



SOPAPEI BEACH TOURISM DEVELOPMENT STRATEGY IN SULI VILLAGE, CENTRAL MALUKU DISTRICT

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Abstract

Sopapei Beach has the potential to be developed and plays a role in increasing community and regional income. The potential of the Sopapei Beach tourism object still needs to be developed again to become the most popular tourist destination in Suli Village, Central Maluku Regency. A strategy is a form of effort made to create and preserve the Sopapei Beach tourist area so that it can be more competitive in attracting tourists. This study aimed to determine the development strategy used by the Sopapei Beach tourism object and the alternative strategies used per the conditions of the Sopapei Beach tourism object. The analysis used is a SWOT analysis, which is an analysis that is intended to see the extent to which the implementation of tourism object development strategies in increasing tourists is based on strengths, weaknesses, opportunities, and threats. The study results obtained that the development strategy used by Sopapei beach managers was the strategic focus or a combination of cost leadership.

And differentiation to develop Sopapei Beach, managers paid attention to tourists and tourism products on Sopapei Beach to increase the number of tourists visiting. In contrast, the alternative development according to the situation at the Sopapei Beach tourist attraction based on SWOT analysis is the potential for Sopapei Beach tourism objects which include beautiful and excellent and pristine natural panoramas, abundant water sources, and a comfortable tourist atmosphere. So owners and managers must increase cooperation with the local government of Central Maluku Regency, especially the tourism office. We are improving existing tourism products and tourist attractions such as facilities and infrastructure, security, and services, and organizing festivals to improve the quality and quantity of Sopapei Beach.

Keywords: Tourism Objects, SWOT Analysis, Development Strategies, Alternative Strategies

INTRODUCTION

Tourism is an industry that has a strong relationship with the environment because of natural features as attractions, and there are environmental aspects built for the needs of facilities and infrastructure, as well as tourism development and consumption of tourists, which produce environmental impacts. (Nurdiansyah. M., 2014).

The tourism sector, which is the driver of the community's economy, is expected to run sustainably through community tourism development. It is necessary to diversify tourist attractions to increase people's welfare, preserve cultural arts, and develop environmentally friendly tourism. (Pitana, 2005);(Ayu Hari Nalayani, 2016).

In the current era of globalization, progress in the field of tourism is very rapid. Tourism is recognized as the most significant industry today, seen from various indicators of world development. In the coming years, the role of tourism will increase. Therefore, many things must do to develop tourism potential, especially in Indonesia. It is also because the tourism sector is significant, considering that it contributes to the development of an area, especially areas with great tourism potential and bring in considerable foreign exchange for areas visited by tourists.

Maluku Province, an archipelago, has many good tourist spots that are no less interesting than other provinces. Central Maluku Regency is one of the regencies in Maluku Province, which has many tourist attractions that can become tourist destinations for local and foreign tourists, including beach tourism and historical sites in Central Maluku Regency. A tourist object that can develop into one of the

most famous objects in the future is the Sopapei Beach tourist attraction. Sopapei Beach is located in Suli Village, Central Maluku Regency. The beach has beautiful and clean natural conditions with even whiter sand.

Sopapei Beach has the potential to be developed and play a role in increasing the income of the community and the region. This tourist object is one of the beach tourism objects located at position 128o17'19.1"-128o17'17.9" East Longitude and 03o37'19.5"-03o37'20.3"S. Sopapei Beach has the potential for scenic beauty with a very sloping beach by the sea and stretches of white sand along the coast. The potential of the Sopapei beach tourism object still needs to be further developed to become the leading destination in demand in Suli Village, Central Maluku Regency. In addition to the existing potential, several problems still need to be solved, including the development of the tourism sector, namely the need to optimize facilities and infrastructure for the Sopapei Beach tourist attraction.

In addition to the lack of government and stakeholder roles in developing Sopapei Beach tourism objects which still need to be maximized. Therefore, a strategy for developing tourist objects is needed that can be carried out in a sustainable manner accompanied by good programs by the tourism object managers and the community to improve these attractions so that interest in visiting Sopapei Beach increases. The role of the community is needed so that the Sopapei Beach tourism object's development can realize adequately.

Thus, managers and local governments need to realize, in this case, the tourism office, the importance of cooperation in developing a tourist attraction. The strategy as a form of effort is being made to create and preserve tourist areas, especially Sopapei Beach, so they can be more competitive in attracting tourists. Strategy is essential for the development of an organization/company to achieve goals, both short-term and long-term goals. Analysis in developing strategy is based on the dimensions of the strategy used, namely goals, policies, and programs. Based on the description above, it is necessary to know the strategy for developing Sopapei Beach tourism objects.

LITERATURE REVIEW

Definition of Tourism Object

Tourism is a travel activity or part of these activities which is carried out voluntarily and is temporary in nature to enjoy tourist objects and attractions. A tourist who visits a place/region/country because he is attracted by something exciting causes tourists to visit a place/region/country, which is called a tourist attraction and attraction. (MAPPI, 2001:30). In Law No. 9 of 1990, tourist objects and attractions are everything that becomes a means of tourist travel.

According to (MAPPI, 2001:30-33) Tourist objects are grouped into three types, namely:

- a. Natural attractions include seas, beaches, mountains (volcanoes), lakes, rivers, (rare) fauna, protected areas, nature reserves, natural landscapes and others.
- b. Cultural tourism objects, for example, birth ceremonies, (traditional) dances, (traditional) music, traditional clothing, traditional marriages, rice field ceremonies, harvest ceremonies, cultural heritage, historic buildings, traditional heritage, cultural festivals, woven fabrics (traditional), local textiles, performances (traditional), local customs, museums and others.
- c. Artificial tourist objects, for example, sports facilities and facilities, games (kites), entertainment (comedy or acrobatics, magic), dexterity (horse riding), recreational parks, national parks, shopping centres and others.

Definition of Beach Tourism

Presidential Decree No. 32 of 1990 and Decree of the Minister of Agriculture No. 837/KPTS/UM/1980 describe the criteria for the location of protected areas and include coastal boundaries, which are local protected areas. The coastal border is a particular area along the coast that significantly benefits from maintaining the sustainability of coastal functions. Protection aims to protect coastal areas from activities that disrupt the preservation of coastal functions. The criterion for coastal boundaries is a row of shores that are at least spaced apart .100 meters is measured from the highest tide towards the land, considering defence and security, public interest and existing settlements. Three factors form the basis for determining aspects in the development of a tourist area (DKP, 2004), among others:

- a. Tourist attractions: Attractions that tourists can receive are something interesting to see, feel, enjoy and own.

- b. Accessibility: Access(DKP, 2004), namely access for vehicles located between the outer boundaries of the water's edge, every 300 m there is an access road to the water's edge, free roads from four-wheeled parking, a minimum width of three meters.
- c. Infrastructure: Facilities that are directly related to the needs of tourists in carrying out tourism activities, including transportation facilities, basic infrastructure (clean water, electricity, telephone), travel agents, accommodation, dining facilities (restaurants & food outlets) and tourist attraction facilities. Retail shopping, banking, insurance, entertainment, leisure areas, private service facilities, public services, and fuel. (DKP, 2004).

Beach tourism is a natural tourist object that has charm and beauty. When processed and arranged in such a way, it becomes a beautiful and impressive place to visit. In essence, beach tourism or recreation is a tourist or a recreational object that is developed and arranged in such a way as to provide various supporting facilities so that it becomes an attractive and pleasant place to visit.

Land use in planning coastal tourism areas in terms of the potential and carrying capacity of the land, each coastal area has different characteristics so that the planning of each area is adjusted to the potential and needs of the area to be developed. The coastal tourism area is located in a coastal area/area that functions as fulfilling the needs of tourists.

Development Aspects of Coastal Tourism Areas

Aspects that need to be considered in the development of coastal tourism areas are influenced by the characteristics of the demand and supply of the tourism industry itself. The most inherent factor of this industry is influenced by the supply factor that the coastal tourism area itself must provide. Three factors form the basis for determining aspects of the development of a tourist area(DKP, 2004; 30).
Tourist Attractions

- a. Accessibility
- b. Regional Infrastructure

Tourism Object Development Strategy

According to(Rangkuti, 2016), quoting Chandler's opinion, strategy is a tool to achieve long-term goals, follow-up programs and priority allocation of resources. There are several main steps in carrying out a tourism development strategy, namely:

- a) In the short term, focused on optimization
- b) In the medium term, the emphasis is on consolidation
- c) In the long term, focused on development and deployment

According toRangkuti, (2016), SWOT analysis systematically identifies various factors to formulate a company strategy. This analysis is based on the logic that can maximize Strengths and Opportunities and simultaneously minimize Weaknesses and Threats. SWOT stands for Strengths and Weaknesses internal environment and Opportunities and Threats external environment faced by the business world.

According toRangkuti,(2016), the tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced by the company can adjust to its strengths and weaknesses it has.

METHOD

The months of June and August 2021 have been scheduled for the conduct of this study. The beach, Sopapei, located in Suli Village in the Central Maluku Regency, served as the research site. Both qualitative and quantitative methods in this investigation.

Using Accidental Sampling, we took a sample of responses from tourists. Gathering information through the Accidental Sampling technique does not involve rigorous planning (Simanullang, 2014). In reality, the informants whose information was sought out were discovered by accident; specifically, the information discovered at tourist attractions. While the purposive sideways technique is the process of taking samples in which coastal communities are marine tourism objects carried out deliberately by determining samples/respondents based on the observation that these respondents are trusted in providing information. Respondents totalled 72 people consisting of 53 visitors (tourists) who came for

recreational purposes, 14 people from the community who use tourist objects, and five who manage these tourist attractions (managers).

The data used are primary data and secondary data. Primary data is obtained directly from Managers, Communities and Tourists who visit the tourist attraction. While secondary data, namely data obtained from the documentation of the research object, in this case, Sopapei Beach, Central Maluku Regency.

The analytical method used in this research is a SWOT analysis, which is intended to see the extent to which tourism development strategies are implemented to increase tourists based on strengths, weaknesses, opportunities and threats. The data obtained in this study were expressed in the form of questions, responses and interpretations from interviews, observations and literature studies.

DISCUSSION

The development strategy used is the Sopapei Beach Tourism Object

Sopapei beach tourism object is a beach tourism object managed by individuals. It is because the land in the tourist attraction is privately owned land. This tourist object has good potential and can be used as a leading tourist attraction because it is supported by beautiful, incredible and pristine natural scenery.

Based on the results of observations and interviews at the Sopapei beach tourism object related to the development strategy used by the manager, the researcher gave several questions in the questionnaire related to the development strategy carried out. This questionnaire aims to find out the strategies used by Sopapei beach managers. There are three strategies used by sopapei beach managers: Cost Leadership, Differentiation and Strategy Focus (a combination of Cost Leadership and Differentiation).

In table 1 it can be seen the results of the questionnaire related to the development strategy carried out by the manager of the Sopapei beach tourism object.

Table 1. The development strategy used by Sopapei Beach tourism object managers

No	Development Strategy Classification	Evaluation		Reason
		Yes	No	
1	Does the management of Sopapei Beach only focus on low costs rather than tourism products? (Cost Leadership)		√	Tourist attraction managers do not only focus on low costs but also pay attention to tourism products to attract tourists to Sopapei beach attractions.
2	Does the management of Sopapei Beach only focus on tourism products rather than paying attention to product quality? (Differentiation)		√	Not only are tourism products of concern, but product quality is also critical as a support in the promotion of Sopapei beach tourism
3	Does the manager pay attention to tourism costs and products in developing Sopapei Beach? (Combination 1 and 2)	√		Tourism costs and products are equally important in increasing the number of visitors to the Sopapei beach tourist attraction.

Source: primary data processed, 2021

Table 1 shows that the percentage of Yes answers is 33% and the percentage of No answers is 67%, according to the results of measuring the development strategy using a dichotomous scale. It can also see that the manager of Sopapei Beach chooses to use the third development strategy.

Namely, a focus strategy or a combination of cost leadership and differentiation strategy was to develop Sopapei Beach. Managers pay attention to tourists or visitors to Sopapei Beach and tourism products on Sopapei Beach. It is in line with the focus strategy proposed by Porter; according to Porter inRangkuti, (2016), the Focus strategy is a different approach to creating competitive advantage. Through competitive advantage, companies can have performance above the average of other industries. Competitive advantage is a company's performance that can appear above average.

Alternative Strategy Development by the situation at the Sopapei Beach Tourism Object

SWOT analysis is used to systematically identify various factors to formulate a company strategy, according to toRangkuti, 2016:19. SWOT stands for Strengths and Weaknesses as well as external environmental opportunities and Threats (threats) faced in the business world. The analysis is based on the logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats.

Internal Strategy Factors/IFAS (Internal Factor Analysis Summary)

After identifying the internal factors of the Sopapei Beach tourist attraction consisting of strengths and weaknesses and external factors consisting of opportunities and threats, the next step is to compile a table of internal strategic factors (IFAS) and give weights and ratings. The method of giving weight is done by calculating the rating category for each existing strategic factor. The results are to see which strategic factors have the most significant influence and which have the minor influence. This weighting serves to determine the strategic factors that have a positive impact and a negative impact. Strategic factors that have a positive impact can be a strength for developing the Sopapei Beach tourist attraction.

In contrast, strategic factors that negatively impact the Sopapei Beach tourist attraction can become a weakness. The following is table 2—the results of Sopapei Beach IFAS (Internal Factor Analysis Summary) calculations.

Table 2. IFAS (Internal Factor Analysis Summary) Sopapei Beach

Internal Strategy Factors	Weight	Ratings	Score
Strength (strength):			
1. Beautiful natural panorama, excellent and pristine	0.11	5	0.56
2. Abundant water sources	0.07	3	0.22
3. Good security conditions	0.11	4	0.44
4. The atmosphere of a tourist attraction provides comfort	0.11	5	0.56
5. Mileage of attractions close to the city	0.07	3	0.22
6. The tourist attraction of Sopapei Beach has a superior attraction	0.11	5	0.56
7. Relatively low cost	0.07	4	0.30
Total Strength Score			2.86
Weaknesses:			
1. lack of professional workforce in the management of tourist attractions	0.07	2	0.15
2. Promotion of tourist attractions is not good	0.04	1	0.03
3. The tourism object development program is still simple	0.04	1	0.03
4. budget constraints for the costs of facilities and infrastructure of tourist objects	0.04	1	0.03
5. Lack of public awareness in efforts to develop tourist objects	0.04	1	0.03
6. Lack of quantity and quality of souvenir items sold	0.07	1	0.07
7. Product diversification and packaging of tourist attractions are still simple	0.04	1	0.07
8. The management is not good enough, and the owner's business orientation is still tiny scale	0.04	1	0.07
9. Do not have a business license that is registered with the local Tourism Office	0.07	2	0.07
Total Weakness Score			0.59
Total	1		2,27

Source: primary data processed, 2021

Based on table 2, it is known that the results of the internal strategic factor, which weights 0.11 (high) with a rating of 5 and 4 (excellent and sound), there are four strength factors, namely the Sopapei Beach tourist attraction has beautiful, excellent and pristine natural scenery.

The security conditions at the Sopapei Beach tourist attraction are conducive, and the atmosphere of the Sopapei Beach tourist attraction provides comfort for visitors. The Sopapei Beach tourist attraction has a prime attraction. There are 3 (three) strength factors with a weight of 0.07, namely abundant water sources, the distance travelled to tourist objects close to the city and relatively cheap costs. This strength factor shows that the Sopapei Beach tourist attraction has beautiful, incredible and pristine natural panoramas that can provide comfort for visitors to enjoy the natural scenery around the coast; good security conditions are the main attraction for tourists to be on the beach. Sopapei. The abundant water sources owned by Sopapei Beach have benefits for tourists besides being enjoyed. However, tourists and the surrounding community can use them for bathing and other activities. Besides that, The distance from tourist objects close to the city at a relatively low cost is an advantage for the Sopapei Beach tourist attraction. The strength factor of this tourist attraction can be used in the current and future development of Sopapei Beach.

Weakness factors that have a low weight of 0.04 with a rating of 1 (very weak/muscular weakness). Namely, the promotion of tourist objects could be better. The tourism object development program is still simple, with budget constraints for tourist facilities and infrastructure costs.

Lack of public awareness in efforts development of tourist objects, product diversification and packaging of tourist attractions is still simple, the management needs to be better, and the business orientation is still small-scale. The unfavourable promotion resulted in less recognition of the tourist attraction of Sopapei Beach by tourists. In addition, the development carried out on the Sopapei Beach tourist attraction is generally still simple. According to the results of interviews with the owner and manager of the Sopapei Beach tourist attraction, this budget limitation has resulted in stagnation in the development of tourist objects, making the development of Sopapei Beach tourism objects still simple. Another weakness that hinders the development of Sopapei Beach tourism objects is the lack of public awareness in efforts to develop tourist attractions and product diversification, and the packaging of tourist attractions is still simple. A professional workforce to manage tourist objects, the quantity and quality of souvenirs sold and the absence of a business license registered with the Tourism Office are areas that must develop Sopapei Beach tourism objects that can run smoothly. Another weakness that hinders the development of Sopapei Beach tourism objects is the lack of public awareness in efforts to develop tourist attractions and product diversification, and the packaging of tourist attractions is still simple. A professional workforce to manage tourist objects, the quantity and quality of souvenirs sold, and the absence of a business license registered with the Tourism Office are areas for improvement in developing Sopapei Beach tourism objects that can run smoothly. Another weakness that hinders the development of Sopapei Beach tourism objects is the lack of public awareness in efforts to develop tourist attractions and product diversification, and the packaging of tourist attractions is still simple. The lack of a professional workforce in managing tourist objects, the lack of quantity and quality of souvenirs sold and the absence of a business license registered with the Tourism Office are weaknesses that develop Sopapei Beach tourism objects can run smoothly.

External Strategy Factors/EFAS (External Factor Analysis Summary)

Identify the external factors of the Sopapei Beach tourist attraction, including opportunities and threats. Next is to compile a table of external strategic factors (EFAS) and give weight and rating. Giving external weight is calculated by the value category (rating) for each strategic factor in the Sopapei Beach tourist attraction. From these results, it can be seen which factors have the most significant influence and which have the minor influence. Weighting and rating function to determine strategic factors that positively and negatively impact. Positive impacts can be an opportunity for developing Sopapei Beach attractions, while negative impacts can be a threat to the development of Sopapei Beach attractions. Here's table 3.

Table 3. EFAS (External Factor Analysis Summary) Sopapei Beach

External Strategy Factors	Weight	Ratings	Score
Opportunity:			
1. Easy level of accessibility	0.13	5	0.65
2. Many tourists want to visit	0.09	3	0.25
3. Development of supporting infrastructure for Sopapei Beach tourism	0.13	5	0.65
	0.13	5	0.65

4. Improvement of tourism products and attractions by utilizing existing potential	0.09	4	0.35
5. It is necessary to cooperate with the local government oriented towards the environment, economy and society.	0.13	5	0.35
6. The government can facilitate the diversification of managed programs in the form of products that attract tourists to be promoted nationally and internationally.	0.13	5	0.35
7. The Tourism Office can help manage businesses at the Sopapei Beach tourist attraction.			
Total Odds Score			3,25
Threats:			
1. The development of other tourist objects that increases competition	0.13	1	0.08
2. Awareness of tourists to maintain tourist attractions	0.04	1	0.03
3. Government regulations regarding PPKM during the covid-19 period	0.09	2	0.11
4. Unpredictable weather	0.13	1	0.08
5. There needs to be cooperation with the government to develop the Sopapei Beach tourist attraction.	0.04	1	0.03
6. The government does not involve the Sopapei Beach tourist attraction in the tourism work program like other tourist objects with registered business permits.	0.13	1	0.08
7. Increased government regulations on tourism businesses to regulate business licenses.	0.13	1	0.08
Total Threat Score			0.77
Total	1		2.48

Source: primary data processed, 2021

Table 3. Shows external factors that have a high weight of 0.13 with a rating of 5 (very good). There are 5 (three) opportunities: level of easy accessibility, development of supporting infrastructure for Sopapei Beach tourism, and improvement of tourist products and attractions by utilizing existing potentials.

And the government can facilitate the diversification of managed programs in the form of products that attract tourists to be promoted nationally and internationally. The Tourism Office can help manage businesses at the Sopapei Beach tourist attraction. The easy accessibility provides comfort for visitors who want to visit the Sopapei Beach tourist attraction because of its easy-to-reach location and public transportation facilities that can reach it. Improving tourism products and attractions by utilizing the existing potential and developing supporting infrastructure and tourist attractions can be attractive for visitors if the owners and managers can maximize these opportunities. In addition, two opportunities weigh 0.09 with a rating of 3 and 4 (relatively excellent and sound). Many tourists want to visit and must collaborate with local governments oriented towards the environment, economy and society. Tourism development must rely on more than funding alone. For this, it is necessary to cooperate with the government, various business sectors or cooperation with investors.

Threat factors have a weight of 0.04 (low) and a rating of 1 (very weak/muscular weakness), namely the awareness of tourists to protect tourist objects and the absence of cooperation with the government for the development of Sopapei Beach attractions. The awareness of tourists to take part in protecting tourist objects is essential so that tourists get comfort and maintain the beauty of tourist objects. In tourist development, objects must be careful not to damage the environment. Meanwhile, there needs to be cooperation with the government regarding the development of the Sopapei Beach tourist object, which is one of the threats that hinder the development of the Sopapei Beach tourist object.

It is hoped that the Sopapei Beach tourist object can cooperate with the local government to develop future tourism objects, especially the Central Maluku Regency Tourism Office. In addition, the threat that weights 0.09 with a rating of 2 is not good, namely government regulations related to PPKM during the Covid-19 period, with these regulations causing many tourist objects to be unable to develop

their tourism products and tourist attractions properly, including the Sopapei Beach tourist attraction. Other threats impede the development of the Sopapei Beach tourist attraction, with a weight value of 0.13 with a rating of 1 (very weak/major weakness).

Are the development of other tourist objects which increase competition, unpredictable weather and the government not involving Sopapei Beach tourism objects in the tourism work program? Like other tourist objects that have registered business permits. The development of other tourist objects in Central Maluku Regency provides options for tourists to visit tourist attractions. The tourist attraction Sopapei Beach is also participating in the competition because, in Central Maluku Regency, there are other natural tourist objects such as Natsepa Beach, Waii Tree House, Liang Beach and many other tourist attractions objects. The Sopapei Beach tourist attraction needs to develop innovations to attract visitors, and this is a challenging task for object owners and managers. Unpredictable weather is one of the threats to the development of tourist attractions because when the weather is terrible, the Sopapei Beach tourist attraction will be empty of tourists. Besides that, the non-involvement of the Sopapei Beach tourist attraction in the tourism work program is also a threat that must concern the manager and owner of the Sopapei Beach tourist attraction.

Sopapei Beach Tourism Object Development Strategy

The development of the Sopapei Beach tourist attraction is basically to make Sopapei Beach tourist attraction one of the leading tourist objects in Central Maluku Regency. The SWOT analysis resulted in 4 (four) possible alternative strategies, namely:

1. The combination of SO (Strength and Opportunities) strategies, namely strategies that optimize strengths to take advantage of opportunities, is:
 - a) Utilizing the potential of Sopapei Beach tourism objects (Beautiful, excellent and pristine natural panoramas, Abundant water sources, and The atmosphere of tourist attractions that provide comfort) to attract tourists to visit Sopapei Beach
 - b) Improving existing tourism products and tourist attractions such as facilities and infrastructure, security, services, and organizing festivals to improve the quality and quantity of Sopapei Beach
 - c) We are improving security at the Sopapei Beach tourist attraction to maintain comfort and increase tourist attraction.
2. The combination of WO (Weaknesses and Opportunities) strategies, namely strategies that minimize weaknesses to take advantage of opportunities, is:
 - a) Improving products and tourist attractions that are attractive and simple
 - b) Collaborating with other parties in developing tourism products and attractions.
 - c) Developing product innovations and tourist attractions to encourage human resource quality improvement.
 - d) Apply for a business license at the Tourism Office to assist business management and facilitate tourism object development programs to be promoted nationally and internationally
3. The combination of the ST (Strength and Threats) strategy, which is a strategy that uses strength to overcome threats, is:
 - a) Optimizing the potential and uniqueness of the Sopapei Beach tourist attraction so that it can compete with other tourist objects
 - b) Developing eco-friendly Sopapei Beach attractions
4. The combination of WT (Weaknesses and Threats) strategies, namely strategies that minimize weaknesses and avoid threats, is:
 - a) It is utilizing social media to increase promotion and improve the Sopapei Beach tourism object development program, so it is ready to face a competition between tourism objects.
 - b) Establish cooperation with other parties to provide counselling on developing tourism products by Sapta Pesona so that people are aware and have attitudes and behaviours that are by Sapta Pesona tourism.

Table 4.

7. The Tourism Office can help manage businesses at the Sopapei Beach tourist attraction.	3. We are improving security at the Sopapei Beach tourist attraction to maintain comfort and increase tourist attraction.	be promoted nationally and internationally
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. The development of other tourist objects that increases competition 2. Awareness of tourists to maintain tourist attractions 3. Government regulations regarding PPKM during the covid-19 period 4. Unpredictable weather 5. There is no cooperation with the government to develop the Sopapei Beach tourist attraction. 6. The government does not involve the Sopapei Beach tourist attraction in the tourism work program like other tourist objects with registered business permits. 7. Increased government regulations on tourism businesses to regulate business licenses. 	<p>Strategy (ST)</p> <ol style="list-style-type: none"> 1. Optimizing the potential and uniqueness of the Sopapei Beach tourist attraction so that it can compete with other tourist objects 2. Developing eco-friendly Sopapei Beach attractions 	<p>Strategy (WT)</p> <ol style="list-style-type: none"> 1. It is utilizing social media to increase promotion and improve the Sopapei Beach tourism object development program, so it is ready to face a competition between tourism objects. 2. Establish cooperation with other parties to provide counselling on the development of tourism products that are by Sapta Pesona so that people are aware and have attitudes and behaviours that are by Sapta Pesona tourism

Source: primary data processed, 2021

CONCLUSION

1. The development strategy used by the managers of Sopapei Beach is a strategic focus, or a combination of cost leadership and differentiation, to develop Sopapei Beach.
2. Managers should pay attention to tourists and tourism products on Sopapei Beach to increase the number of tourists visiting Sopapei Beach. The combination of these strategies is the main factor in the development of Sopapei Beach so that it can positively impact tourists visiting Sopapei beach tourism
3. According to the SWOT analysis, the current situation at the Sopapei beach tourist attraction includes the presence of an It includes beautiful, calm, and pristine natural panoramas, abundant water sources, and the atmosphere of a tourist attraction that provides comfort.
4. Therefore, the owner and manager must increase cooperation with the regional government of Central Maluku Regency.
5. In particular, the Tourism Office has been working to enhance Sopapei Beach by enhancing its existing tourism products and attractions, including its infrastructure, security measures, services, and festival planning.

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