

OPTIMIZING THE ROLE OF THE COMMUNITY IN MANAGING TOURISM OBJECTS OF LAKEY HU'U BEACH, DOMPU REGENCY.

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Abstract

Lakey tourist attraction is located in Hu'u District, Dompus Regency, this tourist attraction is known as one of the best surfing destinations in Indonesia and even the world. The development of tourism activities in the Lakey beach tourist attraction has provided benefits to the economic improvement of the people on the Lakey coast. This study discusses optimizing the role of the community in managing Lakey Beach tourism objects, Hu'u Village, Hu'u District, Dompus Regency. The results of the study are described in several answers to the problem formulation, namely optimizing the role of the community in managing Lakey Hu'u Beach attractions, Dompus Regency. The results of this study were presented with descriptive methods and SWOT analysis. The data collection techniques used in this study were observation, interviews, documentation, and literature study. Informants are the government, the Pokdarwis, and the community, and collect research evidence in the form of image documentation. The results show that the community tends to be dominated in the implementation stage, where the community plays a role in planning, giving ideas, the role of the community in contributing, the role of the community in the form of energy both in the form of maintaining cleanliness and in the form of maintaining security and comfort.

Keywords: Optimizing Community Roles, Management, Tourism Objects, SWOT Analysis.

INTRODUCTION

West Nusa Tenggara province is one of the Indonesian provinces that has diverse and beautiful tourism potential. Currently, NTB is one of the favorite tourist destinations for local and foreign tourists, because it has natural beauty and diverse arts and culture spread throughout the regions in West Nusa Tenggara, one of which is Dompus Regency. Dompus Regency is known for its beautiful and interesting tourism potential and is in high demand by both foreign and local tourists. Some of the tourist destinations that have become the icon of Dompus Regency are Lakey beach attraction, South Tambora Nature Reserve, South Tambora Hunting Park and Satonda Marine Nature Park.

Lakey beach is located in Hu'u sub-district, Dompus district, and is known as one of the best surfing destinations in Indonesia and even the world. The surfers who come to Lakey attraction are generally surfers using surfboards, bodyboards, kite surfing. Sport Lakey Peak is a favorite place for surfers who have the expertise and skills to use long surfboards because the waves are very large. Lakey Beach has six different types of waves

namely: Lakey Peak, Lakey Pipe, Periscope, Cuplestone, Nangas Doros, and Nangas. But of the six types of waves, only three can be used as surf spots, namely lakey peak, lakey pipe, and periscope. The rest, namely Nangas Doros, Cublestone, and Nangas, are not used because they are very dangerous for surfing (Kurniansah, 2016).

The development of tourism activities in Lakey beach tourist attraction has provided benefits to the economic improvement of the community on Lakey beach. The form of utilization felt by the community indirectly is by opening businesses such as Homestay, becoming a guide, working in hotels and restaurants, selling Swimming Equipment, opening small stalls, providing parking lots, providing ding repair places, selling surfboards at several outlets and opening food stalls at Lakey Hu'u. So that it has an economic impact, and employment opportunities. Thus providing economic impact, and employment for the local community.

However, there are several obstacles that hinder the development of Lakey Beach so that it is known by the wider community, especially foreign tourists, namely the lack of innovation in managing Lakey beach and the tourism information management system that is not yet good so that sometimes tourist destinations and their supporting service industries become unknown, let alone able to attract tourists to travel, this is due to the lack of Human Resources factors in Lakey Beach. The existence of some of these problems certainly results in the Lakey-Hu'u Beach tourist attraction itself being less than optimal in terms of management for that there is a joint role both from the government, managing, the community and the private sector, in improving the management of Lakey Beach tourist attractions for the better.

RESEARCH METHOD

According to Bungin (2013) reveals that: The qualitative descriptive research format has research characteristics that focus on a particular unit of various phenomena, therefore this research is in-depth and stabs at the target of the research. The reason for selecting informants is that Lakey beach has been managed by the Dompu district culture and tourism office and the location of Lakey beach is in Hu'u sub-district, Dompu district, of course the local government and the community know a lot about Lakey beach. The suitable data collection techniques used in this research are: Observation, interview, literature study, documentation.

Meanwhile, according to Galavan (2014), SWOT analysis (Strength, Weakness, Opportunity, and Threat) is an analysis to obtain a useful or effective strategy that is

applied according to the market and public circumstances at that time, opportunities (opportunity) and threats (threat) are used to determine the external or external environment, then strengths (strengths) and weaknesses (weaknesses) obtained through analysis within the company or internal. The elements of SWOT according to Irham (2013), to analyze more about SWOT, it can be seen with external factors and internal factors.

A. Factors Outside the Company (External)

Factors outside the company that can affect the formation of opportunities and threats where this factor is related to a condition that occurs outside the company. These external factors include the macro business environment, industrial environment, legal, political, economic, and social media.

B. Factors Within the Company (Internal)

Factors within the company are influenced by strengths and weaknesses. This factor concerns a condition within the company, which is influenced by the formation of company decision making. This factor includes functional managerial such as finance, resources, marketing, management information systems and operations.

The combination of internal factors with external factors can be seen in the SWOT

Matrix shown below:

	IFAS	<i>Strengths (S)</i> Tentukan 5-10 faktor kekuatan internal	<i>Weaknesses (W)</i> Tentukan 5-10 faktor kelemahan internal
EFAS			
<i>Opportunities (O)</i> • Tentukan 5-10 faktor peluang eksternal		Strategi S-O • Ciptakan strategi yang menggunakan kekuatan untuk memanfaatkan peluang	Strategi W-O • Ciptakan strategi yang meminimalkan kelemahan untuk memanfaatkan peluang
<i>Threats (T)</i> • Tentukan 5-10 faktor ancaman eksternal		Strategi S-T • Ciptakan strategi yang menggunakan kekuatan untuk mengatasi ancaman	Strategi W-T • Ciptakan strategi meminimalkan kelemahan dan menghindari ancaman

- a) S-O strategy (Strengths-Opportunities), which is a strategy based on the object's way of thinking, namely by using all strengths to seize and take advantage of maximum opportunities.

- b) S-T strategy (Strengths-Threats), is the strategy that uses the strengths of the object to overcome threats.
- c) W-O strategy (Weaknesses-Opportunities), which is determined based on the utilization of existing opportunities by minimizing existing weaknesses.
- d) W-T strategy (Weaknesses-Threats), based on defensive activities and trying to minimize existing weaknesses and avoid threats.

RESULT AND DISCUSSION

Based on the interview results obtained, the community channeled the role in the form of planning, community participation in managing Lakey Beach as a destination in Dompu Regency is basically for the benefit of the community itself. This means that they take part in managing and planning a program with the government and the management of Lakey Beach. The planning stage is the initial stage in the process of developing a program that will be carried out in the management of Lakey Beach tourist attraction.

The next participation is the participation and involvement of the community absolutely must be done in participation and not just mental involvement, but must be accompanied by involvement from planning to implementation. Contributing both donations in the form of funds and donations in the form of labor, this contribution has a voluntary nature with no reward in the form of profit. Where donations from the community are needed in the management of Lakey Beach tourism objects. Because community participation and involvement must be carried out in participation not just involvement. So, community contributions support success in managing Lakey Beach tourist attractions.

Communities around Lakey Beach participate in tourism development, not only through thoughts but also through labor. The community in Hu'u Village itself is known as gotong royong in improving access around Lakey Beach, making signboards, maintaining facilities around Lakey Beach such as prayer rooms, toilets, sales places around the beach. Based on the results in the field from sources, the community helps provide ideas in terms of managing and developing Lakey Beach, the community is needed because it is related to the management of Lakey Beach which is carried out by the community through meetings and deliberations. Lakey Beach also has an official forum, namely the tourism awareness group (pokdarwis) as a forum that manages Lakey Beach.

SWOT ANALYSIS

A. Strengths

- a) The beauty of the waves for surfing activities
- b) Having white sand beach
- c) Community participation in managing Lakey beach
- d) Strong commitment from the government and the community in managing Lakey beach 5.
- e) There are tour guides from the local community

B. Weaknesses

- a) Low Quality of Human Resources
- b) Lack of cooperation from the government and private sector
- c) Facilities and infrastructure are not maintained
- d) Monotonous attractions
- e) Cleanliness is not maintained
- f) Access is far from the city center

C. Opportunities

- a) Cooperation with mining companies
- b) Creation of local community welfare
- c) Tourism areas already managed by the Dompu Culture and Tourism Office
- d) Priority Development Areas of Dompu Regency
- e) Establishment of supporting organizations

D. Threats

- a) Environmental damage around the tourist area
- b) The emergence of new competitors
- c) The interest of the community and those working in the tourism sector is still lacking.
- d) Lack of awareness of visitors in maintaining the cleanliness of tourist attractions.

**Swot Analysis Matrix Of Optimizing The Role Of The Community In Managing
Tourism Objects Of Lakey Hu'u Beach.**

IFAS EFAS	<p>Strengths (S)</p> <ol style="list-style-type: none"> 1. The beauty of the waves for surfing activities 2. Having white sand beach 3. Community participation in managing Lakey beach 4. Strong commitment from the government and the community in managing Lakey beach 5. There are tour guides from the local community 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Low Quality of Human Resources 2. Lack of cooperation from the government and private sector 3. Facilities and infrastructure are not maintained 4. Monotonous attractions 5. Cleanliness is not maintained 6. Access is far from the city center
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. Cooperation with mining companies 2. Creation of local community welfare 3. Tourism areas already managed by the Dompu Culture and Tourism Office 4. Priority Development Areas of Dompu Regency 5. Establishment of supporting organizations 	Strategi S-O	Strategi W-O
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. Environmental damage around the tourist area 2. The emergence of new competitors 3. The interest of the community and those working in the tourism sector is still lacking. 4. Lack of awareness of visitors in maintaining the cleanliness of tourist attractions 	Strategi S-T	Strategi W-T

Source: Results of Research Data Analysis, 2022

SWOT Matrix Result

A. S-O strategy

- a) Collaborate with Dompu's culture and tourism office to socialize to the community.
- b) Increase the role of supporting organizations to be actively involved in the management of Lakey beach attractions
- c) Increase community and visitor participation
- d) Improve coordination between the government and the community to manage Lakey beach.
- e) Coordinate with the private sector
- f) Build and improve tourist facilities and infrastructure maintenance.
- g) Conducting empowerment and counseling in order to foster public awareness and tourism management.

B. W-O Strategy

- a) Increase promotion and improve management programs
- b) Establish cooperation with outside parties to build facilities and infrastructure
- c) Provide supporting facilities at each tourist attraction location
- d) Make regulations related to the prohibition to the community so as not to throw garbage around the tourist attraction.
- e) Improving the quality of competent human resources in the tourism sector.

C. S-T strategy

- a) Optimizing the natural potential and uniqueness of Lakey beach attractions
- b) Development and construction of environmentally friendly tourist attractions
- c) Increase the role of the community to protect the beach environment
- d) Provide special training to tour guides.

D. W-T Strategy

- a) Improving the quality of professional labor in the management of Lakey beach attractions
- b) Supervise and maintain existing facilities at the Lakey tourist attraction location.
- c) Conducting counseling on the importance of preserving nature

- d) Development of community self-help activities for making trash bins that are distributed around Lakey beach.

CONCLUSION

Based on the results of the research and discussion in the previous section, it can be concluded that the role of the community in managing Lakey Beach tourism object is still in the implementation stage, where the community plays a role in planning, providing ideas, the role of the community in making donations, the role of the community in the form of labor both in the form of maintaining cleanliness and in the form of maintaining security and comfort. The role of the community in managing Lakey Beach tourist attraction in Dompus Regency is inseparable from the process of the community's role in managing Lakey Beach, where the community participates in managing Lakey Beach. However, only a handful of people are involved in managing Lakey Beach objects. For this reason, there needs to be a strategy to maximize the role of the community in managing Lakey Beach tourism objects.

This research provides several suggestions to various parties, namely: (1) The need for community involvement in tourism promotion, government human resources in charge of tourism must be filled by experts who have competence in the field of tourism, not exiles from other offices / agencies in Dompus Regency, and a professional institution specifically tasked with managing and developing Lakey is needed. (2) Loyal facilitators are needed to maintain and care for the facilities on Lakey beach and also remind the community to continue to exist to run government programs so that they can be passed on to the next generation. (3) Presumably to maintain that visitors keep coming from various directions, both domestic and foreign, it is necessary for the government to foster and nurture the community, especially to hold tourism awareness socialization for the further development of Lakey Beach. (4) Must maintain and keep the tradition of the local community to keep working together and mutual cooperation in cleaning Lakey beach. (5) The author hopes that the results of this research can be useful and for further researchers to be better than before so that in conducting research there is new data to serve as a reference or reference for carrying out further research.

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