Boat Tour - Wharf and the iconic Pulau Beras Wet - Hunting Photo 	<ul style="list-style-type: none"> and 4G internet - Fresh water needs (commercial) - Bridges/piers - protection (BPBD) (Tourism Superstructures) - Culinary stalls (5 stalls) - Snorkelling equipment rental - Puja Sera (not yet managed) - Tents owned by residents' stalls - Relaxing - prayer - Public toilets - Selling Fresh Fish - Trash bins - Lighthouse 		<ul style="list-style-type: none"> - Tourism business community activists
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Source: Data Processed, 2021

4.4 Synthesis Table 4A Existing Beach-Based Mangrove Tourism Object

Table 10. Synthesis 4 A Existing At tourist attraction Beach-Based Mangrove Forests

Synthesis 4 A Actual Analysis and Beach-Based Mangrove Forests			
Attractions	Ansari	Accessibility	Amenity
<ul style="list-style-type: none"> - Play in the Mangrove Track - Swimming - Fishing - Panorama (Sunset/ Sunrise Hunting) - Picnic Ground - Walking Track 1.1 Km - Study Tour Mangrove and hunting Ecotourism - Gathering group/ family - Hunting photo/ Prewedding photo - Wedding party - Birthday party 	<ul style="list-style-type: none"> (General Infrastructure) - Electricity - Telephone signal and 4G internet - Fresh water needs - Bridges/piers - Protection of tourists (Tourism Superstructures) - Culinary stalls (food and drink stalls) - Dive Center - Puja Sera (not yet managed) - Tents owned by residents' stalls - Relaxing Places 	<ul style="list-style-type: none"> - Land transportation (Motorcycles & bicycles) 	<ul style="list-style-type: none"> - DISPORPAR Bontang City - HIP - DLH Bontang City - Guard employees - Community activists, tourism business activists -

	<ul style="list-style-type: none"> - Mosque - Public Toilets - Trash can - Lighthouse - Tags - Planning Sapta Pesona - Reading Corner 		
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Source: Data Processed, 2021

4.5 Recommendation 4A on Beras Basah Island tourist destinations and Coastal-Based Mangrove Forests Bontang City

Beras Basah Island and Coastal-Free Mangrove Forests have provided information and information that exists or has existed and has been implemented in the tourism aspect of the attraction; this recommendation also aims to add what is lacking and must exist in the tourism aspect of the tourist attraction. Beras Basah Island and Free Mangrove Forest Beach.

4.6 Tourism Accessibility Recommendations

a. Beras Basah Island Accessibility Recommendations

In the field study process, factors that cause reduced comfort and safety of tourists on sea routes, such as the absence of life jackets, disaster mitigation and piers with slippery contours during the rainy season and conditions still depending on the tidal season, it is recommended to business managers to pay attention to and complete tourist safety infrastructure on their way, complete information board signs in meeting tourist information needs. To overcome the shape and contours of the existing pier, it is recommended that the local government and the Department of Youth, Sports and Tourism managers establish a floating dock facility that aims to increase the aesthetic value, safety and comfort of tourists on sea trips.

b. Recommendations for Accessibility of Coastal Mangrove Forests

Recommendations for adding signs on road access from the centre of Bontang City to ODTW of Coastal-Free Mangrove Forests are the main points in providing images of good access services to increase tourist interest in visiting.

c. Recommendations for Tourist Attractions and Amenities

1. Recommendations for Beras Basah Island Tourist Attractions and Amenities

In the management of the location of community businesses that exist selling on the tourist attraction of Beras Basah Island, there are 5 (five) stalls that have been operating their businesses for a long time, namely Mr Pelong, Jihardi, Jamal, Meeting and Samnur. Each name manages 1 (one) food stall and breeds for other businesses such as tent rentals, snorkelling equipment rentals, banana boat tour packages, swimming tire rentals, fishing boat rentals and tents/tarpaulins to commercialize gazebos if tourists want to stay overnight. This certainly benefits tourists in making it easier to provide various facilities and tourist attractions. However, in actual conditions, tourists also have limited space to travel to the island.

It is recommended for 4 (four) stalls to move to meet the food court that has been provided by the manager and one stall (Mr Maeteng) as the manager of the cleanliness of

the toilet and prayer room to remain in its location with a note that the manager is restoring and renovating the tangible or physical form of the stall.

In the quote, "Tourism management must refer to management principles that emphasize the values of the preservation of the natural environment, communication and social values that allow tourists to enjoy their tourism activities and benefit the welfare of local communities", the value points. The development and development of tourism must be based on local wisdom. Moreover, local specialties that reflect the uniqueness of cultural heritage and the uniqueness of the environment provide legitimacy and support for development and tourism development if it is proven to provide positive benefits but otherwise control or stop tourism activities if it exceeds the threshold of the natural environment or social acceptability. On the other hand, it can increase people's income. "This point is essential to be a concern in becoming the basis for managing the development of sustainable tourism development in the attraction of Beras Basah Island.

To attract a different market segmentation sector than so far, by utilizing the community's creative economy spirit, Bontang City can absorb local tourists with family segmentation and schoolchildren group tourists who are not oriented towards marine tourism. Community business activities can increase if the community is aware of entrepreneurship, conducts business activities on the beach side, and complies with the rules and regulations given by the manager to the community for business in the tourist attraction of Pulau Beras Basah tourist attraction.

2. Recommendations for Beach-Based Mangrove Forest Tourism Attractions and Amenities

At this point, it is similar to the development of the Pulau Beras Basah tourist attraction because the tourism concept has the same characteristics of the same type of tourism, namely Ecotourism; the same principles of tourism development are also recommended for the management of natural resources. Tourism attraction for Coastal-Free Mangrove Forests, namely, tourism management must refer to management principles that emphasize preserving the natural environment, communication, and social values that allow tourists to enjoy their tourism activities and benefit the welfare of local communities.

At the point of tourism development on local wisdom and local specialties that reflect the uniqueness of cultural heritage and the uniqueness of the environment, it is recommended that the beach-based Mangrove Forest tourist attraction object has a standard event calendar in adding event activities to elevate local cultural traditions packaged in an exciting event. Moreover, And provide a unique experience for tourists so that they can add interest in visiting tourists in Bontang City and the tourist attraction of Beach-Based Mangrove Forests. This provides opportunities for adding regular and temporal tourist attractions or periodic festivals that can attract particular interest and provide multiple economic impacts to local communities as appropriate.

In addition to the addition of regular and temporal attractions of cultural events and festivals, it is recommended to maintain existing facilities; completing the CHSE protocol is also essential in meeting the needs in terms of assurance, adding a gazebo to the sea area on the side of the dive centre, where the position is a favourite spot for tourists todo tourism activities.

3. Ancillary Tourism Recommendations

Recommendations from the Ancillary aspect focus on meeting all needs and services. Ancillary (additional services) must be provided by the Regional Government of a tourist attraction destination for tourists and tourism actors.

4. Ancillary Recommendations for Wet Rice Island Tourism and Beach-Based Mangrove Forests

The recommendations for tourist attraction objects for Wet Rice Island and Coastal-Based Mangrove Forests are as follows:

- a. Maximizing the participation of Pokdarwis in tourism activities,
- b. Gathering members of the guide group in the HPI Association to be active in the local community around the tourist attraction,
- c. Encourage the community to increase awareness of tourism and sustainable tourism industry opportunities,
- d. Provide training that supports professional aspects of the tourism industry and has value standards,
- e. Developing the culinary industry by maximizing the potential of typical food dishes from the communal heritage of local culture,
- f. Improving and maintaining the youth community in preserving the artistic and cultural heritage,
- g. Establish tourism industry associations such as Home Stay and Culinary around ODTW

V. Conclusion

- a. Based on the results of the SWOT analysis, a SWOT matrix was obtained with the formulation of a merging strategy, namely SO Strategy, WO Strategy, ST strategy and WT strategy. Compiling the matrix produces alternative strategic options for developing tourist attraction objects for Wet Rice Island and Coastal Mangrove Forests. Alternative strategy choices result from the SWOT analysis: holding events, using all promotional media, and utilizing tourist sites. It is also concluded that the results of the SWOT matrix strategy combination formula that the SO strategy score is 2.134 and the ST strategy score is 2.28, which means that the strengths and threats have a more significant influence on the tourist attraction of Beras Basah Island. While the WO strategy score is 2.56 and the WT strategy score is 1.50, the level of weaknesses and opportunities is higher than the weaknesses and threats.
- b. Based on the results of the 4A Analysis, it was concluded that the four 4A components, namely attractions, accessibility, amenities and ancillary on the tourist attraction of Wet Rice Island and Coastal-Based Mangrove Forests, were found that their management was not optimal.
- c. So from the results of this study, it is recommended/suggested the manager apply several things. Such as recommendations for attractions and amenities, namely managing residents' business locations to make them neater, recommendations for accessibility offered by complementing tourist security infrastructure, and ancillary recommendations, one of which is maximizing the participation of Pokdarwis in tourism activities.

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