

IDENTIFICATION OF TOURISM POTENTIAL IN THE NEW STATE CAPITAL REGION (EAST KALIMANTAN)

Jimmy Muller Hasoloan Situmorang¹, Rosianna Sianipar², Juliana³, Rudy Pramono⁴, Nova Bernedeta Sitorus⁵

^{1,2,3}Hospitality Management, Pelita Harapan University, Indonesia

⁴Master of Tourism, Pelita Harapan University, Indonesia

⁵Tourism Destination, Medan Tourism Polytechnic, Indonesia

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ABSTRACT

The candidate for the state capital is a new colour for Indonesia. Opinions from the public also varied, but the people of East Kalimantan should be proud of the election of their province, which is considered ideal to become the new national capital. The election of Kutai Kartanegara Regency and North Penajam Paser Regency has fulfilled the requirements as the new national capital based on the results of a 3-year study where the two areas have a minor disaster risk. Becoming the new national capital is an opportunity for East Kalimantan to improve and increase the quality of tourism objects. East Kalimantan has a variety of natural, artificial and cultural tourism destinations that are expected to be able to attract and fulfil tourists' interest in travel. The Ministry of Tourism has mapped East Kalimantan into three National Tourism Destinations (DPN), one of which is the city of Balikpapan. This research aims to examine the tourism potential and the profile, characteristics, interests and conditions of the tourist market in the new nation's capital. In conclusion, Kalimantan's national capital is a city with interesting potential and uniqueness. In terms of history, culture, economy, infrastructure and sustainability, this city has many assets that can be developed and utilized for the progress and welfare of society. By exploring its potential, the nation's capital city of Kalimantan can continue to grow and become a centre for increasingly advanced political, economic and cultural activities. By exploiting existing strengths, overcoming existing weaknesses, taking advantage of available opportunities, and dealing with threats that may arise, tourism at IKN Kalimantan can develop into a leading destination in Indonesia and provide significant economic benefits for the local community. Mentawir Village in East Kalimantan has an attractive tourism potential. Its natural beauty, cultural heritage, and unique culinary delights make this village a unique and exciting destination. Tourists can enjoy adventures in national parks, experience authentic cultural life, and enjoy delicious specialties. With the development of tourism infrastructure and the involvement of the local community, Mentawir Village is ready to welcome tourists and provide an unforgettable experience. In developing tourism in Mentawir Village, taking advantage of existing strengths and opportunities is essential while overcoming weaknesses and dealing with possible threats. By planning an effective strategy and considering relevant tourism theories, this village can increase tourism potential, attract tourists, and achieve success in sustainable tourism development.

E-mail:
jimmy.mhs@uph.edu

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1. INTRODUCTION

Tourism is a very macro and dynamic industry. Tourists are consumers of this very dynamic tourism. Tourists are switching to products that respect religion, the environment, nature, culture and attractions

in particular. Tourists are not only interested in the beauty of nature and the completeness of the tour but are also interested in the compatibility with freedom and interaction with the environment and local communities (Permadi et al., 2018; Hubner et al., 2022, Juliana et al., 2022).

Tourism is a sector that has a multiplier effect that can drive various other economic sectors such as accommodation, provision of food and drink, transportation, culture, and health. Thus indirectly, the growth and development of tourism will increase employment and contribute to economic growth. Tourism provides benefits in the form of strengthening the local economy, including foreign exchange, community income and employment opportunities for the community. Tourism development is closely related to the resources and uniqueness of local communities, both in the form of physical and non-physical elements (Hapsari et al., 2019; Zunaidi et al., 2022).

The candidate for the state capital is a new colour for Indonesia. Opinions from the public also varied, but the people of East Kalimantan should be proud of the election of their province, which is considered ideal to become the new national capital. The election of Kutai Kartanegara Regency and North Penajam Paser Regency has fulfilled the requirements as the new national capital based on the results of a 3-year study where the two areas have a minor disaster risk. Becoming the new national capital is an opportunity for East Kalimantan to improve tourism objects' quality. East Kalimantan has a variety of natural, artificial, and cultural tourism destinations that are expected to be able to attract and fulfil tourists' interest in travel. The Ministry of Tourism has mapped East Kalimantan into three National Tourism Destinations (DPN), one of which is the city of Balikpapan. Balikpapan City is a big city in East Kalimantan with many tourist objects. Some tourism objects in Balikpapan City are managed by the government, and some by the private sector. The tourism icons in Balikpapan City are beaches and cultural villages (Hakim et al., 2020).

Based on the research background, the formulation of the problem used in discussing this research is as follows: 1. What are the profiles, characteristics, interests and conditions of tourists visiting the new nation's capital? 2. How to identify tourism potential in the new nation's capital city? This research aims to examine the tourism potential and the profile, characteristics, interests and conditions of the tourist market in the new nation's capital.

According to Marioti, tourist attractions can be divided into two parts: tourism resources and tourist services. Tourism resources or attractive spontaneity is everything that is found in a tourist destination which is an attraction for people to visit a tourist destination. Objects in nature included in the tourism resources group are climate, landforms, landscapes, thickets of the forest, fauna, flora, and natural health centres. The results of human creation included in the tourism resources group are people's ways of life. While tourist services or attraction devices are all the facilities used and activities carried out that other companies procure commercially. Tourist service is not a tourist attraction, but its presence is needed for the development of tourism in an area (Gunardi, 2010).

According to (McIntosh, Goeldner and Richie (1995), tourism components are classified into four major categories: a. Natural resources, including climate, landform, flora, fauna, rivers, beaches, landscapes, springs, sanitation and so on. b. Infrastructure, including clean water, wastewater, gas, electricity and telephone networks, drainage, roads, railroads, airports, train stations, terminals, resorts, hotels, motels, restaurants, shopping centres, places of entertainment, museums, shops and other infrastructure. c. Transportation, including ships, aeroplanes, trains, buses and other transportation facilities. d. Hospitality and local culture are manifested in the hospitality and courtesy of the local population in receiving tourists. In this case, cultural resources include art, history, music, dance, drama, festivals, exhibitions, performances, special events, museums and art galleries, shopping, sports and other cultural activities (Suryana et al., 2020); Tarigan et al., 2021)

According to Endar Sugianto and Sri Sulistianingrum in their book entitled Introduction to Accommodations and Restaurants, the tourism component consists of tourist attractions and facilities & amenities (Gunardi, 2010). According to Yoeti (2006), tourist attraction is anything that can attract tourists to visit a tourist destination. Tourist attraction is divided into four types, namely: (1) natural tourist attraction such as natural scenery, sea, beach, etc.; (2) tourist attraction in the form of buildings such as historic and modern architecture, archaeological remains, etc.; (3) cultural tourism attractions such as history, folklore, art, theatre, museums, etc.; (4) social tourism attractions such as the way of life of the local community, language, community social activities, facilities, community services, etc. (Sriwi & Hulfa, 2019).

According to Law No. 10 of 2009 concerning Tourism, Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or

studying the uniqueness of the tourist attractions visited for a short period. Tourists are people who travel. According to their origin, tourists are divided into foreign and domestic tourists. Foreign tourists are foreigners who travel on tours, who come to enter another country that is not the country where the tourist lives. Foreign tourists are usually called foreign tourists, abbreviated as foreign tourists. A domestic tourist or local tourist travels within the boundaries of their own country without crossing their country's borders (Hapsari et al., 2019; Hubner et al., 2021).

SWOT analysis is a strategic planning method that describes a situation and evaluates a complex problem. The analysis will focus on strengths, weaknesses, opportunities, and threats. Data analysis conducted in SWOT also includes internal factors analysis summary (IFAS) and external factors analysis summary (EFAS). The IFAS analysis includes weaknesses and strengths, while the EFAS analysis includes opportunities and challenges (Adityaji, 2018). The results of IFAS and EFAS were obtained by evaluating all SWOT aspects (internal and external factors) associated with predetermined research dimensions/indicators. The score given to each dimension/indicator is 0.00 to 1.00. After that, the next step is to multiply the score by the rating that has been determined: rating 1 is low, rating 2 is sufficient, and rating 3 is high. The results of multiplying the scores and ratings will determine the value of strengths, weaknesses, opportunities and threats before, finally, a strategy is designed to assess tourism potential in the new nation's capital (East Kalimantan) (Adityaji, 2018).

2. METHOD

The method used in this research is a qualitative research method. According to Creswell, qualitative research methods follow a series of events related to human experience. The phenomena and problems studied will be explained through qualitative methods (Herison et al., 2019). This study uses a qualitative method where the data is in words, descriptions and descriptions. In this case, the qualitative data identifies the existing tourism potential in the new national capital (East Kalimantan). This research will examine using qualitative instruments, reviewing from the 4A aspect and SWOT analysis.

The data used in this study consisted of primary data and secondary data. Data collectors obtain primary data directly through crucial informants at the research location. Secondary data is data obtained indirectly, for example, through documents. In this study, secondary data were obtained from literature studies, the internet and other sources related to research. (Sugiyono, 2017). The data collection techniques used in this study are as follows:

1. Interview : An interview is a conversation between two or more people to obtain specific data. Interviews were conducted by both parties, namely researchers/data seekers (interviewers) and those who provided data or key informants. (Herman, 2018). The sources in this interview were the tourism agency, tourist attraction managers, Pokdarwis, accommodation managers and the local community. For the interview process to run effectively and in accordance with the topics discussed, it is necessary to make an interview guide containing a collection of questions that will be addressed to key informants.
2. Observation : Observation is an intentional and systematic observation of the activities of individuals or other objects under investigation. This study used open observation where researchers in collecting data stated to data sources that research was being carried out (Sugiyono, 2017).
3. Documentation : It is a record of past events (Sugiyono, 2017). Documents used in this research can be in photos, pictures, videos or data documented in various forms.
4. Literature Study : It is a data collection technique by conducting a review study of books, literature, records and reports related to the problem being solved. (Sugiyono, 2017).
5. SWOT analysis : is an advanced stage of analysis. Based on the descriptive and quantitative analysis results, the next step is to identify strategic factors to identify SWOT (Strengths, Weaknesses, Opportunities, Threats). The SWOT analysis steps are as follows: Identify strengths (S), Weaknesses (W), Opportunities (O), and threats (T) from the results of the observations made. From the identification results, 5 (five) points were selected, which were considered necessary from each of the above SWOT components. Next, determine the strategy to be executed by making a combined matrix of the four SWOT components. From the results of the combined matrix, we can define strategies in general groups (SO, WO, ST, and WT), which will then be described in a more specific form (Dwijayati et al., 2016).

3. RESULTS AND DISCUSSION

Profile of the State Capital

The State Capital of Kalimantan is the center of government and the largest city in the Kalimantan region. As a center of politics, economy, and culture, the nation's capital of Borneo has a unique and interesting profile. The following is an analysis of the profile of the state capital of Kalimantan:

1. Geographical Location

The nation's capital city of Borneo is located on the banks of a major river and has access to the sea. The strategic geographical location provides advantages in trade and transportation, as well as providing rich and beautiful natural tourism potential.

2. History and Cultural Heritage

The city has a long history influenced by various cultures and civilizations. A rich and varied cultural heritage can be found in historic fortresses, traditional temples and archaeological sites. The diversity of ethnic and ethnic groups also enriches the cultural life and customs of this city.

3. Economic Growth

As the economic center of Kalimantan, the nation's capital city of Kalimantan has various economic sectors. The main industries include mining, plantations, fisheries, and tourism. Stable economic growth and high investment potential are attractive to businesses and industry players.

4. Infrastructure and Transportation

The nation's capital city of Kalimantan has a continuously developing infrastructure, including an international airport, a modern seaport, a good road network and an adequate transportation system. Good infrastructure supports local and international connectivity and facilitates accessibility for residents and tourists.

5. Education and Research

The city is also an educational center with leading universities and institutions of higher education. The presence of this educational institution creates opportunities for students and students to develop their academic potential. In addition, the city is also an important research center in various disciplines.

6. Cultural and Leisure Life

The nation's capital city of Borneo offers a wide range of cultural and leisure activities. Places such as theatres, museums, art galleries, shopping malls and city parks are centers of cultural activities and entertainment for both locals and tourists.

7. Sustainability and Environment

In an effort to maintain sustainability and environmental preservation, the national capital of Kalimantan actively involves the community in environmental preservation programs. Efforts such as tree planting, waste reduction campaigns, and natural resource management are carried out to maintain the city's natural beauty and environmental quality. In managing a tourist attraction, especially in a rural area, an application of sustainable tourism is needed (Sitorus & Juliana, 2021)

8. Community Life and Security

Harmonious and multicultural community life is the hallmark of the nation's capital city of Kalimantan. Different tribes, religions and ethnicities coexist peacefully, creating a rich social diversity. In addition, the city's security is also an important concern, with efforts to increase security and order that are continuously being carried out.

As the nation's capital, Kalimantan has excellent potential to develop an attractive tourism industry. The following is an analysis of the tourism component in the capital city of Kalimantan:

1) Tourist Attractions (Cultural and Natural)

The nation's capital city of Borneo has a rich cultural and historical heritage. This tourism component includes:

- a. **Historic Sites:** Various historical sites reflect the development of the city and country of Kalimantan. Examples are Fort Kuning, Fort Tugu, and the National Museum of Kalimantan, which houses a collection of historical artefacts.
- b. **Local Culture:** The capital city of Kalimantan is home to various tribes and ethnicities with unique cultures, such as the Dayak, Banjar and Malay tribes. Cultural tourism can feature traditional dances, art exhibitions and cultural festivals.
- c. **Traditional Cuisine:** Traditional Kalimantan food, such as soto Banjar, nasi kuning, and local specialties, offer visitors an authentic culinary experience.

- d. City Parks and Green Spaces: Beautiful city parks and green spaces provide convenient recreation areas for residents and tourists. Bung Karno Park and Kalimantan Cultural Park are popular parks in Borneo's capital.
- e. Rivers and Lakes: The existence of rivers and lakes around the city provides opportunities for activities such as boat tours, water sports, and viewing beautiful natural scenery.
- f. Nature Conservation: Conservation areas such as national parks or protected forests around cities offer an enjoyable ecotourism experience for visitors interested in nature and biodiversity.
- 2) Infrastructure and Tourism Services
Infrastructure development and good tourism services are significant to increase tourism potential in the capital city of Kalimantan. This tourism component includes:
 - a. Accommodation: Various accommodation options, ranging from star hotels to budget inns, ensure comfort for visiting tourists.
 - b. Transport: Good accessibility via air, land and sea transport is essential. The existence of an international airport and an efficient transportation network will facilitate the arrival and travel of tourists in the city.
 - c. Tourism Facilities: Tourism-supporting facilities such as restaurants, shopping centres, spas, and tourist information centres will increase the comfort and satisfaction of visitors.To optimize the tourism potential in the nation's capital city of Kalimantan, several steps that can be taken are:
 1. Marketing Development: Carry out active promotion and marketing nationally and internationally to attract tourists to the city.
 2. Infrastructure Development: Improving tourism infrastructure, including roads, transportation, and public facilities, to increase the accessibility and convenience of tourists.
 3. Preservation of Culture and Nature: Making efforts to preserve culture and nature, including protecting historical sites, promoting local culture, and maintaining environmental sustainability.
 4. Training and Human Resource Development: Develop skills and knowledge in the tourism industry through training and education to improve the quality of tourism services.By exploiting cultural and historical potential, natural attractions, infrastructure development and good tourism services, the national capital of Kalimantan can become an attractive tourist destination and make a significant economic contribution to the region.

SWOT Analysis of Tourism in National Capitals

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) can identify internal and external factors that influence the success of tourism in the Integrated Knowledge-based Nusantara (IKN) in Kalimantan. The following is a SWOT analysis for tourism in IKN Kalimantan:

1. Strengths:

Natural Diversity: Kalimantan has extraordinary natural resources, including tropical rainforests, national parks, beautiful rivers, and abundant animal life. This is a significant force in attracting tourists seeking authentic nature experiences.

Culture and Heritage: Kalimantan has a rich diversity of cultures, including Dayak tribes, traditional customs and unique handicrafts. Visitors can explore the life and culture of the local community, which is an attraction for tourists who want to get to know authentic cultural life.

2. Weaknesses:

Limited Infrastructure: Despite efforts to develop tourism infrastructure in Kalimantan, there are still weaknesses in transportation, accessibility and accommodation. Road infrastructure, airports and public transportation need to be improved to make it easier for tourists to visit IKN Kalimantan.

Lack of Promotion: The marketing and promotion of Kalimantan tourism still need to be optimal. More extraordinary efforts are needed to promote Kalimantan tourism nationally and internationally to increase tourist awareness and interest.

3. Opportunities:

Infrastructure Development: There are opportunities to improve tourism infrastructure in IKN Kalimantan, such as road repairs, airport development, and improvement of public transportation. With adequate infrastructure, tourism in Kalimantan can become more accessible to tourists.

Ecotourism and Cultural Tourism: Kalimantan has excellent potential in ecotourism and cultural tourism. Developing sustainable ecotourism programs and promoting Kalimantan's rich culture can attract tourists seeking a different and authentic experience.

4. Threats:

Competition with Other Destinations: Kalimantan will face competition from other tourist destinations in Indonesia and neighbouring countries. To remain competitive, it is necessary to continue to improve the quality of tourism, product innovation and services provided for tourists.

Environmental Impact: Unchecked tourism development can negatively impact Kalimantan's natural environment, including deforestation, pollution and ecosystem damage. Exemplary conservation and management efforts must be carried out to preserve Kalimantan's nature.

In dealing with this SWOT analysis, several steps that can be taken are:

1. **Infrastructure Development:** The government and related parties must work together to improve tourism infrastructure, such as roads, airports and public transportation.
2. **Active Marketing and Promotion:** It is necessary to carry out active marketing and promotion efforts to attract tourists through online and offline marketing campaigns.
3. **Development of Tourism Products:** It is necessary to continue to develop unique and innovative tourism products, such as ecotourism, cultural tourism and adventure tourism, to attract tourists.
4. **Nature Conservation and Preservation:** It is necessary to carry out sustainable conservation efforts to maintain Kalimantan's natural diversity and minimize the negative impact of tourism on the environment.

By exploiting existing strengths, overcoming existing weaknesses, taking advantage of available opportunities, and dealing with threats that may arise, tourism at IKN Kalimantan can develop into a leading destination in Indonesia and provide significant economic benefits for the local community.

Case Study: Mentawir Village has a tourism potential in the National Capital

Mentawir Tourism Village is located in the Sepaku sub-district, North Panajam Paser Regency, East Kalimantan. With a distance of about 2 hours by land and 1 hour by water from Balikpapan, the location is accessible to tourists. The main attraction of this tourist village is the stunning beauty of nature tourism. Balikpapan's beautiful bay area, stunning mangrove forests, challenging Mentawir river rapids, lush bamboo forests, and natural landscapes of tropical forests provide visitors with an unforgettable natural experience. In tourism, the concept of natural tourist attraction is very relevant. The Tourism Attraction Theory explains that tourists tend to be attracted to visit a destination because of the uniqueness and natural beauty it offers. At the Mentawir Tourism Village, tourists can enjoy the natural beauty of nature and feast their eyes on stunning panoramas. In this theory, natural attractions become essential in influencing tourists' interest and decision to visit a destination.

Apart from natural attractions, cultural diversity is another attraction in the Mentawir Tourism Village. The culture of the Paser tribe, with its ronggeng dance and the existence of the demand, the local traditional leader, provides an authentic cultural experience for visitors. Cultural Travel Theory (Cultural Tourism Theory) explains that tourists are interested in learning and experiencing local culture when they visit a destination. In this case, tourists can be involved in cultural activities, watch ronggeng dance performances, and learn about the origin of the word Mentawir which has historical value and local wisdom. Besides natural and cultural experiences, Mentawir Tourism Village offers delicious seafood dishes, unique mangrove syrup, and bamboo handicrafts. The concept of culinary and handicrafts as tourist attractions also relates to the Culinary and Shopping Tourism Theory. Tourists look for authentic culinary experiences and buy regional souvenirs when they visit a destination. By offering fresh and unique seafood dishes and bamboo handicrafts, Mentawir Tourism Village can entice tourists to try and bring home memorable culinary experiences and souvenirs.

Combining natural, cultural, culinary and handicraft attractions, the Mentawir Tourism Village has excellent potential to become an attractive destination. In tourism development, it is essential to pay attention to sustainable management, environmental protection and local community participation. With good management and synergy between natural, cultural and economic aspects, Mentawir Tourism Village can provide significant economic and social benefits to the village and the surrounding area while ensuring environmental sustainability and valuable cultural heritage.

Analysis of Component 3A (Attraction, Accessibility, Accommodation) is an approach used in assessing the tourism potential of a destination. The following is an analysis of the 3A components for Mentawir Village in East Kalimantan:

- a. Attractions Mentawir village has interesting and various tourist attractions. Natural beauty, including tropical rainforests, waterfalls and abundant biodiversity, is a significant draw for tourists. In addition, the rich culture and local traditions are also unique attractions. Visitors can visit traditional houses, participate in cultural events or learn about traditional handicrafts. These diverse natural and cultural attractions provide tourists with an authentic and unforgettable experience.
- b. Accessibility Accessibility is an essential factor in attracting tourists. Mentawir Village is currently still facing challenges in terms of accessibility. The roads leading to the village still need to be repaired and upgraded to make them more accessible to tourists. In addition, adequate public transportation needs to be developed, either in the form of buses, trains or flights. Improved accessibility will make it easier for tourists to visit Mentawir Village and increase the area's tourism potential.
- c. Accommodation One of the critical factors for developing tourism is the availability of adequate accommodation. Mentawir Village currently still has limitations in terms of accommodation. However, there are opportunities to develop accommodation that ranges from community-run homestays to resorts or traditional inns. By exploiting the natural and cultural potential of Mentawir Village, the development of unique and eco-friendly accommodations can be an additional attraction for tourists who want to experience an authentic experience.

To develop the 3A component of tourism in Mentawir Village, the following steps can be taken:

- a. Development of Attractions: Efforts are needed to maintain the natural beauty and cultural richness of Mentawir Village. Maintenance and development of natural attractions, such as national parks, waterfalls and rivers, is possible. In addition, promoting local culture and cultural tour activities can increase the attractiveness of this village.
- b. Improving Accessibility: The government and related parties must improve transportation infrastructure, including roads, bridges and access to the nearest airport. Increased accessibility will make it easier for tourists to reach Mentawir Village and visit existing tourist attractions.
- c. Accommodation Development: Increasing and diversifying accommodation in Mentawir Village is necessary. The local community can be involved in managing homestays or traditional inns. Meanwhile, private investment can also be encouraged to build modern resorts or inns that suit the uniqueness of this village.

Through the development of the 3A tourism component, Mentawir Village can become an attractive and sustainable tourism destination in East Kalimantan. Its natural beauty, cultural richness, and good accessibility and accommodation will provide an unforgettable experience for tourists visiting this village.

Mentawir Tourism Village in East Kalimantan has rich potential in the mangrove ecosystem. Mangrove plants or mangroves play an essential role in maintaining the balance of coastal ecosystems, providing environmental benefits, and supporting the lives of various species. The following is an analysis of mangroves in the Mentawir Tourism Village:

- a. Ecological Function Mangrove plants have an essential ecological function. The strong roots of mangroves form an intricate network of roots that extend deep into water and mud. This helps bind the soil, prevent beach abrasion, and protect coastal areas from erosion. Mangroves also act as carbon sinks, helping to reduce the impact of climate change by storing carbon in mangrove plants and soil.
- b. Animal Habitat The mangrove ecosystem in Mentawir Village provides essential habitat for various animal species on land and in water. Mangroves provide shelter, breeding grounds and food sources for fish, crabs, shrimp, birds and other small mammals. The mangrove ecosystem is also a gathering place for migratory birds who use this area as a resting place on their way.
- c. Tourism and Education The beautiful and unique mangrove ecosystem in Mentawir Village attracts tourists interested in ecotourism and nature. Tourists can explore the mangrove forest by boat or boat and see the flora and fauna around rivers and estuaries. Visitors can also learn about the importance of mangrove ecosystems, conservation, and the role of mangrove plants in maintaining the balance of coastal ecosystems.

Economic Activities Mangrove plants also benefit the local community in Mentawir Village. Communities can collect mangrove wood to sell as building materials, generate income from mangrove tourism, or develop mangrove cultivation activities. This activity can provide an additional source of income and assist local communities in making sustainable use of existing natural resources. However, several challenges need to be overcome in maintaining and managing the mangrove ecosystem in Mentawir Village:

- 1) **Climate Change and Sea Level Rise:** Climate change, including rising temperatures and sea levels, can threaten the survival of mangrove ecosystems. Efforts to protect against climate change and adaptation to sea level rise are necessary to maintain a healthy mangrove ecosystem.
- 2) **Pollution and Destruction:** Pollution from industrial waste, agricultural waste, or other human activities can damage mangrove ecosystems. Good waste management and avoiding destructive activities must be implemented to protect mangroves and the surrounding biodiversity.
- 3) **Awareness and Education:** Public awareness and understanding of the importance of mangrove conservation must be increased. Environmental education and awareness programs can help better understand the benefits and necessity of protecting mangrove ecosystems.

Through a good understanding of the importance of mangrove ecosystems and the implementation of appropriate conservation efforts, the Mentawir Tourism Village can take advantage of the potential of mangrove ecosystems as a tourism attraction and source of income and maintain the environmental sustainability.

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis provides in-depth insights into internal and external factors that can influence the success of tourism development in Mentawir Village in East Kalimantan. The following is an analysis of relevant tourism theories to understand each SWOT aspect:

1. **Strengths:**

Natural Beauty: This power is related to the Tourism Attraction Theory, in which the mesmerizing natural beauty of Mentawir Village is an essential factor in attracting tourists. Tourists are more likely to be attracted to destinations that offer authentic and stunning natural experiences.

Cultural Richness: The existence of a rich cultural heritage in Mentawir Village conforms to the Cultural Travel Theory, whereby tourists are attracted to learn about and experience local culture when they visit a destination. The well-maintained diversity of cultures and traditions attracts tourists who wish to explore authentic cultural life.

Ecotourism Potential: The ecotourism potential in Mentawir Village is related to the Ecotourism Theory. Through the involvement of tourists in wildlife and natural environment conservation activities, the village can develop sustainable ecotourism and provide economic benefits to the local community in line with research by (Utama et al., 2021; Sianipaar et al., 2023; Juliana et al., 2023, Juliana et al., 2023)

2. **Weaknesses:**

Limited Infrastructure: This weakness is related to the Tourism Infrastructure Theory, where limited infrastructure, such as inadequate transportation and limited accommodation, can become an obstacle for tourists visiting this village. Adequate tourism infrastructure development is essential to increase the accessibility and comfort of tourists.

Lack of Promotion: This weakness is related to the Tourism Marketing Theory, where the lack of promotion about Mentawir Village can reduce tourists' awareness of the potential and attractiveness of this village. Better promotions through digital marketing and collaboration with external parties can increase the visibility of tourist villages and attract tourists in line with research by (Juliana et al., 2023; Sianipar et al., 2022)

3. **Opportunities:**

Infrastructure Development: This opportunity is related to the Destination Development Theory, whereby developing tourism infrastructure, including roads, transportation, and accommodation, can improve accessibility and convenience for tourists. With suitable investments, the village can attract more tourists, which will positively impact the local economy.

Partnership with External Parties: This opportunity is related to the Tourism Partnership Theory, where Mentawir Village can establish partnerships with external parties, such as tourism companies or conservation organizations, to develop mutually beneficial programs and expand the reach of this village promotion. Solid partnerships can increase the attractiveness and marketing of the village as a tourist destination.

Tourism Product Development: This opportunity is related to Tourism Product Development Theory, where the development of more diversified tourism products, such as nature adventure tours, community-run homestays, or training in traditional arts and crafts, can enhance the attractiveness and added value of the village as a tourist destination. Unique tourism product innovations can attract tourists looking for new and authentic experiences.

4. Threats :

Competition with Other Destinations: This threat is related to the Tourism Competition Theory, in which Mentawir Village competes with other tourist destinations in East Kalimantan or the surrounding area. To remain competitive, this village needs to offer a unique and different experience, as well as strengthen the village's branding and marketing as a prominent tourist destination.

Environmental Impact: This threat is related to the Theory of Sustainable Tourism, where it is essential to consider the impact of tourism on the natural environment and local people's lives. Overcrowding, pollution, or environmental damage can destroy the attractiveness of this village if not appropriately handled. Protection of the natural environment and local community participation in tourism management is the key to minimizing negative impacts.

In developing tourism in Mentawir Village, it is essential to take advantage of existing strengths and opportunities, overcome weaknesses and deal with threats that may arise. By considering relevant tourism theories, this village can plan more effective development strategies, maximize tourism potential, successfully attract tourists and obtain sustainable economic and social benefits.

4. CONCLUSION

In conclusion, Kalimantan's national capital is a city with interesting potential and uniqueness. In terms of history, culture, economy, infrastructure and sustainability, this city has many assets that can be developed and utilized for the progress and welfare of society. By exploring its potential, the nation's capital city of Kalimantan can continue to grow and become a centre for increasingly advanced political, economic and cultural activities. By exploiting existing strengths, overcoming existing weaknesses, taking advantage of available opportunities, and dealing with threats that may arise, tourism at IKN Kalimantan can develop into a leading destination in Indonesia and provide significant economic benefits for the local community.

Mentawir Village in East Kalimantan has attractive tourism potential. Its natural beauty, cultural heritage, and unique culinary delights make this village a unique and exciting destination. Tourists can enjoy adventures in national parks, experience authentic cultural life, and enjoy delicious specialties. With the development of tourism infrastructure and the involvement of the local community, Mentawir Village is ready to welcome tourists and provide an unforgettable experience. In developing tourism in Mentawir Village, taking advantage of existing strengths and opportunities is essential while overcoming weaknesses and dealing with possible threats. By planning an effective strategy and considering relevant tourism theories, this village can increase tourism potential, attract tourists, and achieve success in sustainable tourism development.

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