

Tourism Development Strategy In Serang

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Abstract: This study aims to find a strategy to develop tourist destinations in Kasemen, Serang. Research methodology is descriptive with SWOT analysis. by conducting internal analysis (strengths and weaknesses), as well as external analysis (opportunities and threats) faced by tourism in Kasemen Serang. The data was collected by means of in-depth interviews with the community in 10 villages located in Kasemen, Serang. Based on the results of the analysis using the SWOT analysis method, it can be concluded that internal and external factors affect the level of tourist visits in Kasemen Serang.

Keywords: tourism, management, economic, development strategy

1. Introduction

Tourism is one of the social, economic, political, cultural and technological phenomena, so this situation becomes a serious concern for experts and development planning. In the Law No. 10/2009, article 4, the purpose of tourism in Indonesia is defined to be to; improve the welfare of the people; eliminate poverty; overcome unemployment; maintain the environment and resources. In addition, the need for recreational activities or activities that generally aim to find different atmosphere and break away from the routine is one of human's needs that has become a necessity.

The development of tourism in the region will bring benefits to the community, namely economic, social, and cultural benefits. However, if the development is not planned and managed properly, it will cause various problems that might harm the community.

The enforcement of regional autonomy in 2001 requires every local government to optimize every resource in the area to achieve a high quality and sustainable economic development. Sustainable and high-quality regional development is a form of collaboration to capitalize the existing resources, society, and Government. In this case, the government as the regulator plays a strategic role in seeking community empowerment through the optimization of local resources (Boedirachminarni, 2013), no exception to Serang.

Serang is one of the autonomous regions in Banten in which the economic structure is dominated by trade of services. In the development of Serang, the city became better known as a religious tourism city based on pilgrimage and cultural tourism sites. In fact, Serang has many villages natural potential, which can be developed optimally to be alternative tourist objects and attractions (ODTW) for tourists who come to the city of Serang.

Kasemen is one of the districts in Serang that has tourism potential. The topography of Kasemen is largely plain, with an average altitude of 500-700 m above sea level. Administratively, Kasemen Sub-district is divided into 161 villages with a population of 94,062 in 2017. (<https://serangkota.bps.go.id>) In Kasemen, there is a large and famous river called Cibanten, which the upstream is in Karangantu. In Kasemen there is also a cultural reserve of Keraton Kesultanan Banten. Based on the explanation above, the focus of this research covers the strategy of tourism development in Kasemen, Serang.

Pendit (1990) explains that tourism is able to produce economic growth, because it can provide jobs, stimulate various sectors of production, as well as contribute directly to the progress in the effort, culture and environmental preservation, and so on that it can provide benefits and pleasure to both local people and the

society outside.

Driving factors for tourism development, Fandeli (1995), mentions that the factors that encourage people to travel are:

1. The desire to escape from the pressures of everyday life, the desire to change the atmosphere, and utilize leisure time.
2. The development in the field of commutation and transportation
3. The drive to see and promote new experiences on the culture of a society elsewhere.
4. The increase in revenues that can allow a person to freely travel away from his place of residence.

2. Methods

This research was conducted in the area of Serang, precisely in Kasemen. The method used in this research is a qualitative, descriptive method of study. The data collection procedure in this study is to interview, either structured or unstructured. Interviews are conducted to reveal any information about the conditions of the tourist areas, such as; nature, customs, arts, culture, handicrafts, history, and so on.

The data obtained from the interviews are primary and secondary data. Primary data is the main data obtained from the research site, while secondary data is the supporting data obtained from outside the research site, such as tourism office, BPS, and related parties.

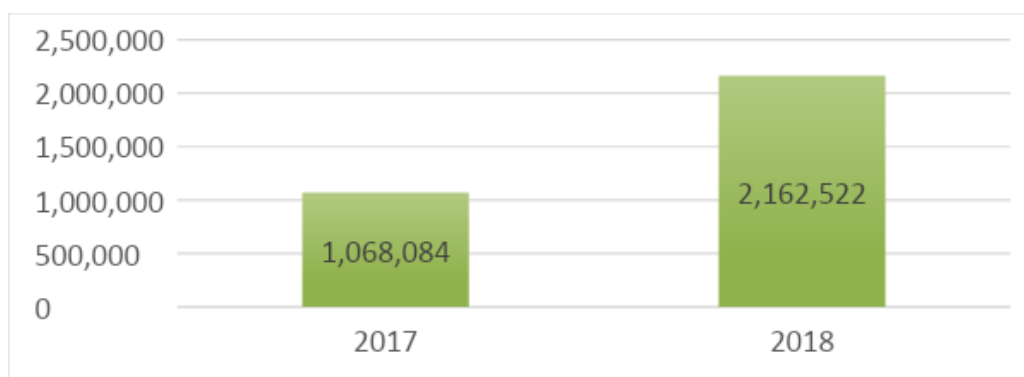
In order to achieve the objectives of this research, the authors use the SWOT analysis method. This SWOT analysis seeks to bring together all aspects of the strength, weakness, opportunity, and threat that exists in each region. In the preparation of tourism object development strategy (Pradikta, 2013), the SWOT analysis is done by:

1. Analyzing the internal and external strategy factor
2. Generating Internal Strategy factor analysis (IFAS = Internal Strategic Factors Analysis Summary) and external strategic factors analysis (EFAS = External Strategic Factors Analysis Summary).

Furthermore, the data reduction phase, data model, data calcification and conclusion are analysed to acquire the development strategy for Kasemen Tourism object (Rangkuti, 2008).

3. Results

Serang is one of the autonomous regions in Banten in which the economic structure is dominated by trade of services. Then the government of Serang opened the opportunity for investors, among them from the tourism field, to invest then constructed several new tourist attractions that are all artificial tourism sites or attractions such as Mutiara Waterpark and Waterboom Tembong, and also some hotels, malls, and many more house building shops (shophouse).



Source: BPS Serang 2018

Figure 1. The Number Of Tourists To The City Of Serang

The existence of religious tourism in the Banten Lama and the new tourist areas are proven to drive an increase in the number of tourists to the city of Serang. The number of visitors to several tourist sites in the year 2017 soared to 1,068,084 visits and increased to 2,162,522 visits in 2018 (book Tourism Statistics of Serang, Tourism Office and Youth and Sports City Serang, 2018).

Based on the results of observations and interviews with stakeholders (Tourism Office, Government, Youth, and the community) in the field, the SWOT analysis is as follows:

Strength:

1. The potential of natural tourism, as well as religion is quite high.
2. The region has a distinctive culinary.
3. The road access is good enough in some villages.

Weakness:

1. The region does not have POKDARWIS as tourist attraction manager.
2. Although the access is good, it is not so wide, so there is a potential of congestion.
3. General facilities, especially public clean toilets, are still rare
4. Due to the lack of POKDARWIS in many villages, the tourism-supporting facilities are inadequate.

Opportunity

1. The presence of Tourism Village mentoring program by Kemenpar in cooperation with universities.
2. The support from the government of Serang, Banten Province, Serang City Diaspora, and Kemenpar to develop potential tourism objects.
3. The rising number of local travellers.

Threat:

1. There are many other preceding tourist attractions.
2. Vandalism.
3. Garbage from outside the community.

IFAS		
EFAS	S (Strength) <ol style="list-style-type: none"> 1. The potential of natural tourism, as well as religion is quite high. 2. The region has a distinctive culinary. 3. The road access is good enough in some villages. 	W (Weakness) <ol style="list-style-type: none"> 1. The region does not have POKDARWIS as tourist attraction manager. 2. Although the access is good, it is not so wide, so there is a potential of congestion. 3. General facilities, especially public clean toilets, are still rare 4. Due to the lack of POKDARWIS in many villages, the tourism-supporting facilities are inadequate.
O (Opportunity) <ol style="list-style-type: none"> 1. The presence of Tourism Village mentoring program by Kemenpar in cooperation with universities. 2. The support from the government of Serang, Banten Province, Serang City Diaspora, and Kemenpar to develop potential tourism objects. 	<i>Growth Strategy</i>	<i>Pause Strategy</i>

3. The rising number of local travellers.		
T (Threat) 1. There are many other preceding tourist attractions. 2. Vandalism. 3. Garbage from outside the community.	Rebranding Strategy	Turn-around strategy

Figure 2. Matrix SWOT Analysis

4. Conclusions

Thus, the strategy of development of tourism objects in the area of Kasemen is as follows:

1. Empowering and counselling to foster and increase public awareness about the importance of a tourism-conscious community,
2. Coordination with private parties,
3. Developing tourism attractions
4. Improving and holding facilities and infrastructure of tourism objects
5. Conducting Tourism accessibility

Good accessibility will easily determine whether or not a location is reachable. In addition, the road lane is one of the things that affect the smooth public services that is very important. The accessibility of the attraction area will affect the increasing number of visitors.

Based on the SWOT analysis results, it can be concluded that the internal and external factors affect the level of tourist visits in Kasemen. SWOT analysis is a planning and development strategy that can be applied in the KASEMEN region. Meanwhile, the strategy that can be done in the development of tourism potential in the area of Kasemen are:

1. Strength-Opportunity (S-O) Tourism attraction and development strategy,
2. Strength-Threats (S-T) generating comfort enhancement strategies
3. Weakness-Opportunity (W-O) producing a quality improvement strategy
4. Weakness-Threat (W-T) generating human resources development strategy.

Based on results and discussion and conclusion, the Serang government need to continue to improve public services in tourist areas such as cleanliness, comfort, service, and access so that it can increase the number of tourists. In addition, if the number of tourists can increase from year to year then the expectation of tourism revenue can increase as well as the increase in PAD Serang. Improve human resources, especially the tourism sector so that the service provided is better in quality and quantity. The campaign on the tourism-conscious movement also needs to continue. In order to achieve this, it needs cooperation by involving all of the society, stakeholders, and tourism actors elements.

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