



STRATEGY FOR THE DEVELOPMENT OF THE LAPONU-PONU LAKE TOURISM OBJECT, RONOKOMEA VILLAGE, POLEANG BARAT DISTRICT, BOMBANA REGENCY, INDONESIA

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Abstract

Laponu-ponu Lake Tourism is a natural tourism object located in Ranokomea Village, Poleang Barat District, Bombana Regency which has attractive natural and artificial attractions. Laponu-Ponu lake tourism object is seen from its accessibility, facilities and infrastructure that have not been developed properly so that the number of visitors has decreased. The problem studied in this study is how to develop a tourism object in Laponu-Ponu lake. The purpose of this research is to know the strategy of developing Laponu-ponu lake tourism object. This study used descriptive qualitative method. The analysis used in this study is a SWOT analysis (strengths, weaknesses, opportunities, arts). The results of this study indicate that attractions that can be developed include natural tourist attractions, artificial tourist attractions and strategic development objects for Laponu-ponu lake tourism. The strategies for developing Laponu-Ponu lake tourism objects include utilizing natural resources as tourist destinations so as to increase local revenue, making unique and modern tourism, strategies for improving and maintaining existing facilities, facilities and infrastructure, increasing tourist attractions and increasing accessibility by maintain the condition of roads which are currently under construction, promote the Laponu-ponu lake tourism object with existing technology (social media), and provide a garbage disposal area around the tourism object.

Keywords: Tourism Object, Laponu-ponu Lake

A. Introduction

Indonesia is an archipelagic country that has great potential in various industrial sectors, one of which is the tourism industry. Indonesian tourism is one of the sectors that has received government attention to be developed into one of the industrial sectors. The tourism industry is now the main sector and is a leading in improving the regional economy, so that the development of tourism potential owned in each region must be developed in order to increase regional income and have economic benefits for the surrounding community (Wijayanto, 2013).

The tourism sector contributes directly to the economic sector that is beneficial to the community, therefore the development of tourist attractions is very important to be developed with the right strategy in order to attract the attention and minar of visitors or tourists (Budiawan, 2020). The development of tourist attractions requires the right planning stages in order to develop tourism objects according to the potential possessed by the tourist attraction.

The development carried out is in the form of improvements to existing infrastructure both physically and physically aimed at increasing the attractiveness of these tourist objects so that they can generate economic benefits for the community (Fanggidae, 2018).

Some things that need to be prepared in developing a strategy for the development of a tourist object in an area are in the form of mapping the potential of the tourist attraction, this is intended for the development of tourist objects in the short and long term. The tourism object development strategy aims to develop quality products and services in a balanced and gradual manner (Devy & Helln, 2017). Several tourist attractions in Bombana Regency, Southeast Sulawesi, Indonesia need attention to be developed, one of which is Lake Laponu-ponu tourism object in Ranokomea Village.

Laponu-ponu Lake is a tourist attraction with the fourth highest number of visitors from several attractions in Bombana Regency, Southeast Sulawesi Province, Indonesia. Lake Laponu-ponu has an attraction with beautiful lake views, the existence of an island in the middle of the lake adds to the characteristics of the beauty of Lake Laponu-ponu, the existence of fauna in the form of freshwater fish that live in Lake Laponu-ponu is an attraction for protesters to carry out fishing activities for tourists, affordable access and not far from the axis road makes it easy for tourists to visit Laponu-ponu lake attractions.

Laponu-ponu lake tourism objects that are well known by the community in Bombana Regency need to be maximized and developed in terms of facilities and services in order to increase and attract more tourist visits from Bombana Regency and outside the region so that it can provide economic benefits for the community around the Laponu-ponu Lake tourism object, because an appropriate strategy is needed based on the potential possessed in developing Lake Laponu-ponu tourism objects Ranokomea Village, West Poleang District, Bombana Regency, Southeast Sulawesi, Indonesia.

B. Methodology

1. Research Design

This research is a qualitative descriptive research that aims to analyze factors related to the object of research and present data in depth on the object studied. The data obtained will be analyzed so that it becomes information in making a decision so that it can answer a problem that has been formulated.

The research was conducted in Ranokomea Village, West Poleang District, Bombana Regency, Southeast Sulawesi Province, Indonesia. The distance between the location of Laponu-ponu lake and the administrative center of Bombana Regency is 122 KM. The location of the study is presented in figure 1. The study was conducted from June to July 2021. The timing of the study was based on the consideration that at that time some visitors came to travel to Lake Laponu-ponu. The research subjects in this study include the Bombana Regency Tourism Office and Lake Laponu-ponu tourism object managers.

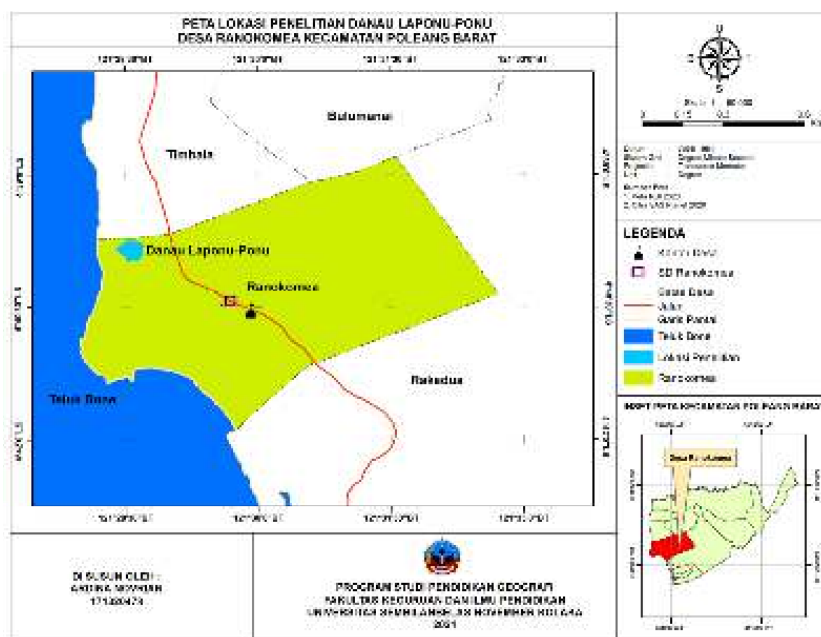


Figure 1. research location of Lake Laponu-ponu tourism objects.

2. Instruments

The research instrument used to collect data in this study is using observation sheets, documentation, and in-depth interviews aimed at exploring and collecting information related to the development strategy of Lake Laponu-ponu tourism objects in Ranokomea Village, West Poleang District, Bombana Regency, Southeast Sulawesi Province, Indonesia.

3. Technique of Data Analysis

The data that has been collected is analyzed with SWOT data analysis techniques, SWOT analysis is intended to develop or evaluate the potential possessed in Lake Laponu-ponu tourism objects based on internal factors and external factors in Lake Laponu-ponu tourism objects consisting of strengths, weaknesses, opportunities, and threats (SWOT).

SWOT analysis is aimed at systematically identifying various factors to formulate strategies that are expected to be useful or solve a problem, this analysis is based on logic that maximizes strengths and opportunities, but also simultaneously can minimize weaknesses and threats. The SWOT matrix used aims to develop a tourism object development strategy so that it can clearly describe how the opportunities and threats faced so that it can be adjusted to the strengths and weaknesses of the tourism object. The SWOT matrix used in this study is presented in table 1 below:

Table 1. matriks SWOT

Internal	Strengths - S The power possessed in the tourist attraction of Lake Laponu-ponu..... 1. 2. dst	Weaknesses - W Weaknesses owned in Lake Laponu-ponu tourism objects..... 1. 2. dst
Eksternal		
Opportunities - O Opportunities that are owned in Lake Laponu-ponu tourism objects..... 1. 2. dst	Strategy SO Use power to seize opportunities	Strategy WO Overcoming weaknesses by taking advantage of opportunities
Threats - T The threat posed to the tourist attraction of Lake Laponu-ponu..... 1. 2. dst	Strategy ST Use force to avoid threats	Strategy WT Minimize weaknesses and avoid threats

Based on the table above, it can be explained that SO is to take advantage of all strengths by calculating opportunities, WO is to take advantage of weaknesses by paying attention to opportunities, ST is to take advantage of strengths by paying attention to threats, and WT is to take advantage of weaknesses by paying attention to threats. (3) Classification; The existing data is then grouped according to the themes that appear, making it easier to analyze. (4) Conclusion; The data obtained are searched for meaning and conclusions are drawn that were initially vague and doubtful. However, if it has been added with conclusions, it will be perfect so that researchers can explain in accordance with the facts in the field systematically and perfectly (Delita & Fitra, 2018).

C. Findings and Discussion

a. The attraction of natural attractions of Lake Laponu-ponu

Devy & Helln (2017) explained that attractiveness in natural tourism objects is one of the main assets that must be owned in efforts to improve and develop tourist objects and attractions, tourist objects and attractions are the main factors that make visitors or tourists to visit tourist destinations. Lake Laponu-ponu is a natural lake with an island in the middle of a lake with an area of more than 1 hectare which around the lake is overgrown with trees that make the udaya around the lake so refreshing and as a supporter of the ecosystem and the life of

flora and fauna, besides that Lake Laponu-ponu is also used as a place to conduct study tour activities for students in Bombana Regency. The beauty and uniqueness of Laponu-ponu lake as shown in figure 2, has its own charm so it really needs to be developed.



Figure 2. the natural beauty of Lake Laponu-ponu

b. Artificial tourist attraction of Lake Laponu-ponu

Artificial tourism attraction is the shape and form of tourism objects that are influenced by human activity and creativity where the form is very dependent on human activity. Artificial tourist attraction of an object that is made deliberately to attract visitors, but in the construction of artificial tourism it is necessary to consider the impact on the environment. In artificial tourist attractions, there are several things that need to be considered among them are accessibility, facilities, and tourist attractions.

Accessibility is an ease to reach a destination, Lake Laponu-ponu tourism objects have easy access to reach by visitors or tourists because road access to tourist objects is 750 m from the Pomala - Boepinang axis road. Laponu-ponu lake tourism objects can be accessed by land trip using 2 (two) wheels and 4 (four) wheels. The existence of good road access is one of the driving factors for the progress of a tourist attraction. All the access needed will certainly be easier with adequate infrastructure, especially in the use of transportation, it's just that the lack of availability of public transportation is one drawback that in the future needs to be provided so that it can be used by tourists who will end up at Lake Laponu-ponu.



Figure 3. access to Laponu-ponu Lake

In the aspect of facility availability, tourist facilities are a complement to tourist destinations needed to meet the needs of tourists who are enjoying a tourist trip. Facilities are made to support the concept of tourism attraction that is already available because in addition to the attractiveness of tourist objects, tourist activities carried out by tourists require facilities that support tourist activities (Sarim, 2017). Many tourists are interested in visiting tourist attractions because there are adequate facilities, even some people will find out the desired facilities before visiting the area where the tourist destination will be addressed (Pertiwi, 2018).



Figure 4. *fasilitas yang tersedia facilities available at Lake Laponu-ponu tourism objects, a. gazebo. b. prayer room (mushala). c. public stage. d. motor vehicle parking.*

The facilities available at Lake Laponu-ponu can be seen in figure 4, the existing facilities consist of 12 gazebos neatly arranged on the edge of the lake, the gazebo can be used for tourists. The prayer room (mushala) is provided by the manager for tourists to worship for Muslim tourists so that tourists who are muslim do not need to go far to find a place of worship. In addition to places of worship, the facilities available are public stages, this stage can be used as an entertainment stage for an event. In addition, other facilities such as vehicle parking, health posts and toilets are also available at the location of Lake Laponu-ponu tourist attractions.

c. Tourist attractions

Tourist attractions are everything that is owned by beauty, which is valuable, and unique so that it adds attractiveness to tourism objects that make tourists motivated to travel to a tourist attraction (Fitroh, 2017). Laponu-ponu Lake has several interesting tourist attractions aimed at attracting tourists to visit Laponu-ponu Lake. Some of the tourist attractions that exist owned by Lake Laponu-ponu are presented in figure 5.

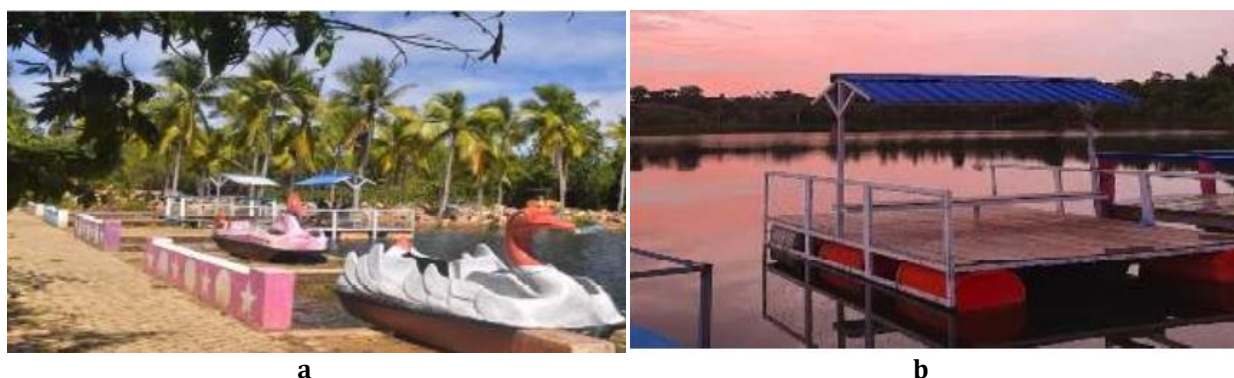


Figure 5. *Tourist attractions available at Lake Laponu-ponu a. Duck Boat Rides. b. Floating Gazebo*

Laponu-ponu Lake Tourism Object has several duck boat units that can be used by tourists to surround and enjoy the beauty of the lake. This duck boat ride can accommodate 1-2 tourists at a cost of Rp. 35,000 per person for one use. In addition, the tourist attraction of Lake Laponu-ponu has a floating gazebo. This floating gazebo is provided for tourists who also want to surround the island in the middle of Lake Laponu-ponu. Visitors can enjoy natural scenery by walking around Lake Laponu-ponu. The tourists simply spend around Rp. 70.000,- in one

floating gazebo can accommodate up to 8-10 tourists. Hasil Analisis Strategi SWOT Objek Wisata Danau Laponu-ponu.

The results of the SWOT analysis of the development of Lake Laponu-ponu tourist attractions are presented in table 2 below:

Table 2. SWOT analysis results.

<p style="text-align: center;">Internal</p>	<p style="text-align: center;">Strengths - S</p> <ol style="list-style-type: none"> 1. Have natural conditions that are still natural. 2. Has a wealth if flora & fauna (many types of fish the lake). 3. Tourist attractions located in strategic areas. 4. Easy road acces. 	<p style="text-align: center;">Weaknesses – W</p> <ol style="list-style-type: none"> 1. Lack of maintenance of facilities, facilities and frastructure. 2. Cleanliness that still needs attention. 3. Promotion of attractions that are still lacking.
<p style="text-align: center;">Eksternal</p> <p style="text-align: center;">Opputunities – O</p> <ol style="list-style-type: none"> 1. Can increase local original income. 2. Availability of employment opportunities for the surrounding community. 3. Become a populer lake tourist attraction among the people of Bombana District. 	<p style="text-align: center;">Strategy SO</p> <ol style="list-style-type: none"> 1. The strategy of utilizing natural resources into tourist destinations so as to increase income. 2. Unique and modern tourism development strategy. 	<p style="text-align: center;">Strategy WO</p> <ol style="list-style-type: none"> 1. Strategy to improve lake tourism facilities and frastructure. 2. Accessibility development strategies. 3. Parking space provision strategy. 4. Clean environmental care strategy.
<p style="text-align: center;">Threats – T</p> <ol style="list-style-type: none"> 1. There are some more interesting attractions. 2. Environmental damage around the lake tourist attraction. 	<p style="text-align: center;">Strategy ST</p> <ol style="list-style-type: none"> 1. Strategy to develop attraction and improve facilities. 2. Strategies to presere the environment arround the tourist attraction. 	<p style="text-align: center;">Strategy WT</p> <ol style="list-style-type: none"> 1. Strategy to improve lake tourism facilities. 2. Strategies to utilize technology to promote attractions.

Based on table 2, researchers can formulate four development strategies, including:

1. Strategi S-O

The strategy of utilizing natural resources into tourist destinations so as to increase income, lake tourism development strategies into destination objects and unique and modern tourism development strategies.

- a) The strategy of utilizing natural resources is the goal of tourists so as to increase regional income. The strategy of utilizing natural resources in terms of tourism is to make the best use of the potential and tourist attraction of lake Laponu-ponu for tourist activities. This is intended that the wealth of potential natural resources can ope opportunities for region to develop each type of tourism so that it can introduce the attractienes and uniqueness of each tourist attraction (Ria & Putri, 2019).
- b) The strategy of developing lake tourism into a tourist attarction. The lake tourism-based development strategy is the development of tourist attractions that are not only used as recreational places but tourist who visit can get education or knowledge. The concept of education can be realized on two ways, namely delivery through a tour guide or tour guide and delivery through educational information boards. The development of educational tourism aims to combine the concept of tourism and education so that tourists feel comfortable, happy and gain new knowledge when visiting tourist attractions (Mediarni, 2018).
- c) Unique and modern tourism development strategy, namely designing tourist attractions by showing the uniqueness of the lake in a modern way followwing the current times, such as designing photo spots near the lake and its small islands and the construction of fliying fox to small islands in the middle of the lake. Modern tourism development its an effort to advance tourist attractions to make them better and more attractie in terms of places and objects inside (Baretto & Giantari, 2015).

2. Strategy W-O

The W-O strategy consists of strategies to improve lake tourism facilities and infrastructure and strategies to improve accessibility.

- a) The strategy of improving facilities and infrastructure is an effort made to provide the facilities needed by tourists, in addition to providing a sense of comfort for tourists to want to continue visiting the place. That tourism infrastructure is absolute and must be provided because it is the need of every tourist such as the provision of road access, electricity, water, lodging, transportation, restaurants and garbage disposal (Saad, 2013).
- b) Accessibility improvement strategies, namely efforts made to improve accessibility to tourist attractions so that tourists can easily reach and arrive safely. Improving accessibility is one of the important aspects that support tourism development in the region because it involves cross-sectoral development (Fanggidae, 2018). The better the accessibility improvement, the easier it is to reach tourists.

3. Strategy S-T

Strategies for developing tourist attraction and improving facilities and environmentally friendly waste management strategies around tourist attractions.

- a) The strategies of developing tourist attractions is a strategy to introduce the uniqueness of the lake, which is the way used to introduce the uniqueness of the lake widely. One way is to introduce uniqueness through social media such as Instagram, Facebook, and YouTube. The uniqueness of tourist attractions can be introduced through social media such as Instagram, Facebook, and YouTube is considered the most effective way to disseminate information quickly because it has a wider range (Della, 2016).
- b) Strategy to improve facilities in this case there are several existing facilities in Lake Laponu-ponu which now need to be improved so that visitors or tourists enjoy more facilities in the Lake Laponu-ponu area such as Gazebos that need to be added, parking areas that need to be built more widely and adequate so that visitors are satisfied with the facilities owned by Lake Laponu-ponu.
- c) Environmentally friendly waste management strategies, namely efforts made to manage waste in the lake, starting with the provision of bins that separate organic and inorganic waste (plastic, etc.). Then recycling is carried out on waste that can be recycled so as not to pollute the environment. Waste management in tourist attraction needs to be done with the aim of turning waste into something that does not pollute the environment.

4. Strategy W-T

The strategy of improving lake facilities and the strategy of utilizing technology to promote tourist attractions.

- a) The strategy of providing tourism supporting facilities is an effort made to provide facilities needed by tourists such as garbage dumps, information boards, photo spots, etc. Tourism supporting facilities are absolutely needed by tourists on their way such as roads, electricity and water networks, lodging, transportation vehicles and restaurants.
- b) The strategy of utilizing technology to promote tourist objects, in this case a tourist attraction can be developed quickly with the existence of information technology so that information can be quickly and currently. Tourism development requires information technology, so information about tourism promotion can be known quickly and currently. Without effective promotion, tourist attraction cannot be known so that the level of tourist visits will be low (Wolah, 2016).

D. Conclusion

Lake Laponu-ponu tourist attraction is developed by taking into account the strengths, weaknesses, opportunities and threats that exist. The Government of the Tourism Office and Management of Lake Laponu-ponu can make a factor of strength and opportunity to develop Lake Laponu-ponu tourist attractions. The strategy of developing Lake Laponu-ponu tourism objects includes: S-O strategy, a strategy that takes advantage of opportunities in developing Lake Laponu-ponu attractions by utilizing natural resources owned by Lake Laponu-ponu attractions into tourist destinations so as to increase local income. The W-O strategy is a strategy that minimizes weaknesses to take advantage of opportunities that exist in the

development of Lake Laponu-ponu tourist attractions. The W-O strategy includes improving facilities, facilities and infrastructure contained in Lake Laponu-ponu tourism objects, infrastructure development and providing adequate parking space or space for visitors who tour Lake Laponu-ponu.

S-T strategy, this strategy uses its strengths to overcome threats in the development of Lake Laponu-ponu tourism objects. The S-T strategy includes maintaining existing facilities and raising awareness about environmental cleanliness by providing garbage disposal at Lake Laponu-ponu tourist attraction. W-T strategy, this strategy is a strategy that minimizes weaknesses and overcomes threats. W-T's strategy includes utilizing technology to promote Lake Laponu-ponu attractions by creating social media accounts (facebook, instagram, youtube, etc.) attractively to make it easier for visitors to get the latest information about Lake Laponu-ponu tourism so that they can be competitive with other attractions.

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