


Strategy For Revitalizing Lempe Tourism Objects In Improving The Economy Of The Lolai Community

Stefani Marina Palimbong¹, Rahma Gusmawati Tammu², Ratten Palungan³
^{1,2,3}UKI Toraja

Article Info	ABSTRACT
Keywords: Revitalization, SWOT Analysis	This research aims to determine the strategy of Revitalizing Lempe Tourism Objects in Improving the Economy of the Lolai Community. The problem in this study is How is the strategy of Revitalizing Lempe Tourism Objects in Improving the Economy of the Lolai Community? The results show that the IFAS value is greater than the EFAS value, this shows that the strength possessed can still create opportunities and overcome threats. Lempe Lolai tourist attraction can still develop its business with its internal strength. The appropriate revitalization strategy used by Lempe Lolai tourist attractions is the SO (Strengths-Opportunity) strategy such as revitalizing the surrounding natural area in the form of greening the surrounding area, revitalizing facilities, especially with modern style and architecture and physical revitalization of lodging, completeness of facilities and social revitalization by improving service quality.
This is an open access article under the CC BY-NC license 	Corresponding Author: Stefani Marina Palimbong UKI Toraja stefanimarinapalimbong@gmail.com

INTRODUCTION

Tourism is a field that has great opportunities as a factor for advancing the national economy today (Kudadiri, 2019). Tourism is not only about beautiful and unique destinations, but tourism is a very complex business, involving adequate infrastructure, skilled human resources, the use of appropriate technology and government involvement in all aspects that support tourism itself (Arsawan, 2017). Tourism is the activity of visiting a certain place under certain conditions, and this place is called a tourism destination (Priatmoko, 2021). The revitalization process includes material aspects, economic aspects and social aspects where the approach used is as far as possible able to create and utilize the potential of the local environment (Harianto, 2016)

The Lolai area currently has not implemented an attraction strategy to increase foreign tourist visits (Aziz et al., 2022). In the process of developing the Lolai tourist attraction both from a conservation and economic perspective, the community around the tourist attraction plays an important role in it and has the capacity to be a subject of revitalization.

Lolai Peak is in Lolai Village, Kapala Pitu District, North Toraja, South Sulawesi Province. This tourist attraction is about 20 km from the city of Rantepao (capital of North Toraja), with an altitude of around 1,300 meters above sea level. Tourists can visit this place using private vehicles or public transportation (www.penginapan.net). As one of the interesting natural

tourist spots, the facilities provided at the top of Lolai are not that luxurious, as there is still a lack of gazebos, *VIP rooms and outbound areas* .

Based on the description of the background of the problem, then problem study This is how the strategy for revitalizing the Lolai tourism objects is to improve the community's economy . Objective study This is to analyze the revitalization strategy of the Lolai tourism objects in improving the community's economy.

METHOD

The type of research is descriptive research with a qualitative approach. A qualitative approach is used to get an overview of the phenomena to be observed (Moleong, 2014). The research location was chosen at the Lempe Lolai tourist attraction which is located in North Toraja Regency. The type of data used in this research is quantitative data. According to Kuncoro (2013) quantitative data is measured on a numerical scale (numbers), which can be divided into interval data and ratio data. In this research, the data source used is secondary data. In this research, primary data was obtained through (1) *in-depth interviews* with informants/resources (2) *check-list* , making direct observations. SWOT analysis is used to analyze data. Data obtained from the field was analyzed through stages 1) data collection, 2) data reduction, 3) data presentation, 4) *conclusion drawing* , 5) evaluation.

	External	<i>Strange</i>	<i>Weakness</i>
Internal			
	<i>Opportunities</i>	SO	WO
	<i>Threats</i>	ST	W.T

Source: Embrace 2020

RESULTS AND DISCUSSION

Recapitulation of Internal Factors

The results of the recapitulation of the internal factors of the Lempe Lolai tourist attraction, namely internal factors consisting of strengths and weaknesses, can be seen in the following table.

a. Strength (Strength)

Table 3 Internal Environmental Factors Strength

S1	Beautiful natural scenery
S2	Modern villa, hotel and restaurant accommodation facilities
S3	Complete facilities and 24 hour service

b. Weakness

Table 4 Internal Environmental Factors Weakness

W1	The education level of employees is relatively low
W2	Promotion has not been optimal, especially via social media
W3	Improvements to facilities and infrastructure are carried out with our own capital

Recapitulation of External Factors

a. Opportunities

Table 5 External Environmental Factors Opportunity

O1	Toraja is the second tourism destination after Bali
O2	The boom in natural tourist attractions is synonymous with negeri di atas awan
O3	People's lifestyles have begun to consider healing from work

b. Threats

Table 6 External Environmental Factors (Threats)

T1	There are the same tourist attraction locations that can be visited before Lempe
T2	Lempe's location is close to other similar tourist attractions
T3	Other tourist attractions also provide the same accommodation facilities and natural beauty

IFAS (Internal Factors Analysis Summary)

Table 7 IFAS (Internal Factors Analysis Summary)

Internal Strategic Factors	Weight	Rating	Total	Information
Strength				
1. Beautiful natural scenery	0.2	4	0.8	Lempe Lolai is nicknamed the country above the clouds. The panorama of clouds covering the valley makes Lempe seem to be floating above the clouds. Lempe has villa accommodation facilities with Manadonese house architecture as well as hotels and restaurants with a modern style. And wifi facilities are also available. Lempe provides and creates good contemporary photo spot areas such as sailboat shapes, gates and wing shapes around Lempe so that visitors can take photos with a dancing background .
2. Modern villa, hotel and restaurant accommodation facilities.	0.2	4	0.8	
3. There are lots of good and interesting SpotFoto available	0.15	3	0.45	
Weakness				
	0.15	2	0.30	On average, around 50% of those working in Lempe Lolai

Internal Strategic Factors	Weight	Rating	Total	Information
1. The education level of employees is relatively low	0.15	2	0.30	have no education/never been to school and the other 50% have attended college or university. The people who work at Lempe Lolai are drawn from the local Lolai community
2. Promotion has not been optimal, especially via social media				Promotion is mostly done via social media Facebook. The use of other media such as TikTok, YouTube, Instagram is not widely used. However, this promotion was assisted by posts by Lempe lolai visitors on their respective social media
3. Improvements to facilities and infrastructure are carried out with our own capital	0.15	2	0.30	Repairs to facilities and infrastructure carried out in Lempe Lolai, starting from the entrance to the Lempe Lolai area, use funds from the foundation itself and none from the government.
TOTAL			2.95	

Total score 2.95 from the analysis results in table 4.5 regarding strength and weakness factors. This indicates a strong internal position because the total score is >2.5.

Table 8 EFAS (External Factor Analysis Summary)

Factor Internal Strategic	Weight	Rating	Total	Information
Opportunity				
1. Toraja become area Destination 2nd tourism after Bali	0.2	3	0.6	Uniqueness custom customs Toraja has become destination tourist second most visited by traveler Location Lempe lol is beginning nickname country above cloud
2. The boom object tour identical nature with country above cloud	0.2	4	0.8	Cool air And No polluted pollution as well as view beautiful nature make Lempe lol suitable For place <i>healing</i> .
3. Pattern life existing society start	0.15	3	0.45	

Factor Internal Strategic	Weight	Rating	Total	Information
consider healing from work				
Threat				
1. There is location Object the same tour that can be visited before Lempe .	0.15	3	0.30	There are some object possible tourism visited before reach location object tour soft lolai . This matter make a number of visitors No continue visit to soft lol after enter the object tour previously . Object tour in Lolai Kapala Pitu each other close by And only 3-5 minutes away just between 1 object tour with object tour others are neglected . This matter become threat reduced visitors to object tour soft lolai . Object other tours in Lolai Kapala Pitu offer facility And with the same natural panorama . Although from facet facility Lempe Still more superior However facilities available object other tours remain become obstacle And threat for Lempe lol
2. Location Lempe close by with object other tours are the same	0.15	2	0.30	
3. Object other tours too provide facility lodging And beauty the same nature	0.15	2	0.30	
TOTAL			2.75	

Total score 2.75 in table 8 for opportunity and threat factors. This indicates that managers are trying to avoid threats and respond to opportunities.

Table 9 IFAS and EFAS table

IFAS	2.95	EFAS	2.75
Total Strength Score (S)	2.05	Total Chance Score (O)	1.85
Total Weakness (W)	0.90	Total Threat Score (T)	0.90
X = SW	1.15	Y = OT	0.95

From the calculations above, it can be said that the Lempe Lolai tourist attraction has quite good strength. Based on the IFAS calculations in table 9 above, the Lempe Lolai tourist attraction, Kapala Pitu District, Tana Toraja Regency has a strength of 2.05 points. Weakness Value at 0.90 points. So, the difference between strengths and weaknesses is 1.15. These results can be used as a reference for the managers of the Lempe Lolai tourist attraction in determining policies, especially in the revitalization process, so that the management's weaknesses can be minimized and the strengths they have can be utilized well. The results

show that X has a positive value, namely 1.15, and likewise, Y also has a positive value, namely 0.95. Based on these results, the SWOT analysis calculation results show the position in quadrant I, where quadrant I indicates a very profitable situation. Tourist attraction managers have opportunities and strengths so they can take advantage of existing opportunities. The revitalization strategy is the SO (*Strength – Opportunity*) strategy .

SO Strategy (Strength - Opportunity)

With a combination of strengths and opportunities, Lolai Tourism Object can use a revitalization strategy maintaining natural beauty by maintaining cleanliness and greening the surrounding area so that tourists feel comfortable and happy and recommend this place, revitalizing the facilities, especially with modern styles and different architecture so that visitors feel comfortable staying as well as the revitalization process, especially in the construction of accommodation, revitalization complete facilities and improving the quality of service which brings a sense of comfort to visitors who come to relax and stay in Lempe. Apart from that, improving the quality of human resources both in terms of service and increasing foreign language skills.

CONCLUSIONS

From the results of research on the revitalization strategy for the Lempe Lolai tourist attraction, it can be concluded that the appropriate strategy is the SO (*Strengths-Opportunity*) strategy with alternative activities: physical revitalization of the accommodation by adding supporting facilities at the tourist attraction that can attract visitors, improving the quality of good human resources in terms of service and improving foreign language skills, as well as revitalizing the surrounding area by reforesting the land so that tourists are comfortable when visiting.

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