

SWOT Analysis for Tourism Business Development (Case Study of Telaga Menjer Tourist Attraction)

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Abstract. Menjer Lake, located in Maron Village, Garung District, Wonosobo Regency, Central Java, is a tourist destination that has great potential. In addition to its natural beauty, Menjer Lake also functions as a source of electrical energy through the Garung Hydropower Plant. Some of the tourism potentials that Menjer Lake has include the beauty of natural panoramas, recreational activities such as trekking, fishing, and photography, as well as the existence of a number of supporting facilities such as Kahyangan Skyline and the hill of love. In addition, Telaga Menjer is also the location for various tourist events such as the Baritan Tradition, Telaga Menjer Koi Show, and the Telaga Menjer Charm Festival. This research aims to identify the environment of the Menjer Lake Tourist Attraction by looking for the key factors of its success, to find out its position and determine the strategy to be used. Research data was obtained from field observations, interviews with stakeholders, and related literature reviews. The Analysis Method that will be used to determine the position of the Telaga Menjer Tourist Object is by analyzing IFAS and EFAS by providing rankings, weights and scores, and summing up the weighted values of each of its internal and external environmental factors which are then searched for the coordinate point to find out the position of the Telaga Menjer Tourist Attraction by entering the coordinate point into the BCG Matrix or GE Matrix with the aim of finding out the position. The committee is in order to make decisions to determine the strategy that will be used by the management of the Menjer Lake Tourism Object. The results of this study are expected to provide effective strategic recommendations to increase the competitiveness of Menjer Lake as a leading tourist destination in the Wonosobo area and its surroundings.

Keyword. SWOT Analysis, Business Development, Tourism Business, Menjer Lake, Strategy

1. Introduction

Tourism is a strategic sector that plays an important role in supporting regional economic growth. In addition to being a significant source of income, this sector is able to create jobs, increase income, and have a positive impact on other sectors such as transportation, trade, and hospitality. According to [1], the tourism sector plays a role in the process of developing regional independence by contributing to increasing regional and community income. In addition, this sector generates a large amount of foreign exchange to support infrastructure development and stimulate the development of other sectors [2].

The word "tourism" itself comes from Sanskrit, which consists of two syllables: *pari*, which means many or many times, and *tourism*, which means journey Suryono pada tahun 2021. Thus, tourism can be interpreted as repeated trips to various places. According to [3], tourism is a series of travel activities carried out by individuals or groups to a place with the aim of seeking pleasure, peace, and balance of soul. In its implementation, tourism requires support from the community, entrepreneurs, the government, and local governments through various adequate facilities and services.

Telaga Menjer, a natural tourist destination in Wonosobo Regency, Central Java, has great potential to be developed. With its beautiful scenery and cool mountain air, Menjer Lake attracts tourists who are looking for tranquility and natural beauty. Its strategic location near the Dieng area also makes it an alternative destination for tourists. However, despite having great attraction, the management of Telaga Menjer still faces various obstacles, such as inadequate infrastructure, limited promotion, and challenges in preserving the surrounding environment.

Tourism development is a process that involves improving the quality, quantity, and diversification of tourism products of a destination. This process must be carried out collaboratively by involving various parties, including local communities, to ensure the sustainability of the local environment and culture. Therefore, the SWOT

(Strengths, Weaknesses, Opportunities, Threats) analysis approach can be used to evaluate the potential and challenges in the management of Menjer Lake. According to [4], SWOT analysis helps identify various internal and external factors to formulate an optimal strategy.

This research is important because the development of Menjer Lake can be a model for sustainability-based tourism destination management in Indonesia. Through SWOT analysis, the results of this study are expected to be able to provide strategic recommendations that can be implemented by local governments, tourism managers, and local communities to increase the competitiveness of Menjer Lake as a leading tourist destination.

2. Literature review

2.1 Tourism Development Theory

Tourism can simply be defined as the journey of a person or a group of people from one place to another making plans within a certain period of time, for the purpose of recreation and getting entertainment so that their desires are fulfilled [5]. Tourism development is a strategy, process or method used to realize integration in the use of various tourism resources, integrating all forms of aspects outside tourism that are directly or indirectly related to the sustainability of tourism development such as: promoting, improving and improving tourism conditions and tourist attractions so that they can attract tourists and be able to provide benefits for the surrounding community tourist attractions and for the government [6]. According to [7], explained that in the development of tourism there are 3 important elements needed, namely:

1. Humans, as the main subject in carrying out all tourism activities
2. Place, is a physical element that becomes a container for all tourism activities.
3. Time, is how long it takes a tourist to travel to the tourist attraction.

According to [8] there are 6 components that can support tourism development, namely:

1. Attraction: everything that can attract tourists to visit tourist areas. Attractions consist of what first makes tourists interested in visiting an area.
2. Accessibilities: facilities and infrastructure needed by tourists to get to tourist destinations.
3. Amenities: various supporting facilities needed by tourists in tourist destinations.
4. Accommodation: Accommodation can be interpreted as lodging which of course in one destination will be different from another.
5. Activities: Activities are related to activities in destinations that will provide an experience for tourists.
6. Ancillary services: Ancillary is support provided by organizations, local governments, groups or managers of tourist destinations to organize tourism activities.

There are 7 (seven) main components as basic principles in tourism development planning by [9], namely:

1. Tourism development planning is one unit with regional development and national development as the country's economic development (Riparnas and Riparda);
2. Tourism development planning must use the concept of integration-approach with other sectors related to tourism (based on RTRW);
3. Tourism development planning must be based on the coordination of the physical development of a region's territory (Master Plan);
4. The physical development of tourist areas must be based on special studies by prioritizing the protection of the environment, nature, culture and the area around the destination.
5. The physical development of a tourist area must be based on a feasibility study in accordance with the surrounding natural environment by paying attention to broader geographical factors, not just considering administrative aspects;
6. Research related to tourism development must pay attention to the ecological factors of the region concerned;
7. Tourism development does not only pay attention to the economic aspect but takes into account the social problems caused.

2.2 Tourism Development Strategy

The tourism development strategy is a comprehensive and integrated plan from elements of the government, the private sector, the community, and academics to overcome obstacles, internal and external environmental conditions of tourism objects so that they can become sustainable and highly competitive tourism destinations [10]. The tourism development strategy is something that is done so that existing tourism will develop even better in the future. The availability of complete facilities and supports tourism development. Explained that there are three stages in the sustainable tourism development strategy by [11], namely:

- a) tourism potential survey stage,
- b) stages of forming new tourism
- c) Promotion Stage

This stage of survey and analysis is a stage to formulate problems and objects as well as tourist attractions in the tourism planning area. This stage can also indicate objects and attractions that can be used to determine the type of tourism to be developed.

Based on the results of the Central and Regional Government Coordinator meeting held with the Financial Services Authority (OJK) and Bank Indonesia (BI), it was explained that there are 6 tourism development strategies that can be implemented, namely:

1. Accelerate the completion of infrastructure.
2. Encouraging the development of tourist attractions.
3. Improving the quality of facilities and infrastructure.
4. Improving and strengthening tourism promotion.
5. Encouraging people to be willing to invest.
6. Develop standard tourism management procedures.

2.3 SWOT Analysis

SWOT analysis is the analysis of information obtained, sought, or received from various sources as a result of the question: what is happening, why is it happening, where it is happening and when it is happening, all of which come from within the company and externally related to the company's business [12]. According to [4], SWOT analysis is the systematic identification of various factors to formulate a company strategy used to evaluate (Strength, Weakness, Opportunities, and Threats) in a project or business. This tactical planning approach is designed to assess existing strengths, weaknesses, opportunities, and threats. The abbreviation SWOT (Strengths, Weaknesses, Opportunities, Threats) is used to refer to these four factors [13].

According to [14] SWOT analysis consists of two types, namely traditional or qualitative SWOT analysis, and modified type or quantitative SWOT analysis. The aspect that distinguishes between the two is the output produced after the analysis. In qualitative SWOT, the output produced is information about S, W, O, T on the product or business that is the object of analysis. Meanwhile, the output of modified SWOT or quantitative SWOT is information related to S, W, O, and T, strategy formulation, alternative strategy choices, alternative strategy priorities and the best strategies that can be selected and implemented. This analysis is needed in identifying many strategies contained in the company [15].

3. Research methods

This study uses a qualitative approach with a case study method, which aims to analyze the position and development strategy of the Menjer Lake Tourism Object through SWOT analysis. Research data was collected from three main sources, namely field observations, interviews with stakeholders, and literature reviews.

3.1 Data Collection

3.1.1. Field Observation

Observations were carried out to obtain direct data on the physical condition, facilities, accessibility, and potential possessed by the Telaga Menjer Tourist Attraction. Observation also includes the interaction between tourists and managers.

3.1.2. Interviews with Stakeholders

Interviews were conducted with tourist attraction managers, local governments, local communities, and tourists. The purpose of this interview is to get a view related to the strengths, weaknesses, opportunities, and threats (SWOT) faced by Telaga Menjer.

3.1.3. Literature Review

The literature study was carried out by reviewing relevant literature on SWOT theory, tourist destination management, as well as data and statistics that support the analysis of the internal and external environment of Telaga Menjer.

3.2 Data Analysis

The analysis method used in this study is SWOT analysis through IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) tables. The stages of data analysis include:

3.2.1. Identify Internal and External Factors

The first stage is to identify the data obtained in the form of internal factors (strengths and weaknesses) and external factors (opportunities and threats) of Telaga Menjer.

3.2.2. Weighting and Scoring

Then each internal and external factor that has been identified is given weight based on its level of importance. After the weight is determined, each factor is also given a score that reflects how strong the influence of these

factors is on the condition of Menjer Lake. Scores are given on a scale of 1 to 5, where 1 indicates a very weak influence and 5 indicates a very strong influence.

3.2.3. Calculation of Weighted Value

Weighted values are obtained by multiplying the weight of each factor by its score. Then, the results of these weighted values are summed to get the total IFAS and EFAS weighted values.

3.2.4. Strategic Positioning

Once the weighted values of internal (IFAS) and external factors (EFAS) are calculated, the next step is to determine the strategic position of Menjer Lake. This is done using the Boston Consulting Group (BCG) matrix or the General Electric (GE) Matrix. The coordinate values from the IFAS and EFAS results are included in one of the matrices to determine the position of the Menjer Lake in the strategic quadrant. This position will be the basis for making decisions regarding the right development strategy.

3.3 Strategic Decision Making

Based on the quadrant position in the matrix, a recommended strategy for the management of the Lake Menjer Tourism Attraction will be formulated. If Telaga Menjer is in a strong quadrant, a development and expansion strategy will be encouraged. If it is in a weak quadrant, a stabilization or even reduction strategy may be considered.

This method is expected to provide a comprehensive view of the strengths, weaknesses, opportunities, and threats faced by Telaga Menjer, as well as assist stakeholders in making data-driven strategic decisions.

4. Result and discussion

In this study, SWOT analysis was applied to evaluate and identify internal and external factors that affect the development of the Telaga Menjer tourist attraction in Wonosobo. This analysis is supported by the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) methods to get an overview of the strengths, weaknesses, opportunities, and threats in developing tourism in the Telaga Menjer area.

4.1 Internal Factor Analysis (IFAS)

IFAS analysis is used to identify internal factors that include the strengths and weaknesses of the Telaga Menjer tourist attraction. These factors reflect the characteristics that exist in the tourist attraction and can be controlled by the management.

a) Strengths:

- **Natural Beauty:** Menjer Lake offers a beautiful and natural natural landscape with a mountain backdrop that makes it attractive to tourists.
- **Strategic location :** It is located close to other tourist attractions such as Bukit Seroja, Skyland Kahyangan etc.; and is an alternative route to several other tourist attractions in the Dieng area.
- **Quite Good Accessibility:** Despite its location in the highlands, Menjer Lake is relatively easy to reach by public and private transportation.
- **Variety of Tourist Activities:** There are various activities such as tour boats, fishing, and photography, which add to the attraction of this tourist attraction.
- **Support from the Regional Government:** The local government is committed to developing tourism in Wonosobo, including in Telaga Menjer.
- **Affordable entrance ticket price :** the entrance ticket price to this tourist attraction is very pocket-friendly. The entrance ticket price for Telaga Menjer Wonosobo tour is only around Rp 5,000 for local tourists and 10,000 for foreign tourists.

b) Weaknesses:

- **Limitations of Supporting Facilities:** Public facilities such as toilets, dining areas, and parking areas are still inadequate to meet the needs of visitors.
- **Lack of Effective Promotion:** the presentation of information related to the services and facilities provided, such as lodging, camping equipment rental, etc., has not been thoroughly conveyed in the promotion.
- **Lack of Trained Human Resources in Tourism:** Tourism management has not been supported by trained human resources in the tourism industry.
- **Hygiene Management That Is Not Maximized:** The problem of waste and environmental cleanliness is still a challenge that needs to be improved to create a comfortable atmosphere for visitors.

4.2 External Factor Analysis (EFAS)

EFAS analysis was used to evaluate external factors that affect the development of Menjer Lake. These factors include opportunities and threats that are beyond the control of the tourist attraction but have a significant effect on its potential.

a) **Opportunities (Peluang):**

- **Increasing Natural Tourism Trends:** The increasing public interest in natural tourism provides an opportunity to increase tourist visits to Menjer Lake.
- **Support from the Central Government:** The government's program in increasing national tourism can be an opportunity to get funds for the development and improvement of infrastructure in Telaga Menjer.
- **Connection with Other Tourist Attractions Around Wonosobo:** Menjer Lake can be packaged in tour packages with other tourist attractions such as Dieng, thus increasing tourist visits.
- **Digital Infrastructure Development:** Advances in information technology provide opportunities to improve tourism promotions and services, such as through social media or tourism applications.

b) **Threats (Ancaman):**

- **Climate Change and Natural Conditions:** Unpredictable weather factors as well as the potential for natural disasters in mountainous areas can hinder tourism activities in Menjer Lake.
- **Competition with Other Tourist Attractions:** The emergence of new tourist attractions around Wonosobo and in other areas can be a threat to the number of tourist visits to Menjer Lake.
- **Environmental Issues and Ecosystem Damage:** An increase in the number of tourists can result in environmental damage if not managed properly.
- **Economic Fluctuations:** Economic instability can affect people's purchasing power and ability to travel, resulting in a decrease in the number of visitors.

4.3 IFAS and EFAS Matrix Analysis

Here is a table that includes the weights and scores of each internal and external factor in the SWOT analysis for the Menjer Lake tourist attraction in Wonosobo. The determination of this weight and score is based on the importance of each factor in the development of the Menjer Lake tourist attraction.

Factor	Weight	Score	Weight x Score
Internal Factors (IFAS)			
Strengths			
Natural Beauty	0.15	4,75	0,71
Strategic Location	0.10	3,5	0,35
Pretty Good Accessibility	0.15	4	0,6
Diversity of Tourism Activities	0.10	4	0,4
Support from the Regional Government	0.05	4	0,2
Affordable Admission Prices	0.05	4	0,2
Sub total	0.60	24,25	2,46
Weaknesses			
Limitations of Supporting Facilities	0.10	3,5	0,35
Lack of Effective Promotion	0.15	3,25	0,49
Lack of Trained Human Resources	0.10	3,25	0,33
Hygiene Management That Is Not Optimal	0.05	3,25	0,16
Sub Total	0.40	13,25	1,33
Total Internal Factors (IFAS)	1.00	37,5	3,79
External Factors (EFAS)			
Opportunities			
Increasing Nature Tourism Trends	0.20	4,75	0,95
Support from the Central Government	0.10	3,25	0,33
Connections with Other Attractions	0.15	4,5	0,68
Digital Infrastructure Development	0.05	3,5	0,18
Sub Total	0.50	16	2,14
Threats			
Climate Change and Natural Conditions	0.15	3,5	0,53
Competition with Other Tourist Attractions	0.10	3,25	0,33
Environmental Issues and Ecosystem Damage	0.15	4	0,6
Economic Fluctuations	0.10	3,75	0,38
Sub Total	0.50	14,5	1,84
Total External Factors (EFAS)	1.00	30,5	3,98

The following is the interpretation of the calculation results based on internal factors (IFAS) and external factors (EFAS):

4.3.1 Internal Factors (IFAS)

IFAS Total Score: 3.79

a. Strengths: 2.46

The strength factor makes a great contribution to the internal condition. Some of the key strengths include:

- Natural Beauty has the highest weight (0.71), indicating that natural attraction is the main asset that contributes greatly to increasing competitiveness.
- Quite Good Accessibility (0.60) and Diversity of Tourism Activities (0.40) are also important factors that increase the attractiveness of tourist destinations.

b. Weaknesses: 1.33

The weakness factor still has a significant influence. Some of the main disadvantages are:

- Lack of Effective Promotion (0.49) is the biggest obstacle that needs to be overcome so that tourist attractions can be known more widely.
- The Limitation of Supporting Facilities (0.35) and the Lack of Trained Human Resources (0.33) also require attention to improve service quality.

IFAS Interpretation: A total score of 3.79 shows that internally, tourist attractions have a fairly strong condition in facing internal challenges. However, improvements are still needed in the aspects of facilities, promotion, and hygiene management to increase competitiveness optimally.

4.3.2 External Factors (EFAS)

EFAS Total Score: 3.98

a. Opportunities (Peluang): 2,14

Some of the opportunities that can be taken advantage of are:

- The Increasing Trend of Nature Tourism (0.95) is the biggest opportunity that must be taken advantage of to attract more visitors.
- Connections with Other Tourist Attractions (0.68) can expand the reach of tourists if managed properly.

b. Threats (Ancaman): 1,84

The main threats faced are:

- Environmental Issues and Ecosystem Damage (0.60), which requires sustainable management strategies.
- Climate Change and Natural Conditions (0.53) can affect natural attractiveness.
- Economic fluctuations (0.38) are also a threat that can affect the purchasing power of tourists.

EFAS Interpretation: A total score of 3.98 indicates that attractions have a great opportunity to thrive if they are able to overcome existing threats. Taking advantage of the increasing trend of natural tourism and strengthening connections with other tourist attractions can be the key to increasing competitiveness.

The results of the analysis of weights, ratings, and scores, internal strategic factors (IFAS) and external strategic factors (EFAS) show that the total score for each factor is:

Strength (S) : 2.46

Weakness (W) : 1,33

Odds (O) : 2.14

Threat (T) : 1.84

From this, it can be concluded that the total strength score is greater than the total weakness score with a difference of (+) 1.13 and the opportunity value is greater than the threat value with a difference of (+) 0.30. In addition, the internal and external coordinate points of the data are determined, namely:

Internal Analysis Coordinates (X):

$$= (\text{Total Strength} - \text{Total Weakness}) = 2.46 - 1.33 = 1.13$$

External Analysis Coordinates (Y):

$$= (\text{Total Opportunity} - \text{Total Threat}) = 2.14 - 1.84 = 0.30$$

Find the coordinate point in the following way:

$$(X,Y) = (S-W) ; (O-T)$$

$$(X,Y) = (1,13) ; (0,30)$$

$$(X,Y) = (1,13 ; 0,30)$$

The SWOT coordinates are at point X = 1.13 and at point Y = 0.30

The identification of these factors can be illustrated using the SWOT analysis diagram presented in Figure 1.

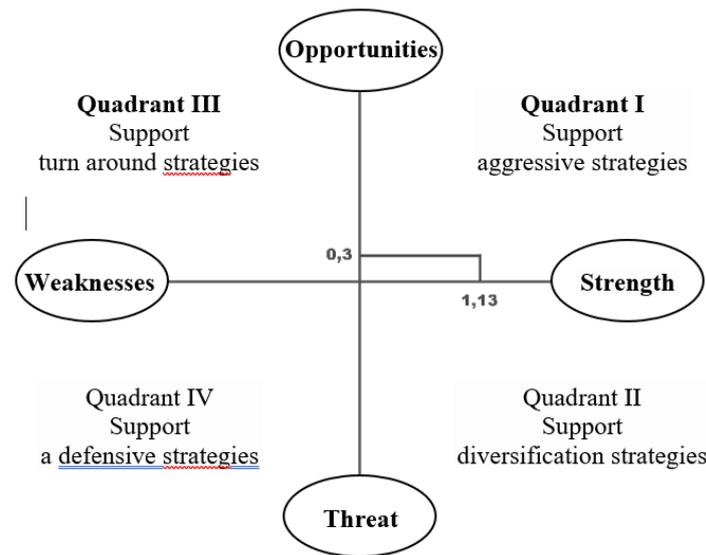


Fig.1. Results of SWOT analysis diagram

Quadrant I: Companies have superior opportunities and strengths, so they need aggressive growth policies to support them. This aggressive strategy is used to be able to support the company's efforts in terms of maximizing its strengths and existing opportunities for further progress and success.

Quadrant II: In this position, the company is faced with a variety of threats, but in this case it still has the power to overcome those threats by using its existing strengths. The right strategy for this position is a diversification (product/market) strategy that leverages strengths to capture long-term opportunities. A diversification strategy is a strategy that forces a company to change in order to cover its weaknesses and take advantage of existing opportunities.

Quadrant III: A business venture offers great opportunities but has internal weaknesses. Therefore, it is necessary to be selective in terms of choosing the right strategy so that the existing weaknesses do not limit great opportunities. The right strategy for this position is to minimize internal issues so that the company can take advantage of the best opportunities in the market. A turn-around strategy is a strategy that supports a business plan to maximize existing strengths and change the direction of the company because currently there are many threats that can disrupt the business.

Quadrant IV: This situation is very unfavorable for the company due to poor internal conditions and various threats. The strategy that can be used is a defensive strategy that helps the company to stay ahead of all available options to overcome various risks both inside and outside company.

From the results of the diagram above, it can be concluded that the position of Menjer Lake is currently in the first quadrant. This is a very advantageous position because Telaga Menjer has good power ability to take advantage of various opportunities. The strategy to be pursued is to maintain an aggressive growth policy while still taking advantage of the existing opportunities and internal strengths of Telaga Menjer in Wonosobo district. This strategy uses all the power to seize opportunities and make the most of them.

4.4 SWOT Matrix Analysis on Menjer Lake in Wonosobo Regency

The SWOT matrix depicts how a company balances its strengths and weaknesses with the opportunities and threats it has by creating four possible alternative strategies: SO, ST, WO and WT.

- The SO strategy is created by using every available strength and opportunity. The SO strategy is in Quadrant I.
- The ST strategy is used to address threats with force. Quadrant II is used for the ST.
- The WO strategy is based on taking advantage of existing opportunities and minimizing existing weaknesses. This strategy is in quadrant III.
- The WT strategy is designed to avoid threats and mitigate existing vulnerabilities. The strategy is applied by getting out of a situation that arises because it is very unfavorable. The WT strategy is in quadrant IV.

IFAS EFAS	<p>Power (S)</p> <ul style="list-style-type: none"> • Natural Beauty • Strategic Location • Pretty Good Accessibility • Diversity of Tourism Activities • Support from the Regional Government • Affordable Admission Prices 	<p>Weakness (W)</p> <ul style="list-style-type: none"> • Limitations of Supporting Facilities • Lack of Effective Promotion • Lack of Management Trained Human Resources • Cleanliness That Is Not Optimal
<p>Chance (O)</p> <ul style="list-style-type: none"> • Increasing Nature Tourism Trends • Support from the Central Government • Connections with Other Attractions • Digital Infrastructure Development 	<p>SO Strategy</p> <ul style="list-style-type: none"> • Developing nature-based tour packages. • Improving accessibility and connectivity with other tourist attractions. • Optimizing local government support. • Holding various tourist activities. 	<p>WO Strategy</p> <ul style="list-style-type: none"> • Increasing digital tourism promotion. • Improving human resource training and development. • Improving supporting facilities. • Holding partnerships with other tourist attractions.
<p>Threat (T)</p> <ul style="list-style-type: none"> • Climate Change and Natural Conditions • Competition with Other Tourist Attractions • Environmental Issues and Ecosystem Damage • Economic Fluctuations 	<p>ST Strategy</p> <ul style="list-style-type: none"> • Developing sustainable tourism programs. • Using the beauty of nature and the diversity of tourist activities. • Manage the environment professionally. • Offers affordable tour packages. 	<p>WT Strategy</p> <ul style="list-style-type: none"> • Developing a community-based hygiene system. • Reduce dependence on limited facilities. • Hold integrated promotions. • Strengthening the cooperation network.

Based on the results of the analysis above, Menjer Lake is in quadrant I, which means that the situation is very favorable. This Menjer Lake has strengths and opportunities (S-O) that make it possible to take advantage of existing opportunities. The SO strategy is a strategy to maintain service quality. The strategy applied in this context is to develop husk-based tourism. In this strategy, it is more rationally used not only to increase competitiveness, but also to increase one's own competitiveness against various weaknesses and threats.

Therefore, the business strategies that will be carried out by Telaga Menjer in facing its competitiveness are: (1) developing nature-based tour packages, (2) increasing accessibility and connectivity with other tourist attractions, (3) optimizing local government support, (4) holding various tourist activities.

5. Conclusion and implication

5.1 Conclusion

Based on the SWOT analysis carried out, Telaga Menjer has significant strengths in the form of natural beauty, strategic location, good accessibility, diversity of tourist activities, and support from the local government. However, weaknesses such as limited support facilities, lack of promotion, and untrained human resources are challenges that need to be overcome. From the external side, great opportunities lie in the increasing trend of natural tourism, central government support, and the potential for collaboration with other tourist attractions, while threats such as climate change, competition, and environmental issues need to be managed strategically.

5.2 Strategic Implications

5.2.1. Development of Nature-Based Tour Packages

Given the strength of Menjer Lake on its natural attractions, this strategy will strengthen its position as a leading destination.

5.2.2. Improvement of Infrastructure and Supporting Facilities

Improvements in public facilities, cleanliness, and accessibility will improve the visitor experience and the competitiveness of the destination.

5.2.3. Digital Promotion and Partnerships

Increasing its existence through digital media and collaborating with other destinations can expand the market and strengthen the Telaga Menjer brand.

5.2.4. Sustainable Management

Community-based programs for environmental conservation and tourism impact management need to be integrated in destination management.

Through the implementation of this strategy, Telaga Menjer can maintain aggressive growth in accordance with its position in the first quadrant in the SWOT analysis, ensuring sustainable competitiveness as well as economic and social benefits for the surrounding community.

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