


Strategy Of Developing Tiku Beach As A Marine Tourism Destination In Tanjung Mutiara District, Agam Regency

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Article Info	ABSTRACT
Keywords: Tourism Development, Marine Tourism, Tiku Beach	Purpose This study aims to analyze the tourism development strategy of Tiku Beach by using the 4A components (attraction, accessibility, amenity, and ancillary services) as marine tourism in Tanjung Mutiara District, Agam Regency, It is expected that after this research is conducted, the resulting model for marine tourism development can be implemented and applied for developing other areas in the future. The study employs a descriptive qualitative research design. Data were collected through observation, in-depth interviews, and document studies. The data were analyzed using SWOT analysis, EFAS, and IFAS matrices to formulate an appropriate development strategy based on the findings. The SWOT analysis of the 4A components shows that a growth-oriented strategy is most suitable for Tiku Beach. This strategy utilizes existing strengths to support opportunities for aggressive growth in the tourism sector. This study offers actionable insights that can enhance the strategic position and efficiency in developing marine tourism at Tiku Beach. These insights can be applied by tourism managers (Pokdarwis) and the local community to economically benefit and improve the living standards in the region,
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INTRODUCTION

Tourism development in Indonesia has recently continued to increase from time to time, which can be seen from the increasing number of foreign and local tourists visiting Indonesian destinations which are famous for their natural beauty and cultural diversity. Tourism is the main mainstay in generating foreign exchange and major employment opportunities for many countries, including Indonesia. Tourism is one of the largest industries in the world after oil and gas. Tourism is an activity of people or groups of people who travel and stay temporarily outside their place of residence, for primary purposes that are not related to work that produces wages received in the place visited (Karina WS, et al. 2018).

Indonesia has a very wide coastal area stretching from Sabang to Merauke. Indonesia's coastal areas have a lot of potential that can be exploited, such as fisheries, marine, agricultural, energy and tourism potential. West Sumatra, as one of the provinces in Indonesia, which is visited by quite a lot of tourists, both domestic and foreign, through its regional government is also intensifying the development of the tourism sector as stated in

the 2021-2026 Regional Medium Term Development Plan for West Sumatra, all districts and cities in Sumatra The West is expected to develop and develop the tourism sector so that it can become a source of income for the region with the aim of improving community welfare (Moenir, et al. 2021).

Responding to situations like this, it is necessary to make improvements to the tourism sector, developing a marine tourism destination that is different from the ones that previously existed must be done in order to increase interest in tourist visits, to be able to create an attractive marine tourism destination, it is not enough just to take advantage of natural conditions. that currently exists, appropriate development and packaging must be carried out, because creating a tourism development strategy that suits the conditions of a region is expected to be a solution to the problems above. Based on Law of the Republic of Indonesia Number 10. of 2009, tourist attractions are described as anything that has uniqueness, convenience and value in the form of a diversity of natural, cultural and man-made products that are targeted or visited by tourists. According to Cooper, et al. 2000, there are 4 (four) components that a tourist attraction must have, namely, attraction, accessibility, amenities and ancillary service.

Tanjung Mutiara, Agam Regency has beautiful marine tourism and an interesting ecosystem and a beautiful attraction is Tiku Beach. Tiku Beach is one of the marine tourism destinations in West Sumatra with white sand and clear sea water. Tiku Beach is located in the west of Agam Regency which is close to the border of Padang Pariaman Regency. The location of Tiku Beach is also close to Tanjung Mutiara Police, Tiku Market and SMAN 1 Tanjung Mutiara. Tiku Beach also borders directly on the Indian Ocean and includes 3 Nagari (village level), namely Nagari Tiku Selatan, Nagari Tiku Utara and Nagari Tiku V Jorong.

Tiku Beach has an attraction for marine tourism, namely in the form of views of the beach and waters with natural coral reefs. The coastal view is unique, still beautiful, white sand with a wide coastline and a fairly sloping contour facing directly to the Indian Ocean. Here there is an interesting natural phenomenon where there is a lagoon like a swampy lake filled with salt water which is separated from the sea, blocked by beach sand dunes, coral rocks and there are two islands around Tiku Beach, namely Tengah Island and Ujuang Island which are not far away. far from Tiku Beach, apart from that there are also pine trees planted along the beach that grow tall and neatly arranged. Tiku Beach has dozens of traders selling typical culinary delights such as fish salad, peyek, fish head curry rice, shark fish curry and various types of drinks. This Nagari does have a variety of typical coastal culinary tourism, such as fish-based culinary delights. Around the tourist attraction there is also a home industry for salted fish at quite cheap prices.

The potential that exists at Tiku Beach has the potential to be developed into a superior marine tourism destination. All the existing potential is coupled with the support of related stakeholders such as academics, government, entrepreneurs or business actors, and the surrounding community so that they can support the development of marine tourism continuously. However, to make this happen, a tourism development strategy is needed that is adapted to the potential and circumstances.

METHODS

Location This research was conducted at Tiku Beach, Tanjung Mutiara District, Agam Regency with a qualitative descriptive research type using qualitative methods and SWOT analysis. Sugiyono (2011) stated that the qualitative research method is: "A research method based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, data source sampling is carried out by triangulation (combination), data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization."

To formulate the development potential of the Tiku Beach tourist attraction, researchers identified strengths, weaknesses, opportunities and threats using SWOT. Rangkuti (2011) stated that SWOT analysis is: "Systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats."

According to Sugiyono (2020), there are two types of data collected in this research, namely primary data and secondary data. Primary data will be collected by observation, interviews and documentation, while secondary data will be collected by means of literature study, observation, interviews and documentation. The researcher's sampling technique used two types of informants, namely key informants and supporting informants. Those who served as key informants in this research were the Head of Jorong Nagari Tiku Beach, Chair of the Tiku Beach Tourism Awareness Group (Pokdarwis) and supporting informants in this research were the community and traders at Tiku Beach, and Tiku Beach Visitors.

The SWOT Matrix analysis process clearly describes the internal factors (strengths and weaknesses) and external factors (opportunities and threats) that exist at Tiku Beach. After knowing the internal and external factors at Tiku Beach, the next stage used is the internal strategy factor matrix. (IFAS) and the external strategy factor matrix (EFAS), After that they are rated and the weightings are transferred to the IFAS matrix and EFAS matrix tables to be scored (rating x weight). After that, a SWOT quadrant matrix and SWOT Matrix will be created.

Table 1. SWOT Analysis

Strenghts	Weaknesses
1.	1.
2. So on	2. So on
Opportunities	Threats
1.	1.
2. So on	2. So on

Source : Freddy Rangkuti (2009)

Table. 2 Determination of Internal and External Factor Weights

Internal and external strategy factors	Priority Scale (PS)	Constants (C)	PS x C	Integrity
STRENGTHS and WEAKNESSES				
1				
2				
3. So on...				

TOTAL PS x C
 OPPORTUNITIES and THREATS
 1
 2
 3. So on...
 Total SP x K

Source : Freddy Rangkuti (2009)

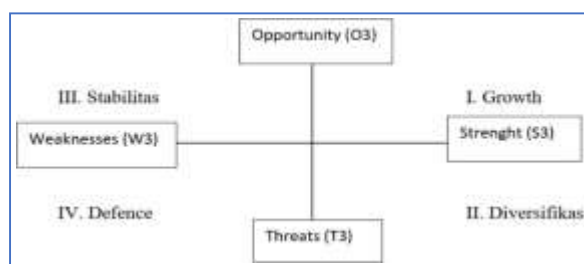
How to determine the weight of each indicator from internal and external factors is by using a priority scale starting from: 4 (very important), 3 (important), 2 (quite important), and 1 (not important). While the negative variables are given the opposite value, namely: 1 (very important), 2 (important), 3 (quite important), 4 (not important). Then multiply the priority value (PS) by the constant (C). The determination of the constant value is based on the highest value, namely 4, and it is assumed that all indicators are considered good. The weight value can be obtained by dividing each PS X C value by the total PS x C value

Table. 3 Perhitungan analisis SWOT

Strategy Factor	Integrity	Rating	Value
Internal			
1. Streanght (S)	S1 (0,0-1,0)	S2 (1-4)	$S1 \times S2 = S3$
2. Weakness (W)	W1 (0,0-1,0)	W2 (1-4)	$W1 \times W2 = W3$
Total			
Eksternal			
1. Opportunity (O)	O1 (0,0-1,0)	O2 (1-4)	$O1 \times O2 = O3$
2. Threats (T)	T1 (0,0-1,0)	T2 (1-4)	$T1 \times T2 = T3$
Total			

Source : Freddy Rangkuti (2017 : 37)

- Internal and external integrity are between 0.0 and 1.0
- Internal and external ratings are between 1 and 4
- Internal and external values are the result of multiplying the weights by the ratings.



Source: Freddy Rangkuti (2017:21)

Figure. 1 SWOT Quadrant Matrix

Recommendation:

- Quadrant I, This is a favorable situation. The company has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be implemented in this condition is to support an aggressive growth policy (Growth oriented strategy)

- b. Quadrant II, Although facing various threats, this company still has internal strength. The strategy that must be implemented is to use strength to take advantage of long-term opportunities through a diversification strategy.
- c. Quadrant III, The company faces very large market opportunities, but on the other hand, it faces several internal constraints/weaknesses. The focus of this company's strategy is to minimize the company's internal problems so that it can seize more market opportunities, with a stability strategy.
- d. Quadrant IV, This is a very unfavorable situation for the company, where the company experiences various internal threats and weaknesses. must immediately seek a defense strategy (Defense Strategy).

Table. 4 SWOT Matrix

IFAS	Strength	Weakness
EFAS	Determine 5 to 10 internal strength factors.	Determine 5 to 10 internal weakness factors
Opportunity	Strategy SO	Strategy WO
Determine 5 to 10 external opportunity factors	Create strategies that use strengths to take advantage of opportunities.	Create strategies that minimize weaknesses to take advantage of opportunities.
Threats	Strategy ST	Strategy WT
Determine 5 to 10 external threat factors.	Create strategies that use strengths to address threats.	Create strategies that minimize weaknesses and avoid threats.

Source : Freddy Rangkuti (2017 : 83)

Description;

1. SO Strategy (Strength-Opportunities) This strategy is made based on the company's way of thinking, namely by utilizing all strengths to seize and utilize the greatest opportunities.
2. ST Strategy (Strengths-Threats) This is a strategy in using the strengths owned by the company to overcome threats.
3. WO Strategy (Weaknesses-Opportunities) This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.
4. WT Strategy (Weaknesses-Threats) This strategy is based on defensive activities and tries to minimize existing weaknesses and avoid threats

RESULTS AND DISCUSSION

The strategy for developing the Tiku Beach tourist destination as a marine tourism destination is reviewed from the 4A components (attraction, accessibility, amenities, and ancillary service).

Attraction

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) that has been explained previously, the SWOT attraction at Tiku Beach Tourism Object can be seen in the following table 5:

Table 5. SWOT Analysis of Attractions at Tiku Beach

Strenght (S)		Weakness (W)	
1. There are natural attractions such as beaches with white sand with beautiful natural scenery and a lagoon known as Muaro Mati.		1. There is still a lack of diverse tourist attractions that can be enjoyed by tourists, such as the lack of water sports such as banana boats, jet skis, or snorkeling.	
2. The shape of Tiku Beach from above or the map of the tourist area resembles a bird's head.		2. Lack of community initiative to participate in developing the Tiku Beach tourist attraction.	
3. There are fishing party events and children's play areas held a week before the month of Ramadan.		3. The Fisherman's Party event schedule is too limited, such as fish auctions and organs. This makes this event less interesting.	
4. Tourists can hunt for fauna such as pangasius, baby crabs, hermit crabs, and shells that can be processed into accessories.		4. Lack of events held at Tiku Beach	
Opportunity (O)		Threath (T)	
1. Increase the number of visitors to Tiku Beach.		1. Visitors will get bored because the attractions are still not diverse enough.	
2. Increase the uniqueness and attractiveness of Tiku Beach.		2. The slow development of tourism on Tiku Beach is due to the lack of assistance from the surrounding community.	
3. Can increase the income of the surrounding community or traders from visiting tourists.		3. The Fisherman's Party event becomes monotonous because it has a small schedule.	
4. There is a cultivation of fauna available at Tiku Beach, in order to maintain the balance of the marine ecosystem and the growth of available fauna.		4. The lack of event implementation at Tiku Beach will make this tourist attraction less known to other tourists who do not know Tiku Beach.	

Source : Data Primer Diolah, 2024

Ratings and integrities are transferred to the IFAS matrix table or the EFAS matrix to be scored (rating x integrity) based on competitor analysis, as in table 6 below:

Table 6. IFAS Matrix

Internal Strategy Factors	Integity	Rating	Integrity x Rating
<i>Strength</i>			
1. There are natural attractions such as beaches with white sand and beautiful natural scenery along with a lagoon known as Muaro Mati.	0,16	4	0.63
2. The shape of Tiku Beach from above or on a map of the tourist area resembles a bird's head.	0,12	4	0.47
3. There are fisherman's party events and children's play areas held a week before the month of Ramadan.	0,1	3	0.29
4. Tourists can hunt for fauna such as sea cucumbers, baby crabs, hermit crabs, and shells which can be processed into accessories..	0,16	4	0.63
Total of Strength	0.53		2,02
<i>Weakness</i>			

1. There is still a lack of variety of tourist attractions that can be enjoyed by tourists, such as the lack of water sports such as banana boats, jet skis or snorkeling.	0,16	1	0.16
2. Lack of community initiative to participate in developing the Tiku Beach tourist attraction..	0,12	1	0.12
3. The Fisherman's Party event schedule is too limited, such as fish auctions and organ. This makes the event less interesting.	0,1	2	0.2
4. Lack of events held at Tiku Beach	0,1	2	0.2
Total of Weakness	0,47		0,67
Total Score	1,0		2,69

Source: Processed Primary Data, 2024

Analysis of table 6. shows that the value of the strength factor is 2.02 and for the weakness factor the value is 0.67. So it can be seen that the difference in strength and weakness = (Total number of strengths + total number of weaknesses): $2 = 2.02 + 0.67 = 2.69$: $2 = 1.3$.

Table 7. EFAS Matrix

External Strategy Factors	Integrity	Rating	Integrity x Rating
<i>Opportunity</i>			
1. There are natural attractions such as beaches with white sand and beautiful natural scenery along with a lagoon known as Muaro Mati.	0.16	4	0.63
2. The shape of Tiku Beach from above or on a map of the tourist area resembles a bird's head.	0.1	3	0.29
3. There are fisherman's party events and children's play areas held a week before the month of Ramadan.	0.12	4	0.47
4. Tourists can hunt for fauna such as sea cucumbers, baby crabs, hermit crabs, and shells which can be processed into accessories.	0.16	4	0.63
Total of Strength	0.53		2,02
<i>Threat</i>			
1. There is still a lack of variety of tourist attractions that can be enjoyed by tourists, such as the lack of water sports such as banana boats, jet skis or snorkeling.	0.12	1	0.12
2. Lack of community initiative to participate in developing the Tiku Beach tourist attraction	0.16	3	0.47
3. The composition of the fishermen's party event is too little.	0.1	2	0.2
4. Lack of events held at Tiku Beach	0.1	3	0.29
Total of Weakness	0.47		1.08
Total of Score	1		3.10

Source : Primary Data (Processed Data, 2024)

Analysis of table 7. The value of the opportunity factor is 2.02 and for the threat factor (Threat) is 1.08. So it can be seen that the difference between the Opportunity and Threat = (Number of opportunities + Total number of threats): $2 = 2.02 + 1.08 = 3.10 : 2 = 1.5$. From the identification of these factors, it can be described in the SWOT diagram in the image 2 below:

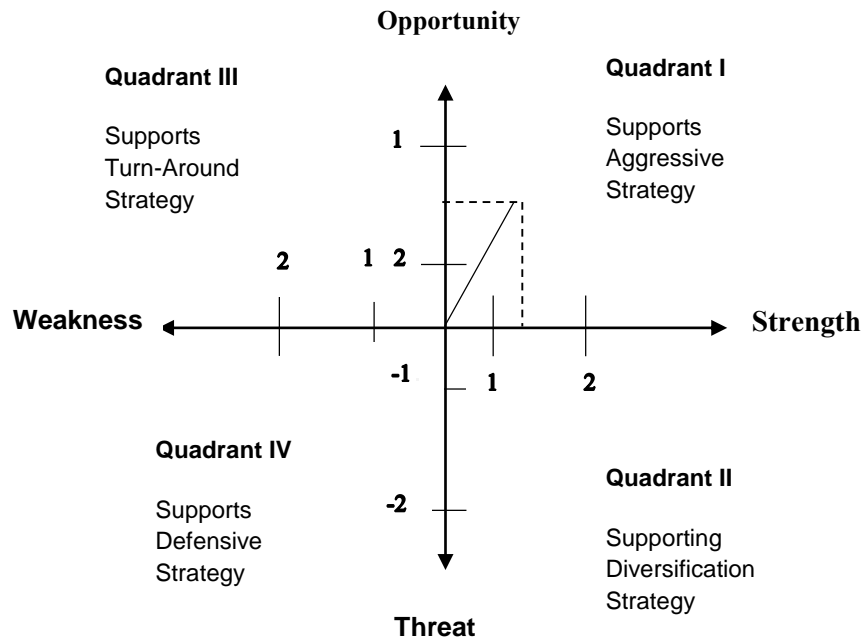


Figure 2. Cartesian diagram
Table 8. SWOT Matrix

	IFAS	Strength (S)	Weakness (W)
EFAS		<ol style="list-style-type: none"> 1. There are natural attractions such as beaches with white sand with beautiful natural scenery and a lagoon known as Muaro Mati. 2. The shape of Tiku Beach from above or the map of the tourist area resembles a bird's head. 3. There are fishing party events and children's play areas held a week before the month of Ramadan. 4. Tourists can hunt for fauna such as taripang, baby crabs, hermit crabs, and shells that can be processed into accessories. 	<ol style="list-style-type: none"> 1. There is still a lack of diverse tourist attractions that can be enjoyed by tourists, such as the lack of water sports such as banana boats, jet skis, or snorkeling. 2. Lack of community initiative to participate in developing the Tiku Beach tourist attraction. 3. The Fisherman's Party event schedule is too limited, such as fish auctions and organs. This makes this event less interesting. 4. Lack of events held at Tiku Beach

<i>Opportunity (O)</i>	Strategy SO	Strategy WO
<ol style="list-style-type: none"> 1. Increase the number of visitors to Tiku Beach. 2. Increase the uniqueness and attractiveness of Tiku Beach. 3. Can increase the income of the surrounding community or traders from visiting tourists. 4. There is a cultivation of fauna available at Tiku Beach, in order to maintain the balance of the marine ecosystem and the growth of available fauna. 	<ol style="list-style-type: none"> 1. Improve and develop the potential of natural attractions, attractions and events at the Tiku Beach tourist attraction 2. Cultivate sea cucumbers so that they can be processed and sold for medicinal consumption by Chinese people. 	<ol style="list-style-type: none"> 1. Adding tourist attractions such as water sports such as banana boats, jet skis, and snorkeling. 2. POKDARWIS can educate the surrounding community to become tourism actors at Tiku Beach. 3. Adding a series of events to the Fishermen's Party event so that tourists don't get bored and want to linger at Tiku Beach 4. Holding an event themed on coral reef cultivation education as a sea cucumber home
Threat (T)	Strategy ST	Strategy WT
<ol style="list-style-type: none"> 1. Visitors will get bored because the attractions are still not diverse enough. 2. The slow development of tourism on Tiku Beach is due to the lack of assistance from the surrounding community. 3. The Fisherman's Party event is monotonous because it has a small schedule. 4. The lack of event implementation at Tiku Beach will make this tourist attraction less known to other tourists who do not know Tiku Beach. 	<ol style="list-style-type: none"> 1. Increase the attraction in the form of water rides that can be enjoyed by tourists so that there is no decrease in tourists visiting Tiku Beach. 2. The management is assisted by the community as tourism actors for the development and promotion of tourist attractions. 3. Using EO (Event Organizer) for the Fisherman's Party event so that the event held is more interesting and well-organized, and is used as education for the community. 4. Making a sea cucumber hunting competition on Tiku Beach as a new tradition on this beach. 	<ol style="list-style-type: none"> 1. Cooperate with other parties to add attractions that can be enjoyed by tourists 2. Cooperate with other tourism management parties to develop and provide education in tourism industry skills 3. Provide a new uniqueness from the Fisherman's Party event which is held by inviting several famous guests according to the target tourists who will come to the event. 4. Hold several events with themes desired by tourism actors and create promotional content about the event that will be held at Tiku Beach

Source: Processed Primary Data, 2024

Accesibility

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) that has been explained previously, the SWOT Accessibility at Tiku Beach Tourism Object can be seen in table 9 below:

Table 9. SWOT Analysis of Accessibility at Tiku Beach

Strength (S)	Weakness (W)
1. The highway to Tiku Beach is adequate.	1. The entrance sign for the Tiku Beach tourist attraction is not visible, because it is covered by a building
2. Availability of village transportation such as public transportation and intercity transportation such as minibuses	2. There are no road signs to Tiku Beach.
3. Having an alternative route from Tiku Beach to Muaro Mati Lagoon.	3. The road to the food hut at Tiku Beach is still a footpath.
Opportunity (O)	Threat (T)
1. Tourists can feel comfortable when heading to Tiku Beach	1. Tourists can get lost because the sign is not visible when entering the tourist attraction.
2. Tourists can visit Tiku Beach using available public transportation	2. Prone to accidents.
3. Accelerate tourist access to visit Muaro Mati lagoon from Tiku Beach	3. Lack of interest from tourists to eat at Tiku Beach.

Source: Processed Primary Data, 2024

After the internal and external factors of Tiku Beach are known, the next stage used is the internal strategy factor matrix (IFAS) and the external strategy factor matrix (EFAS). For the results of the identification of internal factors (strengths and weaknesses) and external factors (opportunities and threats), the rating and weighting are transferred to the IFAS matrix table or the EFAS matrix to be scored (rating x weight) for rating based on competitor analysis such as table 10 below:

Table 10. IFAS Matrix

Internal Strategy Factors	Integrity	Rating	Integrityx Rating
<i>Strength</i>			
1. The highway to Tiku Beach is adequate.	0,22	4	0,89
2. Availability of village transportation such as public transportation and inter-city transportation such as minibuses	0,17	3	0,50
3. Has an alternative route from Tiku Beach to Muaro Mati Lagoon	0,14	3	0,42
Total of Strength	0,53		1,81
<i>Weakness</i>			
1. The sign for the entrance to the Tiku Beach tourist attraction is not visible because it is covered by a building.	0,17	1	0,17
2. There are no road signs to Tiku Beach.	0,17	2	0,33
3. The road to the food hut at Tiku Beach is still a footpath.	0,14	2	0,28
Total of Weakness	0,47		0,78
Total Score	1,00		2,58

Source: Processed Primary Data

Analysis of table 10 shows that the value of the strength factor is 1.81 and for the weakness factor the value is 0.78. So it can be seen that the difference in strength and

weakness = (Total number of strengths + total number of weaknesses) $1.81 + 0.78 = 2.58 : 2 = 1.3$.

Table 11. EFAS Matrix

External Strategy Factors	Integrity	Rating	Integrity x Rating
<i>Opportunity</i>			
1. Tourists can feel comfortable when heading to Tiku Beach	0,2	4	0,8
2. Tourists can visit Tiku Beach by using available public transportation.	0,2	4	0,8
3. Accelerate tourist access to visit Muaro Mati lagoon from Tiku Beach	0,15	2	0,3
Total of Strength	0,55		1,9
<i>Threat</i>			
1. Tourists can get lost because the signs are not visible when entering the tourist attraction.	0,2	1	0,2
2. Prone to accidents.	0,15	2	0,3
3. Lack of interest among tourists to eat at Tiku Beach.	0,1	3	0,3
Total of Weakness	0,45		0,8
Total Score	1,00		2,7

Source: Primary Data (Processed Data, 2024)

Analysis of table 11. the value of the opportunity factor is 1.9 and for the threat factor (Thraet) is 0.8. So it can be seen that the difference between Opportunity and Thraet = (Number of opportunities + Total number of threats): $2 = 1.9 + 0.8 = 2.7 : 2 = 1.4$ From the identification of these factors, it can be described in the SWOT diagram in Figure 3 below:

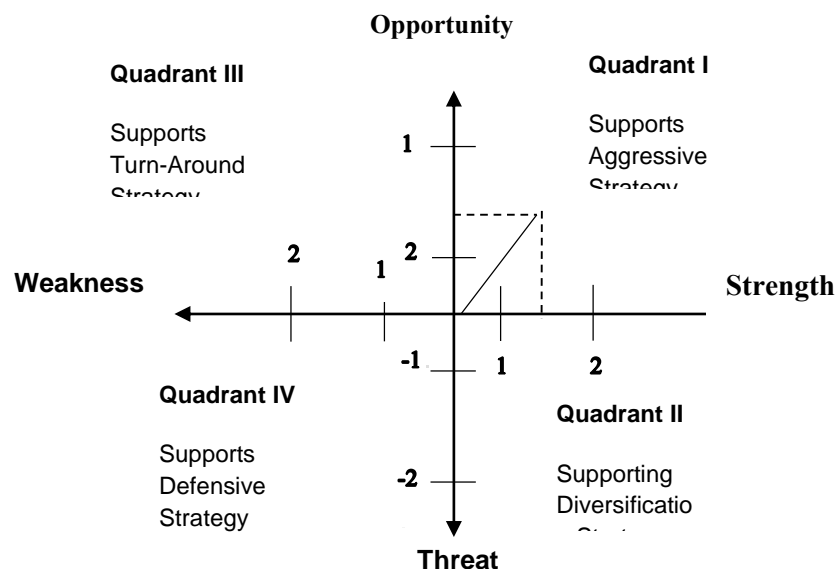


Figure 3. Cartesian diagram

Tabel 12. Matriks SWOT

IFAS	<i>Strength (S)</i>	<i>Weakness (W)</i>
	<ol style="list-style-type: none"> The highway to Tiku Beach is adequate. Availability of village transportation such as public transportation and intercity transportation such as minibuses 	<ol style="list-style-type: none"> The entrance sign for the Tiku Beach tourist attraction is not visible, because it is covered by a building There are no road signs to Tiku Beach. The road to the food hut at Tiku Beach is still a footpath.
EFAS	<ol style="list-style-type: none"> Having an alternative route from Tiku Beach to Muaro Mati Lagoon. 	
<i>Opportunity (O)</i>	Strategy SO	Strategy WO
<ol style="list-style-type: none"> Tourists can feel comfortable when heading to Tiku Beach Tourists can visit Tiku Beach using available public transportation Accelerate tourist access to visit Muaro Mati lagoon from Tiku Beach 	<ol style="list-style-type: none"> Building new infrastructure to attract tourists to visit the Tiku Beach tourist attraction Improving the quality of public transportation to the Tiku Beach tourist attraction Providing information signs for alternative routes 	<ol style="list-style-type: none"> Building a gate as a marker for the entrance to the Tiku Beach tourist attraction Repairing the entrance to Tiku Beach by widening the road so that public transportation such as village transportation (angkot) can take tourists directly to the tourist attraction. Repairing the footpath at the Tiku Beach location to facilitate tourist access to the Muaro Mati lagoon from Tiku Beach
<i>Threat (T)</i>	Strategy ST	Strategy WT
<ol style="list-style-type: none"> Tourists can get lost because the sign is not visible when entering the tourist attraction. Prone to accidents. Lack of interest of tourists to eat at Tiku Beach. 	<ol style="list-style-type: none"> Provide information by providing signs that can be clearly seen by tourists who come. Cooperate with the police or local communities to regulate traffic to enter the Tiku Beach tourist attraction location Repair the existing footpath at the Tiku Beach location for the convenience of tourist access to the Muaro Mati lagoon from Tiku Beach 	<ol style="list-style-type: none"> Cooperate with tourism operators to provide directions to the entrance to the Tiku Beach tourist attraction Local residents take turns patrolling to maintain traffic order Concrete the footpath used by tourists to get to Tiku Beach to make tourists more comfortable

Source: Processed Primary Data, 2024

Amenity

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) that has been explained previously, the SWOT Amenity at Tiku Beach Tourism Object can be seen in table 13 below:

Table 13. SWOT Analysis of Amenities at Tiku Beach

Strength (S)		Weakness (W)	
1. Has special facilities for children's play areas.		1. The location of the children's play area is not representative enough for tourists to visit.	
2. Tiku Beach's public facilities are adequate, such as: restaurants, prayer rooms, toilets, and shower rooms.		2. The condition of public facilities at Tiku Beach is still poorly maintained.	
3. There is a restaurant that has the typical Shark and Grilled Stingray Curry.		3. There is no place to sell souvenirs, gifts, and handicrafts typical of Tiku Beach.	
Opportunity (O)		Threath (T)	
1. Many family tourists prefer Tiku Beach tourist attraction		1. Lack of income and interest in children's play rides.	
2. Tourists are more comfortable visiting Tiku Beach tourist attraction		2. Damage to existing public facilities.	
3. It is a special attraction in the culinary field for tourists.		3. No brand image of Tiku Beach.	

Source: Primary Data (Processed Data, 2024)

After the internal and external factors of Tiku Beach are known, the next stage used is the internal strategy factor matrix (IFAS) and the external strategy factor matrix (EFAS). For the results of the identification of internal factors (strengths and weaknesses) and external factors (opportunities and threats), the rating and weighting are transferred to the IFAS matrix table or the EFAS matrix to be scored (rating x weight) for rating based on competitor analysis such as table 14 below:

Table 14. IFAS Matrix

Internal Strategy Factors	Integrity	Rating	Integrity x Rating
<i>Strength</i>			
1. Has special facilities for children's play area.	0,15	3	0,45
2. Tiku Beach has adequate public facilities, such as: restaurant, prayer room, toilets and shower room.	0,2	4	0,8
3. There is a restaurant which is characterized by grilled shark and stingray curry.	0,2	4	0,8
Total of Strength	0,55		2,05
<i>Weakness</i>			
4. The location of the children's play area is not very representative for tourists to visit..	0,1	2	0,2
5. The condition of public facilities at Tiku Beach is still poorly maintained..	0,2	1	0,2
6. There are no places selling souvenirs and handicrafts typical of Tiku Beach.	0,15	2	0,3
Total of Weakness	0,45		0,7
Total Score	1		2,75

Source: Processed Primary Data

Analysis of table 14 shows that the value of the strength factor is 2.05 and for the weakness factor the value is 0.7. So it can be seen that the difference in strength and weakness = (Total number of strengths + total number of weaknesses) $2.05 + 0.7 = 2.75 : 2 = 1.4$.

Table 15. IFAS Matrix

External Strategy Factors	Integrity	Rating	Integrity x Rating
<i>Opportunity</i>			
1. Many family tourists prefer the Tiku Beach tourist attraction.	0,16	3	0,47
2. Tourists are more comfortable visiting the Tiku Beach tourist attraction.	0,16	3	0,47
3. Tourists are more comfortable visiting the Tiku Beach tourist attraction.	0,16	4	0,63
Total of Strenght	0,47		1,58
<i>Threath</i>			
1. Lack of income and interest in children's rides.	0,16	2	0,32
2. Damage to existing public facilities occurs.	0,21	1	0,21
3. Does not have a brand image from Tiku Beach	0,16	2	0,32
Total of Weakness	0,53		0,84
Total Score	1,00		2,42

Source: Primary Data (Processed Data, 2024)

Analysis of table 15. the value of the opportunity factor is 1.58 and for the threat factor (Thraet) is 0.84. So it can be seen that the difference between Opportunity and Thraet = (Number of opportunities + Total number of threats): $2 = 1.58 + 0.84 = 2.42 : 2 = 1.2$. From the identification of these factors, it can be described in the SWOT diagram in Figure 4 below:

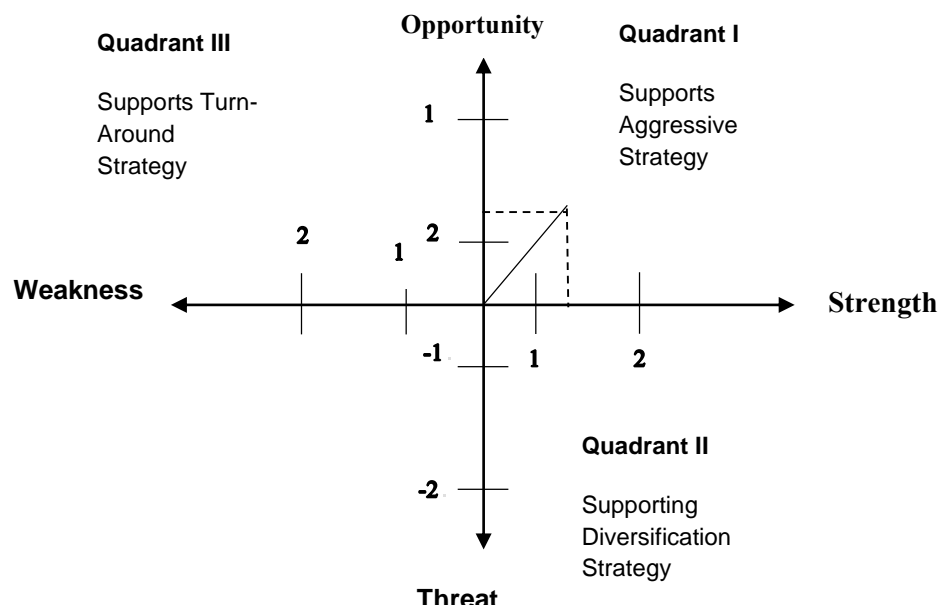


Figure 4. Cartesian diagram

Table 16. SWOT Matrix

IFAS	<i>Strength (S)</i>	Kelemahan (<i>Weakness</i>) (W)
EFAS	1. Has special facilities for children's play areas.	1. The location of the children's play area is not representative enough for tourists to visit.
	2. Tiku Beach has adequate public facilities, such as: restaurants, prayer rooms, toilets, and shower rooms.	2. The condition of public facilities at Tiku Beach is still poorly maintained.
	3. There is a restaurant that has the characteristic of Shark and Grilled Stingray Curry	3. There is no place to sell souvenirs, gifts and handicrafts typical of Tiku Beach.
<i>Opportunity (O)</i>	Strategy SO	Strategy WO
1. Many family tourists prefer Tiku Beach tourist attraction	1. Maintenance and renovation of children's play areas	1. Adjusting the position of children's play areas by moving their location towards the gazebo where family tourists relax.
2. Tourists are more comfortable visiting Tiku Beach tourist attraction	2. Management of public facilities	2. Maintaining the cleanliness of public facilities and making a statement to the public not to use public facilities carelessly.
3. It is a special attraction in the culinary field for tourists.	3. Not changing the taste of existing dishes or cuisine	
Threat (T)	Strategy ST	Strategy WT
1. Lack of income and interest in children's play rides.	1. Adding games and moving the location of the play area to a place that is more visible to tourists	1. Change or move the position of children's play areas to a place that is more visible to many people
2. Damage to existing public facilities.	2. Creating a public facility management structure	2. Create management for the security of public facilities
3. No brand image of Tiku Beach.	3. Educating the public not to change the taste of food and educating about the function of public facilities.	3. Provide education to the public regarding the function of public facilities so that they are not arbitrarily used as private places

Source: Processed Primary Data, 2024

Ancillary service

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) that has been explained previously, the SWOT of Ancillary service at Tiku Beach Tourism Object can be seen in table 17 below:

Table 17. SWOT Analysis of Ancillary service in Tiku Beachu

Strength (S)	Weakness (W)
1. There is a Navy Rescue Post in the Tiku Beach tourist area.	1. The health service center is still far from the Tiku Beach tourist area
	2. There is no entrance ticket counter and information service center.

2. There are two ATMs (Automatic Teller Machines) from BRI Bank and Bank Nagari

Opportunity (O)

1. The security of the Tiku Beach tourist attraction is maintained because of the security of the Indonesian Navy
2. Ease of making transactions

Threat (T)

1. Delay in medical treatment when tourists need treatment.
2. Unrecapitulated tourist visit data and limited information about tourist attractions by tourists.

Source: Processed Primary Data, 2024

After the internal and external factors of Tiku Beach are known, the next stage used is the internal strategy factor matrix (IFAS) and the external strategy factor matrix (EFAS). For the results of the identification of internal factors (strengths and weaknesses) and external factors (opportunities and threats), the rating and weighting are transferred to the IFAS matrix table or the EFAS matrix to be scored (rating x weight) for rating based on competitor analysis such as table 18 below:

Table 18. IFAS Matrix

Internal Strategy Factors	Integrity	Rating	Integrity x Rating
<i>Strength</i>			
1. There is a TNI Navy Rescue Post in the Tiku Beach tourist area.	0,31	3	0,92
2. There are two ATMs (Automated Teller Machines) from Bank BRI and Bank Nagari	0,23	2	0,46
Total of Strength	0,54		1,38
<i>Weakness</i>			
3. The health service center is still far from the Tiku Beach tourist area.	0,31	1	0,31
4. There is no entrance ticket counter or information service center.	0,15	2	0,31
Total of Strength	0,46		0,62
Total Score	1,00		2,00

Source: Processed Primary Data

Analysis of table 18 shows that the value of the strength factor is 1.38 and for the weakness factor the value is 0.62. So it can be seen that the difference in strength and weakness = (Total number of strengths + total number of weaknesses): $2 = 1.38 + 0.62 = 2$: $2 = 1$

Table 19. EFAS Matrix

External Strategy Factors	Integrity	Rating	Integrity x Rating
<i>Opportunity</i>			

1. The security of the Tiku Beach tourist attraction is maintained because of the security of the Indonesian Navy.	0,33	3	1,00
2. Ease of making transactions	0,22	3	0,67
Total of Strength	0,56		1,67
Threat			
1. Delay in medical treatment when tourists need treatment.	0,22	2	0,44
2. No recapitulation of tourist visit data and limited information about tourist attractions by tourists.	0,22	2	0,44
Total of Weakness	0,44		0,89
Total Score	1,00		2,56

Source: Primary Data (Processed Data, 2024)

Analysis of table 19 the value of the opportunity factor is 1.67 and for the threat factor is 0.89. So it can be seen that the difference between Opportunity and Threat = (Number of opportunities + Total number of threats): $2 = 1.67 + 0.89 = 2.56: 2 = 1.3$. From the identification of these factors, it can be described in the SWOT diagram in Figure 5 below:

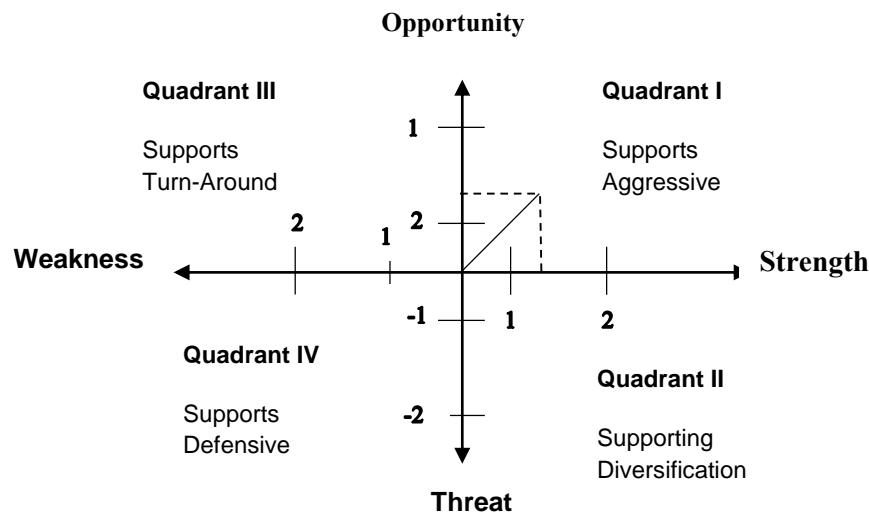


Figure 5. Cartesian diagram

Table 20. SWOT Matrix

IFAS	Strength (S)	Weakness (W)
EFAS	1. There is a Navy Rescue Post in the Tiku Beach tourist area.	1. The health service center is still far from the Tiku Beach tourist area
	2. There are two ATMs (Automatic Teller Machines) from BRI Bank and Bank Nagari	2. There is no entrance ticket counter and information service center.
<i>Opportunity (O)</i>	Strategy SO	Strategy WO
1. The security of the Tiku Beach tourist attraction is maintained because	1. Maintain good relations so that cooperation with the	1. Create a ticket counter and tourist information so that tourists know

of the security of the Indonesian Navy	Indonesian Navy continues to run well.	more about Tiku Beach to avoid missing persons and lighten the workload of the Indonesian Navy
2. Ease of making transactions.	2. Adding ATMs from other banks for the convenience of tourists in making transactions because not all tourists have BRI ATMs and Nagari ATMs	2. Cooperate with various banks to add ATM machines to make it easier for tourists to make transactions
<i>Threath (T)</i>	<i>Strategy ST</i>	<i>Strategy WT</i>
1. Delay in medical treatment when tourists need treatment.	1. Opening a souvenir shop and making it easier for tourists to make cash withdrawal transactions for shopping	1. Create a first aid post for tourists who need medical assistance
2. Unrecapitulated tourist visit data and limited information about tourist attractions by tourists.	2. Cooperating with the Indonesian Navy to provide space for the health service team to provide first aid to tourists in need.	2. Local people open a souvenir business for the characteristics of Tiku Beach 3. Create a ticket counter and tourist information post to complement additional services at Tiku Beach

Discussion

According to Yuniningsih (2019) stated that tourism development is all coordinated activities and efforts to attract tourists, provide all infrastructure, goods and services, facilities needed to meet the needs of tourists. Sugiama (2014) said that supporting tourism components are tourism components that must be present in tourist destinations. The tourism components are 4A, namely Attraction, Amenities, Ancillary Service and Accessibility and According to Setiawan (2015) there are 4 (four) components that must be owned by a tourist attraction, namely, attraction, accessibility, amenity, and ancillary service. Development Strategy through SWOT Analysis Matrix and SWOT Quadrant Matrix from the 4A components (attraction, accessibility, amenity, and ancillary service) shows that the development strategy at Tiku Beach that can be applied is Growthoriented Strategy where this situation or strategy is very profitable to be carried out because it utilizes existing strengths to support aggressive growth opportunities for Tiku Beach tourist attractions. According to Freddy Rangkuti (2017) Growth oriented strategy This is a profitable situation. The company has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be implemented in this condition is to support an aggressive growth policy.

According to N. Hidayah (2019) Attractions are Attractions or tourist attractions are anything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are the target or destination of tourist visits. Meanwhile, according to Husna, et al. (2022) the definition of attractions is able to attract tourists who want to visit it, the attraction in question is the attraction of natural beauty. The attractions owned by Tiku Beach are natural attractions such as beaches that have white sand with

beautiful natural scenery along with a lagoon known as Muaro Mati. The shape of Tiku Beach when viewed from above or a map of the tourist area resembles a bird's head. There are fishing party events and children's play areas that are held a week before the month of Ramadan and tourists can hunt for fauna such as sea cucumbers, baby crabs, hermit crabs, and shells that can be processed into accessories. In the SO Strategy that can be done by Increasing and developing the potential of natural attractions, attractions and Events at the Tiku Beach tourist attraction and Cultivating sea cucumbers so that they can be processed and sold for medicinal consumption for Chinese people.

According to Sugiama (2011) accessibility is the level of intensity of a tourist destination or destination that can be reached by tourists. Facilities in accessibility such as highways, railroads, toll roads, terminals, train stations, and four-wheeled vehicles. According to Brown, et al. (2015) Accessibility is how someone can reach their destination from their place of origin. whether access is easy or difficult. The accessibility of Tiku Beach, namely the existence of a highway to Tiku Beach is adequate. The availability of village transportation such as public transportation and intercity transportation such as minibuses and has an alternative route from Tiku Beach to Muaro Mati lagoon. In the SO Strategy that can be done is to build new infrastructure to attract tourists to visit the Tiku Beach tourist attraction. Improve the quality of public transportation to the Tiku Beach tourist attraction and provide information signs for alternative route directions.

The potential of Amenity owned by Tiku Beach in terms of supporting facilities is having special facilities for children's play areas. The public facilities owned by Tiku Beach are adequate, such as: restaurants, prayer rooms, toilets and shower rooms. There are restaurants that have the characteristics of Grilled Shark and Stingray Curry. According to Hadiwijoyo (2012) facilities and other services at the destination can consist of travel agencies, restaurants, retail outlets for handicrafts, souvenirs, uniqueness, good security, banks, money changers, tourist information offices, hospitals, bars, beauty spots. Each destination has different facilities, but to serve the basic needs of tourists visiting the destination, complete it according to the characteristics of the destination. In the SO Strategy that can be done is the maintenance and renewal of children's play areas. Management of public facilities and not changing the taste of the existing cuisine or cuisine.

Ancillary service is an additional service that must be provided by the local government of an area that has a tourist attraction, both for tourists and tourism actors. Services that must be provided such as marketing, physical development (railways, highways, water, electricity, etc.). Provision of additional services that can support tourism such as management institutions, tourist information, travel agents and stakeholders who have a role in tourism Setiawan (2015). Ancillary Service owned by Tiku Beach in terms of Additional Services is the presence of the Indonesian Navy Rescue Post in the Tiku Beach tourist attraction area and the presence of two ATMs (Automatic Teller Machines) namely from Bank BRI and Bank Nagari. In the SO Strategy that can be done is to maintain good relations so that cooperation with the Indonesian Navy continues to run well. The addition of ATMs from other banks for the convenience of tourists in making transactions because not all tourists have BRI Bank ATMs and Bank Nagari ATMs. Ancillary services are provided by organizations, local

governments, groups or managers of tourist destinations to organize tourism activities (Cooper, et al., 2000)

CONCLUSION

Attraction

The potential of Tiku Beach in terms of attractions is the existence of natural attractions such as beaches that have white sand with beautiful natural scenery along with a lagoon known as Muaro Mati. The shape of Tiku Beach when viewed from above or a map of the tourist area resembles a bird's head. There are fishing party events and children's play areas that are held a week before the month of Ramadan and tourists can hunt for fauna such as taripang, baby crabs, hermit crabs, and shells that can be processed into accessories. The development strategy applied is the Growth-oriented Strategy where this situation or strategy is very profitable to be carried out because it has opportunities and strengths so that it can take advantage of existing opportunities to support aggressive growth for the Tiku Beach tourist attraction. In the SO Strategy, create a strategy that uses strengths to take advantage of opportunities.

Accessability

The potential of Tiku Beach in terms of accessibility is the existence of a highway to Tiku Beach which is adequate. The availability of village transportation such as public transportation and intercity transportation such as minibuses and having an alternative route from Tiku Beach to Muaro Mati lagoon. The development strategy implemented is the Growth-oriented Strategy where this situation or strategy is very profitable to be carried out because it has opportunities and strengths so that it can take advantage of existing opportunities to support aggressive growth for the Tiku Beach tourist attraction. In the SO Strategy that can be done is building new infrastructure to attract tourists to visit the Tiku Beach tourist attraction. Improving the quality of public transportation to the Tiku Beach tourist attraction and providing information signs for alternative road directions.

Amenity

The potential of Tiku Beach in terms of supporting facilities is having special facilities for children's play areas. The public facilities owned by Tiku Beach are adequate, such as: restaurants, prayer rooms, toilets and shower rooms. There is a restaurant that has the characteristic of Grilled Shark and Stingray Curry. The development strategy implemented is the Growth-oriented Strategy where this situation or strategy is very profitable to be carried out because it has opportunities and strengths so that it can take advantage of existing opportunities to support aggressive growth for the Tiku Beach tourist attraction. In the SO Strategy that can be done is the maintenance and renewal of children's play areas. Management of public facilities and not changing the taste of existing dishes or culinary delights.

Ancillary Service

The potential of Tiku Beach in terms of Additional Services is the presence of the Indonesian Navy Rescue Post in the Tiku Beach tourist area and the presence of two ATMs (Automatic Teller Machines) namely from BRI Bank and Bank Nagari. The development

strategy implemented is the Growth-oriented Strategy where this situation or strategy is very profitable to be carried out because it has opportunities and strengths so that it can take advantage of existing opportunities to support aggressive growth for the Tiku Beach tourist attraction. In the SO Strategy that can be done is to maintain good relations so that cooperation with the Indonesian Navy continues to run well. The addition of ATMs from other banks for the convenience of tourists in making transactions because not all tourists have BRI Bank ATM and Bank Nagari ATM.

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