

Development Strategy of *Batu Ojung* Tourism Object Using SWOT Analysis

Case Study on Lubuk Karak Village, Dharmasraya District

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ABSTRACT

This study aims to identify the strengths, weaknesses, opportunities, and threats (SWOT) associated with tourism objects and then formulate a comprehensive development strategy. This study used a qualitative approach, utilizing primary and secondary data sources. Primary data was collected through field visits, interviews with local stakeholders, and observations, while secondary data was collected from relevant literature and documents. The findings revealed that *Batu Ojung* has unique natural and cultural strengths, including a beautiful landscape and traditional heritage. However, challenges such as limited infrastructure, lack of promotion, and environmental concerns were identified as weaknesses. Opportunities include growing interest in ecotourism and cultural experiences, while threats include competition from nearby attractions and potential negative impacts on the local environment. Based on the SWOT analysis, a development strategy is proposed, to capitalize on strengths, the strategy suggests improving infrastructure, promoting the site through various marketing channels, and encouraging community involvement. Overcoming weaknesses involves investing in basic facilities, implementing sustainable practices, and providing training to local communities for hospitality and tourism-related activities.

ABSTRAK

Kajian ini bertujuan untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman (SWOT) yang terkait dengan objek wisata dan selanjutnya merumuskan strategi pengembangan yang komprehensif. Penelitian ini menggunakan pendekatan kualitatif, dengan memanfaatkan sumber data primer dan sekunder. Data primer dikumpulkan melalui kunjungan lapangan, wawancara dengan pemangku kepentingan lokal, dan observasi, sedangkan data sekunder dikumpulkan dari literatur dan dokumen yang relevan. Temuan mengungkapkan bahwa *Batu Ojung* memiliki kekuatan alam dan budaya yang unik, termasuk lanskap yang indah dan warisan tradisional. Namun, tantangan seperti infrastruktur yang terbatas, kurangnya promosi, dan masalah lingkungan diidentifikasi sebagai kelemahan. Peluang meliputi tumbuhnya minat terhadap ekowisata dan pengalaman budaya, sementara ancaman mencakup persaingan dari atraksi terdekat dan potensi dampak negatif terhadap lingkungan setempat. Berdasarkan analisis SWOT, strategi pengembangan diusulkan, untuk memanfaatkan kekuatan, strategi menyarankan peningkatan infrastruktur, mempromosikan situs melalui berbagai saluran pemasaran, dan mendorong keterlibatan masyarakat. Mengatasi kelemahan melibatkan investasi dalam fasilitas dasar, menerapkan praktik berkelanjutan, dan memberikan pelatihan kepada masyarakat lokal untuk kegiatan yang terkait dengan perhotelan dan pariwisata.

Kata Kunci: Strategi Pengembangan Objek Wisata, Objek Wisata *Batu Ojung*, SWOT

Introduction

Tourism is one of the important things for a country. Through tourism, a country or the local government where the tourist attraction is located gets income from each tourist attraction. The development of the tourism sector in a country will attract other sectors to develop as well because their products are needed to support the tourism industry, such as the agricultural sector, livestock, plantations, folk crafts, increasing employment opportunities, and so on (Suarto, 2017). In Law Number 10 of 2009, Tourism is everything that has uniqueness, beauty, and value in the form of natural diversity, culture, and human-made goods and is an object or destination for tourist visits. Having tourist attractions in an area

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is a benefit for the region because each tourist spot has its characteristics and uniqueness according to natural conditions, location and socio-culture; besides that, the area will also be widely known and become a place of visit for tourists. On the other side, having a tourist attraction in an area it needs to be better prepared will cause consequences and difficulties for the community regarding social, cultural and economic aspects (Astuti, 2018). Optimal development and utilization of tourism can increase economic growth. Considering this, good handling is needed to develop Indonesia's tourist attractions. Tourism actors began to take action to develop with research and observation of tourist objects in Indonesia. This step is taken to find the potential problems in each tourist attraction and then find the right problem solution. Another step is a promotion with print, electronic, and multimedia media so that people also know the existence of these tourist objects and participate in their development (Rusvitasari & Solikhin, 2014).

According to Barreto and Giantari (2015: 34), Tourism development is an effort to develop or advance the tourist attraction so that it is better and more attractive in terms of places and objects to attract tourists. Things that need to be considered in tourism development are (Yoeti, 1987: 2-3). a) Travelers (Tourism). Characteristics of tourists should be known, where they come from, age, hobbies, social status, livelihood, and in what season they travel. Several tourist motives, such as physical, cultural, interpersonal, and prestige, influence the visit. b) Transportation. Transportation is one factor for the ease of moving from one place to another. The elements that affect the movement are the connectivity between regions; there are no barriers and the availability of transportation. Tourism transportation must provide facilities that can provide comfort to tourists. c) Attractions/tourist objects. Tourist attractions are attractions that make tourists come to visit. These tourist attractions include sports facilities, entertainment venues, museums, historical relics, etc. d) Service facilities. Facilities that support the existence of a tourist attraction are the availability of accommodation (hotels), restaurants, transportation infrastructure, telecommunications facilities, banking, lighting officers, and safety guarantees. In addition to the requirements of facilities and service facilities, the hotel will function properly as a tourism component if it meets the location requirements. Location requirements demand an environment that can support the image of the hotel, as well as accessibility requirements that require the hotel to be easy to find and easy to reach. e) Information and promotion. For tourism marketing to attract many tourists, publication or promotion is needed when advertisements are placed, where leaflets/brochures are distributed so that potential tourists know each tour package and tourists quickly make decisions.

Ideal tourism development always concern environmental preservation, involving the government and local communities. Tourism development involving the community is very important to create jobs, provide an understanding of tourism, and improve the community's economic conditions. Tourism has enormous prospects if developed properly through improved facilities, infrastructure, and community participation. To develop and advance these tourism activities, good management is needed, supported by human resources who are skilled, experienced, and committed to the field of tourism. (Demolingo, 2015). In developing a tourist destination must pay attention to various factors that affect the existence of a tourist destination. These factors are related to the five main elements that must exist in a tourist destination, as stated by Suwanto (1997: 19-24), which include objects and tourist attractions, tourist infrastructure, tourist facilities, governance/infrastructure and conditions of the community/environment (Suarto, 2017).

Dharmasraya Regency is one of the districts with many cultural tourism attractions; the availability of cultural heritage attractions is one of the opportunities for Dharmasraya Regency to increase its tourism development. Dharmasraya Regency has a variety of cultural tourism objects, including temples, *rumah gadang*, tombs, and ancient mosques. (Novellia, Eriawan, & Triana, 2021) Dharmasraya Regency, known as *Ranah Cati Nan Tigo*, has a topography that varies between hilly, undulating and flat. Regarding tourism, Dharmasraya is one of the districts with strategic potential in developing the tourism industry, both from cultural, historical or artistic tourism and its natural beauty (Afrilian & Rustika, 2022). One location with tourism potential in Dharmasraya Regency is *Nagari* Lubuk Karak.

Nagari Lubuk Karak is administratively located in Sembilan Koto District, Dharmasraya Regency, West Sumatra Province. This *Nagari* is located in a sloping hilly area with relatively good forest cover and is drained by the swift current of the Batang Momong River, which is one of the tributaries of the Batanghari River. According to Aiqani (2020), this is due to the perception of the community that still places the forest as part of the customary law of the *Nagari* so that its existence remains sustainable, which can be seen in the clear flow of the river in this area (Wisnubroto et al., 2023). *Nagari* Lubuk Karak is included in the pilot tourism category. *Nagari* Lubuk Karak is a tourist village that is still in the form of potential but can be developed to become a tourist destination as a tourist village. Therefore, few tourist visits and public awareness of this potential have yet to grow. *Batu Ojung* Tourism Object is located in *Nagari* Lubuk Karak,

Sembilan Koto District, Dharmasraya Regency, about 2 hours from the city center of Pulau Punjung. *Batu Ojung* Tourism Object is a natural tourism in the form of a river with clear and clean water characteristics.

Batu Ojung Tourism Object has a potential location for water tourism attractions. Attractions that visitors usually do while in this tourist attraction such as rafting and bathing. This tourist attraction is usually visited at certain times, such as bathing *balimau* before fasting, after Eid al-Fitr and Eid al-Adha. This tourist attraction has become a family tour for the local community because, with a modest fee, they can already vacation with loved ones and no less young people who always capture moments such as taking pictures and selfies. The local community, such as *Turun Mandi*, usually also conducts traditional events at this *Batu Ojung* Tourism Object. But unfortunately, this tourist attraction from year to year has yet to show any development since the beginning of this tourist attraction was inaugurated. The *Batu Ojung* tourism object boasts a distinctive blend of natural beauty and cultural significance, drawing attention from travelers seeking unique experiences. With its scenic landscapes and traditional heritage, it holds the promise of becoming a thriving tourist destination. Nonetheless, the journey towards achieving this potential is accompanied by challenges and complexities that warrant a comprehensive approach. Insufficient infrastructure, a lack of effective promotion, and environmental concerns represent hurdles that need to be strategically addressed.

To develop a well-rounded strategy, a qualitative research approach was undertaken. This approach involved a combination of primary data collection, including on-site visits, interviews with local stakeholders, firsthand observations, and the analysis of secondary data sourced from relevant literature and documents. The convergence of these data sources facilitated a holistic understanding of the tourism object's current status, its potential, and the context in which it operates.

Batu Ojung Tourism Object is a natural attraction with a flowing river with large rocks on its edge. Interestingly, a large stone resembles or is shaped like a ship. Many people say that the stone was once a large ship that was stranded and became a stone. It is said that the ship belonged to a child who, in ancient times, went to migrate to improve his family's economy. The child turned out to be successful in a foreign country and married a rich man's daughter. However, when the child returned to his hometown, he did not recognize his mother as his parent because he was ashamed of his wife, so his mother was angry at her son's treatment and the mother prayed that her son would be given a fitting reward. This story is almost similar to the Malin Kundang story, where the mother is not considered her parent by her child, so her mother curses the child into stone so that the ship and its contents also become stone. The stone is still in the place where he was stranded first. The same thing also happened to the *Batu Ojung* Tourism Object, which became an attraction of *Batu Ojung* tourism today.

Based on the initial observation, the author sees that this *Batu Ojung* Tourism Object still has many weaknesses compared to its strengths. The weakness in question is that the access to the tourist attraction is still a broken and potholed road, the facilities owned are also very minimal such as toilets/bathrooms that still need to be made available, and there needs to be no security. Visitors who want to visit this *Batu Ojung* tourist attraction only need to spend as much money as possible on parking fees. According to the *Wali Nagari*, *Batu Ojung* Tourism Object needs to be developed again so that tourists who visit feel safe, comfortable and want to visit the tourist attraction again.

In this study, researchers used SWOT analysis. SWOT analysis stands for strengths, weaknesses, opportunities, and threats. SWOT analysis is used to formulate strategies based on internal conditions (strengths and weaknesses) and external conditions (opportunities and threats). Researchers used IFAS and EFAS in data validation. SWOT analysis is mapped into two parts: internal factor analysis summary (IFAS), which consists of strength and weakness elements, and external factor analysis summary (EFAS), which consists of opportunity and threat elements. (Harofah & Mutaqin, 2023) SWOT analysis consists of two types, namely traditional or qualitative SWOT analysis and a modified type or quantitative SWOT analysis. The distinguishing aspect between the two is the output produced after the analysis. In qualitative SWOT, the output produced is information about SWOT on the product or business that is the object of analysis. At the same time, the output of modified SWOT or quantitative SWOT is information related to SWOT, strategy formulation, alternative strategy options, alternative strategy priorities and the best strategy that can be selected and implemented (Fatimah, 2020).

This research aims to analyze the strengths, weaknesses, opportunities and threats in the development strategy of *Batu Ojung* Tourism Object located in *Nagari* Lubuk Karak, Sembilan Koto District, Dharmasraya Regency. Then formulated for development by minimizing weaknesses and threats and maximizing the utilization of opportunities and strengths. Data were collected through literature studies, observations and interviews with stakeholders such as the Tourism Office, the Head of *Nagari*, community leaders, the community and visitors. The data was analyzed descriptively to determine the development

strategy of the *Batu Ojung* Tourism Object, which was carried out by SWOT analysis. Based on the research results, it can be concluded that the development of the *Batu Ojung* Tourism Object includes building infrastructure facilities such as road access, transportation and accommodation facilities, creating tourist attractions and promoting tourist attractions, developing tourism products, and involving the community in tourism management.

Methods

The type of research used is descriptive qualitative research. According to the opinion of Bogdan and Taylor in Moleong, qualitative methodology is a research procedure that produces descriptive data about people and observed behavior in the form of written or spoken words (Hadi et al., 2019). This type of research uses one type of ethnography. Ethnography examines language's form and function in culture and community life. In tourism, ethnography is used to obtain information about sociocultural activities, communities, beliefs, and traditional ways of life, which can be potential in tourism development. (Hermawan dan Irawan, 2018).

The researchers used SWOT analysis in this study. The project's strengths, weaknesses, opportunities, and threats were assessed using SWOT analysis, an enterprise planning, strategy, and development paradigm. The acronym SWOT (strengths, weaknesses, opportunities, and threats) consists of these four elements. It would be ideal to discuss the SWOT using a large-scale paper table so that the relationships between the various factors can be adequately examined. One approach that can be used to select basic strategies is through SWOT analysis; SWOT analysis systematically identifies various factors to formulate organizational strategies. This analysis is based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats (Rangkuti 2006). The SWOT technique entails setting clear objectives for a project or commercial venture and identifying the internal and external factors that support and hinder the achievement of those objectives. The four factors can be influenced by a variety of factors, which can be analyzed and sorted out before being applied in a SWOT matrix drawing, where the application is how strengths can take advantage of existing opportunities and how to overcome weaknesses. Specifically, how weaknesses prevent opportunities from being exploited, how strengths counteract existing dangers, and how to overcome weaknesses that may cause threats to materialize or introduce new ones. (Friesner, 2010).

This research will explain an in-depth SWOT analysis in developing *Batu Ojung* Tourism Objects in *Nagari* Lubuk Karak, Dharmasraya Regency. This research was conducted in *Nagari* Lubuk Karak, Sembilan Koto District, Dharmasraya Regency. The research time was conducted from February 2023 to May 2023.

Research Subject

Subjects are people who understand what is being studied. A research subject is a person who receives information about the situation and circumstances behind the research (Moleong, 2018). The research subjects in this study were the *Nagari Wali*, *Pokdarwis Nagari* Lubuk Karak, Dharmasraya Regency Tourism Office, tourism village managers, the community, and visitors.

Research Instrument

In qualitative research, the research instrument is the researcher himself. Interview grids or interview guides, books for recording interviews, audio recordings of interviews, cameras to take the necessary pictures, and recording devices, such as cellphones, assist researchers in conducting research (Sugiyono, 2013, p. 222). In research, data sources (informants) are selected purposively the data obtained in this study came from:

1. Primary Data Source

Sugiyono explains, "Primary sources are data sources that directly provide data to data collectors" (2013: 225). Primary data sources are obtained by providing data from the first party to data collectors, usually done through interview sessions (Herviani, 2016, p. 13). Primary data sources in this study are the results of interviews with the *Wali Nagari*, Chairperson of *Pokdarwis*, Tourism Object Managers and the Community related to the development of *Batu Ojung* tourist attractions in *Nagari* Lubuk Karak, Dharmasraya Regency West Sumatera Province Indonesia.

2. Secondary Data Source

Sugiyono explains, "Secondary sources are sources that do not directly provide data to data collection" (2013: 225). Secondary data is obtained by reading, studying and understanding

the availability of other sources before research is conducted (Herviani, 2016, p. 13). Secondary data sources in this study come from news and social media about the *Batu Ojung* tourist attraction in *Nagari* Lubuk Karak, Dharmasraya Regency.

Data Collection Technique

The data collection techniques used by the author in this research are observation, interview and documentation. To obtain the information needed in the research, the author used the following data collection methods:

1. Observation

Observation can be interpreted as a systematic observation of the symptoms occurring in the study object. Observation is directly mapping an area through observation, research and data collection or directly related aspects (Sugiyono, 2007, p. 310). Researcher observation is the first step to obtaining information about the description of the problem under study and the subject matter of this scientific article. These observations were made during the field survey.

2. Interview

The interview is obtaining information for research purposes using thorough questions and answers while meeting face-to-face between the questioner and the answerer using an interview guide (Rahayu, 2019). Interviews in this study were conducted with the community which are tourists who visit tourism objects, and the *Wali Nagari* Lubuk Karak of Dharmasraya, Regency, who was at theorizing this data collection teams to obtain clear, concrete and complete data because it can meet directly with the source can immediately get data that strengthens the research.

3. Documentation

Documentation is collecting documents and data needed in research problems that support, add confidence and prove an event. Documentation conducted in this study is in the form of a collection of related documents such as data obtained from interviews with visitors, *Wali Nagari*, and Head of the Field of Disbudparpora Dharmasraya district.

Analysis Data Technique

Data analysis is the most important part of research because researchers will get a finding through this analysis. This data analysis is classifying, marking, and tidying up data so that researchers obtain the findings they want to examine (Gunawan Imam, 2016, p. 58). The data analysis technique goes through the following process:

1. Data Reduction

Data reduction is a research activity that summarises data, focuses on important parts, and explains the picture, which helps researchers get the data needed. In this data reduction, researchers can utilize computer assistance (Sugiyono, 2009, p. 247). In this technique, researchers summarize the data obtained from the field carefully and in detail to describe things focusing on the important things.

2. Data Exposure

Data presentation is information obtained by researchers from the results of data analysis collected through observation, interviews and documentation. (Napriilia Purbawati Tania, 2022).

3. Data Presentation

Data presentation is carried out in brief descriptions, forms of relationship charts between categories and the like; usually, qualitative data uses presenting data in the form of narrative text. Researchers make words in narrative form organize information that makes it easier for readers.

4. Drawing Conclusion

The conclusion is the last research stage, which is the problem's answer. At this stage, the researcher will explain the data obtained during the research so that it can answer the problem.

Data Validity Ensuring Technique

The data validity assurance technique that the author uses in this research is triangulation. Triangulation is defined as a data collection technique combining various data collection techniques and existing data sources. As for triangulation in testing data credibility, namely checking data credibility with various data collection techniques and sources. The technique of ensuring data validity in this study is to use source triangulation techniques. Source triangulation can be interpreted as a data collection technique combining data from various data collection techniques and existing sources. (Sugiyono, 2018).

To ensure the accuracy of the data, the researchers conducted data validity through data source triangulation, namely exploring the truth of certain information through various methods and sources of data acquisition. Testing the truth of data information is done by checking data obtained from various sources. The researcher obtained the data to produce a conclusion and then asked for an agreement (member check) with both sources, namely the youth of tourism awareness and the Head of *Nagari* in *Nagari* Lubuk Karak, Dharmasraya Regency.

Findings and Discussion

SWOT analysis is a tool a company uses to identify or evaluate the company's internal and external factors. The company's internal factors consist of strengths and weaknesses, while the company's external factors consist of opportunities and threats.

1. Internal Environment Analysis

a. Strength

1. Has its uniqueness, and this uniqueness is found in a large rock shaped like a ship.
2. This stone can only be found at this *Batu Ojung* Tourism Object.
3. The entrance ticket is free.
4. Has a river that prohibits fish inhabit.
5. Visitors can go rafting, *mandi tajun* and *mandi benan*.

b. Weakness

1. Management of the *Batu Ojung* Tourism Object needs to be properly formed.
2. Road access is still broken and potholed roads.
3. Residents, such as illegal gold miners, must be aware of destroying nature.
4. External Environment Analysis

a. Opportunity

1. To sell speciality foods from the Lubuk Karak area, such as *Gulai Langkitang* and *Godok Abuih*.
2. The existence of this tourist attraction can advance the economy of the surrounding community if managed properly.

b. Threat

1. Many competitors with the same attractions.
2. *Batu Ojung* Tourism Object is a natural attraction, so the threat is nature itself, such as the access to the attraction, which is damaged, and the polluted river.
3. People and society still need to be aware of the existing tourism potential and still have damage the surrounding nature, such as illegal logging and illegal gold mining, which can pollute the river.
4. The number of tourists, especially young men and women, comes in couples.

After conducting internal and external analysis, the strengths, weaknesses, opportunities, and threats are known. As listed in the table as follows:

Table 1.1
SWOT Analysis of *Batu Ojung* Tourism Objects

Strength		Weakness	
1.	Has its uniqueness; this uniqueness is found in a large rock shaped like a ship.	1.	Management of the <i>Batu Ojung</i> Tourism Object needs to be properly formed.
2.	This stone can only be found at this <i>Batu Ojung</i> Tourism Object.	2.	Road access is still a broken and potholed road.
3.	The entrance ticket is free.	3.	Residents, such as illegal logging and gold miners, must be aware of destroying nature.
4.	Has a river that prohibits fish inhabit.		
5.	Visitors can go rafting, <i>mandi tajun</i> and <i>mandi benan</i> .		
Opportunity		Threat	
1.	It can sell speciality foods from the Lubuk Karak area, such as <i>Gulai Langkitang</i> and <i>Godok Abuih</i> .	1.	Many other tourist attractions are still competitors.
2.	The existence of this tourist attraction can advance the economy of the surrounding community if managed properly.	2.	<i>Batu Ojung</i> Tourism Object is a natural attraction, so the threat is nature itself, such as the road to the attraction, which is damaged, and the river water.
		3.	Residents still need to be made aware of the existing tourism potential and still damage the surrounding nature, such as illegal logging and illegal gold mining, which can pollute the river.
		4.	The number of tourists, especially young men and women, comes in couples.

SWOT Matrix

The SWOT matrix is a tool used to measure the company's strategic factors. The SWOT matrix is used to develop a tourist attraction development strategy. This SWOT matrix can clearly illustrate the opportunities and threats faced so that they can be adjusted to the strengths and weaknesses of tourism. Through the SWOT matrix, the right development strategy can be determined. This matrix can produce four cells of possible strategic alternatives (Delita, Elfayetti, and Sidauruk, 2012).

This matrix can clearly illustrate how external opportunities and threats are owned. The line matrix can produce four cells of possible alternative strategies that can be seen in the table below:

Table 1.2

SWOT Matrix

IFAS/EFAS	STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
Tourists	<ol style="list-style-type: none"> Has a beautiful natural atmosphere and clean river water that is still well preserved. There is a river or fish hole ban; visitors can see and feed the fish directly. Visitors can take <i>mandi tajun</i> and <i>mandi benan</i> with the river's clean water. 	<ol style="list-style-type: none"> The young generation ignore the existing rules. Management of Tourism Objects that need to be properly formed. Illegal logging is still being carried out. 	<ol style="list-style-type: none"> Can sell typical <i>Nagari Lubuk Karak</i> food, namely <i>Gulai Langkitang</i> and <i>Godok Abuih</i>. Helping the economy of the surrounding community. 	<ol style="list-style-type: none"> Many competitors, with the same attraction. People still need to be aware of the environment and have been unable to preserve the river so it is not polluted.
Transportation	<ol style="list-style-type: none"> Transportation still limited to get to <i>Batu Ojung</i> Tourist Object. The road is already good and adequate from other attractions. 	<ol style="list-style-type: none"> The road is still broken and potholed Visitors will be decrease in the rainy season. 	Helping the local economy during the rainy season by using motorcycle or taxi services.	<ol style="list-style-type: none"> Some visitors get need help because there are no road signs. Parking lots that have yet to be assigned.
Attraction	<ol style="list-style-type: none"> It has a ship-shaped stone and only exists in the attraction. Has a clear river with fish in it. Feed the fish directly. Rafting, <i>mandi benan</i> (tubing) and <i>mandi tajun</i>. 	Some people still destroy nature, such as mining gold, causing the river water to become muddy.	<ol style="list-style-type: none"> Its uniqueness is on a ship-shaped stone that only exists at the <i>Batu Ojung</i> Tourism Object. Helping the community in the economy with <i>benan</i> rental services. 	Helping the community in the economy with <i>benan</i> rental services. If the rainy season makes the river water rise, the water also turns muddy.
Service Facilities	<ol style="list-style-type: none"> Lodging in the form of homestays, tents for camping and <i>rumah gadang</i>. Restaurant, which is a resident's house. Free entrance ticket. 	<ol style="list-style-type: none"> There has yet to be proper management. There is no parking guard. There is no toilet or changing room. 	Adding to the income of the surrounding community.	Concerns of visitors if something untoward happens, such as drowning or drifting due to the absence of security officers.
Promotion/ Information	<ol style="list-style-type: none"> Only promotions through social media applications such as YouTube and Facebook. Tour packages will be created. 	No promotion in the form of brochures or advertisements.	It can attract tourists quickly.	Tourists will be blind and do not know the tourist attraction.
	Strength-Opportunity Strategy	Weakness-Opportunity Strategy	Strength-Threat Strategy	Weakness-Threat Strategy
	<ol style="list-style-type: none"> Conduct as many promotions as possible on social media, brochures and other tourist advertisements by including free entrance. Showing the culture and customs carried out on big days so that tourists. 	Help the government to preserve nature by not destroying nature.	<ol style="list-style-type: none"> Ask the village government for help to immediately repair road access and invite administrators, managers, <i>pokdarwis</i>, and the community to work together if the road has begun to deteriorate. Form an organization in the management of a clear tourist attraction. 	<ol style="list-style-type: none"> Conduct security patrols when there are many visitors so that there are no tourists or visitors who are both together. Maintain the beauty of nature that is owned without destroying forests and rivers.

Before discussing the results of this research, there are several previous researches that are relevant to this research. One of them is previous research by (Dedy Riantoro, Johny Aninam, 2021) in a journal entitled "SWOT Analysis for the Development Strategy of the Kormun Wasidori Arfai Mangrove Forest Tourism Object in Manokwari". This research uses qualitative research. This study aims to determine the Development Strategy of the Kormun Wasidori Mangrove Forest Tourism Object located in Arfai, South Manokwari District, Manokwari Regency. The equation of this research with researchers is that both examine the development strategy of tourist attractions using SWOT Analysis. The difference between this research and the researcher is that this research examines the Kormun Wasidori Mangrove Forest Tourism Object located in Arfai, South Manokwari District, Manokwari Regency, while the researcher examines the Ojung Stone Tourism Object in Nagari Lubuk Karak, Dharmasraya Regency.

Based on the analysis above, shows that the strategy for developing the *Batu Ojung* tourist attraction using SWOT analysis can be determined by a combination of internal and external factors. The combination of these two factors is shown in the SWOT analysis diagram as follows:

a. Strength-Opportunity Strategy (SO)

This strategy combines internal (Strength) and external factors (Opportunity). This strategy is based on the way of thinking in the market by utilizing all strengths to seize and take advantage of the maximum opportunities. The SO strategy for the development of *Batu Ojung* Tourist Attraction is as follows:

- 1) Doing a lot of promotions on social media, brochures and other tourist advertisements by including free admission tickets.
- 2) Showing the culture and customs carried out on big days (holiday) so that tourists are interested in visiting.

b. Strength-Threat Strategy (ST)

This strategy combines internal factors (Strength) and external factors (Threats); this strategy uses the strengths of the *Batu Ojung* tourist attraction to overcome threats. The ST strategy used at this *Batu Ojung* tourist attraction is:

- 1) Ask the village government to immediately improve road access and invite administrators, managers, *pokdarwis*, and the community to work together if the road has begun to deteriorate.
- 2) Form an organization in the management of a clear tourist attraction.

c. Weakness-Opportunity Strategy (WO)

This strategy combines internal factors (Weakness) and external factors (Opportunity). This strategy is implemented based on utilizing existing opportunities by minimizing existing weaknesses. The WO strategy used in this *Batu Ojung* tourist attraction is: "Helping the government to preserve nature by not destroying nature".

d. Weakness-Threat Strategy (WT)

This strategy combines internal factors (Weakness) and external factors (threat). This strategy is based on defensive activities, minimizing weaknesses and avoiding threats. The WT used in this *Batu Ojung* tourist attraction is:

- 1) Conduct security patrols when visitors are crowded so that no tourists or visitors are together.
- 2) Maintain the natural beauty that is owned without destroying forests and rivers.

Referring to the SWOT analysis above, *Batu Ojung* tourist attraction can be said to have the potential to be developed into nature tourism; the strengths are in the form of large stones that have a history, there are prohibited fish, beautiful nature, clear water and activities such as rafting, *mandi tajun* and *mandi benan*. This strength is called Mangrove's potential for developing ecotourism because of the unique mangrove conditions and regional models that can be developed as a tourist facility while maintaining the authenticity of the forest and the organisms that live in the mangrove area (Alfira, 2014).

The definition of nature tourism is a form of recreation and tourism activities that utilize the potential of natural resources, both in a natural state and after cultivation efforts. To enable tourists to obtain physical and spiritual freshness, gain knowledge and experience and foster inspiration and love for nature. As for the definition of other, nature tourism is a recreational and tourism activity that utilizes the potential of nature to enjoy the beauty of nature, both natural and cultivated, so that there is a tourist attraction to the place. Nature tourism itself is also used as a life balancer. Because after doing nature tourism, the body and mind can become refreshed and work more creatively because nature allows us to get physical and spiritual pleasure (Mandalia, 2023).

If the *Batu Ojung* Tourism Object can continue to be developed and promoted as one of the tourist attractions in *Nagari* Lubuk Karak, Dharmasraya Regency, then deficiencies and threats can be overcome. The more people who know about the *Batu Ojung* tourist attraction, the more popular it will be, and the more tourists will visit it.

Conclusions and Suggestions

Batu Ojung Tourism Object is a tourist attraction in *Nagari* Lubuk Karak, Dharmasraya Regency, which has the power of a large stone that has a history that can only be found in *Nagari* Lubuk Karak and has a prohibition hole or prohibition fish starting from the stocking of fish seeds until the harvest is carried out at certain traditional events.

Based on the results of research that researchers have conducted on the *Batu Ojung* Tourism Object Development Strategy using SWOT Analysis, the following conclusions can be drawn:

1. Strengths: It has a beautiful natural atmosphere and clean river water and is still well preserved; there is a river or *Lubuk Larangan* where visitors can see and feed directly from a river that has clean water visitors can bathe *tajun* and bathe *benan* and have meals on the edge of the river.
2. Weaknesses: Young people who come often ignore existing regulations, management of Tourism Objects that still need to be properly formed and illegal logging that still occurs.
3. Opportunities: Residents can sell typical *Nagari* Lubuk Karak food, namely *Gulai Langkitang* and *Godok Abuih*, and help the surrounding community's economy.
4. Threat: Residents who have not realized or cannot maintain pollution that can keep the river natural, and there are still many visits from young men and women in couples.



Figure 1. *Mandi Tajun* at Batu Ojung Tourism Object



Figure 2. *Mandi Benan* at Batu Ojung Tourism Object

Based on the research that has been done, the authors put forward the following suggestions:

1. For the management of *Batu Ojung* Tourism Objects to maintain the natural beauty and beauty of the clear river and provide the best service to tourists, the higher the interest of tourists to return to visit.
2. For the government, especially (tourism office) *Disbudparpora* Dharmasraya Regency, to aggressively promote tourist objects from their region and can also create a promotion center about tourist objects by involving small traders and all MSMEs in Dharmasraya Regency and *Disbudparpora* Dharmasraya Regency must embrace the management of tourist objects to increase attractiveness. The government is also obliged to help in promotion, marketing and finance.
3. For further researchers, it is hoped that there will be other researchers who discuss the Tourism Object Development Strategy as one of the supporting tourist attractions in an area because Tourism Objects have the potential to be made as one of the supporting tourist attractions.

In conclusion, the development strategy outlined in this study endeavors to unlock the full potential of the *Batu Ojung* tourism object in Lubuk Karak Village. By embracing a strategic approach that harmonizes strengths, mitigates weaknesses, exploits opportunities, and navigates threats, sustainable and holistic growth can be achieved. This research contributes valuable insights to local authorities, stakeholders, and researchers interested in the cultivation of rural tourism destinations, employing the SWOT analysis as a robust framework for strategic decision-making.

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