
STRATEGY FOR DEVELOPING SIPIN JAMBI LAKE TOURIST DESTINATIONS

Dahmiri, Idham Khalik

Faculty of Economics and Business, Universitas Jambi, Indonesia

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ABSTRACT

The purpose of this study is to find out the various problems faced and find strategies for developing the Sipin Jambi Lake tourist area. The data source is primary data obtained from informants selected from various circles such as the government, private sector, society and business actors. Secondary data is obtained from agencies, literature and reports of related institutions. The data collection tool is an interview guide prepared through direct supervision or observation. Data processing is carried out using qualitative methods with tools to analyze the analysis of internal factors and external factors with the SWOT analysis matrix approach. The results of the study concluded that the development strategy that can be carried out in the Sipin Jambi Lake tourist attraction area is to maintain the sustainability of the lake environment, both water, air and soil around the lake, increase hospitality and excellent service so that visitors feel satisfied and give a good impression, Increase the involvement of the surrounding community in the management and maintenance of danah, carrying out massive promotion through activities and events and online media to introduce and attract visitors both locally and nationally and complement supporting facilities and infrastructure to have an impact on increasing visitors and to anticipate the presence of artificial tourist attractions that become competitors.

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Corresponding Author

Dahmiri

Email: dahmiri@unja.ac.id

INTRODUCTION

The more advanced and the increase in human welfare, the higher the level of need for tourism, even though some people have made tourism an important part of their needs. People can afford to spend a lot of money and long distances to satisfy their desire to enjoy a tourist attraction.

The tourism potential in Jambi Province, especially Jambi City, is very much if managed and developed optimally. However, until now, development efforts are still not optimal so many tourism potentials are empty of visitors. One of the tourist destinations in Jambi City that is interesting to visit and easy to reach because it is located in the middle of the city is Sipin Lake, precisely in telanaipura district, Jambi City. Sipin Lake is a natural lake that has existed for a long time and has only been used by the surrounding community as a source of clean water and a place to find fish.

The situation and conditions that have occurred related to the Covid-19 pandemic have caused the level of tourist visits to decrease drastically, both visits to Jambi City in general and visits tour to Sipin Lake in particular. For this reason, the Jambi City government responded by trying to increase the number of tourist visits, especially local tourists to visit Sipin Lake with various programs and businesses such as promotion, improvement of facilities, the addition of advice and infrastructure, holding arts and cultural events. Tourism development in Jambi City has not grown optimally like other popular tourist areas in Indonesia. However, the Jambi City government remains optimistic and strives to continue to increase the number of tourist visits to Jambi City, especially to Sipin Lake in the coming years after the Covid-19 pandemic.

Therefore, the role of various parties, especially the Jambi City government, is needed to provide and maintain all existing tourism potential. The government must act as a facilitator in advancing tourism development. Various problems that arise related to the development of tourist attractions at the national and regional levels require intervention efforts from the government and are supported by all parties, both private, society and universities to achieve optimally.

Various research related to tourism development strategies and the like have been carried out, among others, by Wiyati, B. T. K. (2018); Soebagyo, S. (2012);

Itamar, H. (2014); Suryani, A. I. (2017); Dahmiri, Sylvia Kartika Wulan Bhayangkari, Wiwik Tiswiyanti. (2021) and Unga, K. L. O., Benjamin, I. M., & Barkey, R. A. (2011). The similarity of this research with previous research is that they both examine strategies in development, as for the difference is in the object of study and the time of the study.

From the observations, there are phenomena related to the development and management of the Sipin Lake tourist area in Jambi City, including the lack of supporting facilities and infrastructure, lack of coordination between stakeholders, lack of coordination between stakeholders, lack of counseling and guidance to managers and communities involved in supporting tourism, lack of involvement of local communities in supporting the development of tourist attractions. From the various situations and phenomena that occur, an effort is needed in the form of a study of the development strategy of the Sipin Jambi Lake tourist attraction area.

LITERATURE REVIEW

Strategy is a potential action where top-level management decisions is needed and requires a large number of company resources. The consequences of a strategy are multifunctional and also multi- dimensional, therefore careful consideration is needed by paying attention to the internal and external factors in the company (David, F., & David, F. R., 2016).

Tourism is a situation where there is a temporary change of residence for a person outside his permanent residence for a reason. Also, it aims not to do activities that bring wages (Suwanto, 2004).

Tourism development aims to provide benefits for both tourists and residents. The basis of tourism development is the potential of resources of cultural, artistic and natural diversity (natural charm). The development of such resources is managed through approach to increasing the added value of resources in an integrated manner between the development of tourism products and the development of tourism marketing through an approach to empowering local communities in the context of tourism development (Rachmawati, E., 2021).

In Law Number 10 of 2009 Chapter I article 1 concerning Tourism, it is stated that tourism is all tourism activities supported by various facilities and services presented by the community, entrepreneurs, local governments and central government. Meanwhile, article 3 states that tourism is all activities that concern or are related to tourism which is multidimensional and multidisciplinary in nature that arise as a result of the form of needs of a person and the state as well as interactions between tourists and local communities, between tourists, the central government, local governments and with entrepreneurs.

RESEARCH METHODS

The method used in this study is qualitative descriptive research by trying to obtain various information and complete data infected to tourism development strategies in the Sipin Jambi Lake Area both those that have been carried out and those that are still being carried out. In the upcoming development plan. Descriptive analysis is also useful for identifying various strengths, weaknesses, opportunities and threats contained in the Sipin Jambi Lake tourist attraction. The purpose of the analysis is to describe certain properties in real terms of the current research object and examine the symptoms that occur in terms of the cause (Scheurich, J., 2014).

Data and information were obtained from in-depth observations and interviews with various candidates who were used as research informants. The nine research informants consisted of the Head of the Tourism Office, youth and Sports of Jambi Province, Head of the Tourism Office, youth and Sports of Jambi City, Manager of the Lake Tourism Area Sipin, Head of Sipin Jambi Lake Village, local Community Leaders, Head of Karang Taruna, MSME Actors, tourists and academics.

Data collection techniques are the most strategic step in research because the primary purpose of the study is to obtain data. Without knowing the data collection techniques, the researcher will not get data that meets the data standards set (Sugiyono, 2013).

Activities in the form of observations and interviews are an essential part of collecting data and information, so it is hoped that it can explore various problems related to tourism development in the Sipin Jambi Lake tourist area which in the end, solutions will be found in the form of strategies that can be done to develop tourism so that it can compete at the regional and national levels.

SWOT analysis is a data analysis technique used in this study, SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT analysis is a form of analysis model carried out in a company or an organization where the orientation can be in the form of profit or non-profit where the most important goal is to find out the condition of

the company or organization as a whole (Teoli, D., Sanvictores, T., & An, J., 2019). In this study, the identification of various strengths, weaknesses, opportunities and threats contained in tourist attractions was carried out, then a SWOT analysis was carried out as a tool in analyzing to produce research findings that are in accordance with the objectives of the study.

	Strengths (S)	Weaknesses (W)
Opportunities (O)	<p>S-O Strategy Use strengths for following opportunities</p>	<p>W-O Strategy Solve the weakness with following opportunities</p>
Threats (T)	<p>S-T Strategy Use strengths for avoiding threats</p>	<p>W-T Strategy Minimalize the weakness and avoid the threat</p>

Figure 1. SWOT Matrix

Analysis through the SWOT Matrix is carried out with four types of strategies, namely SO (Strengths-Opportunities), WO (Weaknesses-Opportunities), ST (Strengths-Threats), and WT (Weaknesses-Threats). A SWOT strategy is a defensive tactic where the goal is to try to reduce weaknesses internally and avoid external threats (Gürel, E., & Tat, M., 2017).

RESULTS AND DISCUSSION

Strengths

Strength is part of the internal factors. The various strengths of as part of the Sipin Jambi Lake tourist area include:

1. Has a beautiful natural atmosphere where the water is still evident, the air is cool, if in the morning there are still many cranes flying and perching on the edge of the lake and around the lake on the edge of the lake, there are still many fish ponds owned by residents are a beautiful sight.
2. The environment is still beautiful to make the atmosphere comfortable for visitors, the buildings around the lake are partly Jambi traditional building and still well preserved and depicts the authenticity of a unique historical relic.
3. The hospitality of the community around the Sipin Jambi Lake Area, where this is one of the characteristics and characteristics possessed by the community for generations who have always been friendly, helpful, brave and caring for others.
4. The community participates in supporting, preserving and maintaining tourist attractions, this can be seen from the attitude of the community that always maintains the preservation of these historical relics, participate in all government programs in advancing development and participation in supporting tourism activities by opening various tourism support businesses, such as food, water game rentals, motorcycle taxi services, and sales of souvenirs.

Weaknesses

Weaknesses are part of internal factors. Various weaknesses that are still a problem in the Sipin Jambi Lake Tourism Area include:

1. Lack of coordination between stakeholders, for example related to regulations carried out by the government, often overlaps and is not coordinated so that it seems to run independently.
2. Lack of available facilities and infrastructure gives visitors difficult time and less satisfied experience. For example, the availability of free toilets, lack of trash cans, lack of facilities for people with disabilities, and lack of water play facilities.
3. The promotions that were carried out were still very poorly carried out in a directly in the form of activities or events such as performances, exhibitions and competitions as well as promotions through various media both print such as newspapers, magazines and banners as well as through online media such as television, radio and social media.
4. Empowerment of local communities that are not optimal where the presence of tourist attractions is still not felt by the surrounding community because they are not involved in counseling and training related to efforts to support the development of Sights.

Opportunities

Opportunities are part of external factors. Various opportunities owned by the Sipin Jambi Lake tourist area include:

1. Improving the welfare of local communities where impacts the presence of this tourist attraction can have a positive impact on the surrounding community with many people participating in entrepreneurship to support the tourism, for example by trading food, trading souvenirs, motorcycle taxi services, boat rental, tour guide. Thus, there will be an increase and equalization of people's income.
2. Increasing the Original Income of Jambi city area. This opportunity is still very wide open to be developed by optimizing the level of tourist visits so that it can have an impact on increasing PAD.
3. The Sipin Jambi Lake area can become an icon of Jambi City, not only known at the area level but also at the national level where this lake is a relatively large natural lake and if managed properly, it will become a tourist attraction that very interesting to visit.
4. Becoming a national-scale tourist attraction, where the Sipin Jambi Lake tourist area will be able to compete with other tourist attractions in other areas with the various advantages it has

Threats

Various threats faced by the Sipin Jambi Lake tourist attraction area that must be overcome immediately include:

1. Various developments around the tourist area are a serious threat to the sustainability of this lake. The consequences include polluting the shrewdness of water, soil and air around the lake, narrowing of land owned by the area and reducing the beauty of tourist attractions.
2. The presence of various artificial tourist attractions in Jambi City as a competitor to Sipin Jambi Lake tourism which affects the interest in visits, which has a negative impact on the number of tourist visits to the Sipin Jambi Lake tourist area.
3. The surrounding community lacks knowledge and skills to empower the potential of Sipin Jambi Lake which is caused by the low level of education, lack of

counseling and training as well as low motivation to advance and develop the potential of the lake.

4. Unsustainable development programs where the government often carries out incomplete development and development or development that has not been carried out because it is still waiting for funds.

As a result of various identifications of internal and external factors of tourism development, a SWOT matrix was compiled. A matrix that describes the opportunities and threats faced by the tourist attraction area that can be adjusted to the strengths and weaknesses possessed. The results of this matrix are four alternative strategies that can be carried out by the Sipin Jambi Lake tourist attraction area.

Table 1. SWOT Matrix

Strenght	Weakness
<ol style="list-style-type: none"> 1. Has a beautiful natural atmosphere where the water is still clear the air is cool, if in the morning there are still many cranes flying and perching on the edge of the lake 2. The environment is still beautiful so as to make the atmosphere comfortable for visitors, 3. The hospitality of the community around the Sipin Jambi Lake Area which is a local characteristic 4. The community participates in supporting, preserving and maintaining the attraction 	<ol style="list-style-type: none"> 1. Lack of coordination between stakeholders 2. Lack of available facilities and infrastructure so that it often makes it difficult for visitors. 3. Promotions that are carried out are still very poor which are carried out directly in the form of activities or events 4. Empowerment of local communities that are not optimal where the presence of tourist attractions is still not felt the benefits
Opportunity	Threats
<ol style="list-style-type: none"> 1. Improving the welfare of local communities where the impact of the presence of this tourist attraction can have a positive impact on the community. 2. Increasing the Original Income of Jambi City Area from the tourism sector 3. The Sipin Jambi Lake area can become an icon of Jambi City 4. Become a national-scale tourist attraction, where the Sipin Jambi Lake tourist area will be able to compete with other tourist attractions in other regions with the various advantages it has 	<ol style="list-style-type: none"> 1. Various developments around the tourist area are a serious threat to the sustainability of this lake. 2. The presence of various artificial tourist attractions in Jambi City as a competitor to Lake Sipin Jambi tourism 3. The surrounding community lacks knowledge and skills in empowering their potential 4. Unsustainable development programs where the government often conducts incomplete development and development

Matriks IFAS (Internal Factor Analysis Summary)

Based on opinions from David, F., & David, F. R. (2016), that in compiling the internal factor Analysis Summary (IFAS) matrix, five steps must be passed. The results of the analysis are seen in table 2 of the IFAS where the factors of strengths and weaknesses have a score 2.94. Because the total value is above 2.5, this indicates that the internal position of the Sipin Jambi Lake tourist area is vital.

EFAS Matrix (External Factor Analysis Summary)

The stage of compiling an External Factor Analysis Summary (EFAS) Matrix with five steps. From the results of the analysis in table 3, the External EFAS consisting of opportunities and threats has a total score of 2.86 because the total score close to 4.0 means that the Sipin Jambi Lake tourist area responds well to existing opportunities and avoids threats the existing ones hinder the development of tourist areas.

Table 2. Internal Factor Analysis Summary

No.	Internal Factors	Weight	Rating	Score
Strenght				
1	Has a beautiful natural atmosphere where the water is still clear theair is cool, if in the morning there are still many cranes seen who flew and perched on the edge of the lake	0.20	4	0.80
2	The environment is still beautiful so as to make the atmosphere comfortable for visitors.	0.17	4	0.68
3	The hospitality of the community around the Sipin Jambi Lake Areas a local characteristic	0.13	3	0.39
4	The community participates in supporting, preserving and maintaining the attraction	0.09	3	0.27
Subtotal		0.59		2.14
Weekness				
1	Lack of coordination between stakeholders	0.12	1	0.12
2	Lack of available facilities and infrastructure so that it often makes it difficult for visitors.	0.10	2	0.20
3	The promotions that were done were still very poorly donedirectly in the form of activities or events	0.09	2	0.18
4	Empowerment of local communities that are not optimal where the presence of tourist attractions is still not felt the benefits	0.10	3	0.3
Subtotal		0.41		0.8
Total		1		2.94

Table 3. External Factor Analysis Summary

No	External Factors	Weight	Rating	Score
Oppurtunity				
1	Improving the welfare of local communities where impacts The presence of this tourist attraction can have a positive impact on the community.	0.22	4	0.88
2	Increasing the Original Income of Jambi City Area from the tourism sector.	0.17	3	0.51
3	The Sipin Jambi Lake area can be an icon of Jambi City.	0.15	4	0.6
4	Become a national-scale tourist attraction, where the Lake tourist area Sipin Jambi will be able to compete with other tourist attractions in other regions with the various advantages it has	0.13	3	0.39
Subtotal		0.67		2.38
Threats				
1	Various developments around the tourist area are a serious threat to the sustainability of this lake.	0.10	1	0.10
2	The presence of various artificial tourist attractions in Jambi City as a competitor to Lake Sipin Jambi tourism	0.08	1	0.08
3	The surrounding community lacks knowledge and skills in empowering the potential possessed	0.08	2	0.16
4	Unsustainable development programs where the government often underdevelopes and developments complete	0.07	2	0.14
Subtotal		0.33		0.48
Total		1		2.86

Cartesian Diagram SWOT Analysis

The next step is to calculate the difference in the total score of strength score (+) 2.14, weakness (-) 0.8, opportunity 2.38, and threats (-) 0.48, so that the difference in total

Table 4. SWOT Analysis Results

<p style="text-align: center;">IFAS</p> <p style="text-align: center;">EFAS</p>	STRENGTH	WEAKNESS
		<p>S1. Having a beautiful natural atmosphere where the water is still clear, the air is cool, if in the morning there are still many cranes flying and perching on the edge of the lake.</p> <p>S2. The environment is still beautiful so as to make the atmosphere comfortable for visitors</p> <p>S3. The hospitality of the people around the Sipin Jambi Lake Area which is a local characteristic</p> <p>S4. The community participates in supporting, preserving and maintaining the attraction</p>
OPPORTUNITY	STRATEGI SO	STRATEGI WO
<p>O1. Improving the welfare of local communities where the impact of the presence of this tourist attraction can have a positive impact on the community.</p> <p>O2. Increasing the Original Income of Jambi City Area from the tourism sector.</p> <p>O3. The Sipin Jambi Lake area can become an icon of Jambi City.</p> <p>O4. Being a national-scale tourist attraction, where the Sipin Jambi Lake tourist area will be able to compete with other tourist attractions in other areas with its various advantages.</p>	<ul style="list-style-type: none"> • Preserving water and nature around the lake so that it is maintained and known as a beautiful lake (S1, O1) • Creating a beautiful atmosphere for visitors by adding various facilities (S2, O2) • Presenting hospitality and excellent service so that visitors feel satisfied (S3, O3) • Involving the surrounding community in the management and maintenance of danah so as to increase community income and Pad Jambi City (S1, S4, O2) • Conducting massive promotions through events and online medaia in an effort to introduce and attract visitors both locally and nationally (S4, O4) 	<ul style="list-style-type: none"> • Improve coordination between relevant agencies and involve communities around the lake (W1, O1) • Equipping supporting facilities and infrastructure so that it has an impact on increasing visitors and increasing PAD (W2, O2) • Increase promotion in the form of activities and events so that it is more quickly known by all circles and regions (W3, O3) • Increase the empowerment of the surrounding community so that the benefits of Sipin Lake for the community (W4, O1) are felt. • Promote sipn lake through various online media while presenting advantages (W3, O4)
THREAT	STRATEGI ST	STRATEGI WT
<p>T1. Various developments around the tourist area are a serious threat to the sustainability of this lake</p> <p>T2. The presence of various artificial tourist attractions in Jambi City as a competitor to the Sipin Jambi Lake tourism.</p> <p>T3. The surrounding community lacks knowledge and skills in empowering their potential</p> <p>T4. Unsustainable development programs where the government often undertakes development and incomplete development</p>	<ul style="list-style-type: none"> • Improving the environmental sustainability of the lake by regulating spatial planning in development (S1, T1) • Increase the comfort and attractiveness of the lake to anticipate the presence of competing tourist attractions (S2, T2). • Maintaining the friendliness of the community around the lake which is a local characteristic and increasing their knowledge and skills in celebrating the potential of the lake. (S3, T3) • Increase community participation in supporting, preserving and maintaining tourist attractions and conducting sustainable dismantling to completion (S4, T4) 	<ul style="list-style-type: none"> • Improve coordniation and program activities that anticipate development that threatens the sustainability of the lake. (W1, T1). • Equipping facilities and infrastructure in anticipation of the presence of various artificial tourist attractions in Jambi City as a competitor to Lake Sipin Jambi (W2, T2). • Improve people's knowledge and skills to optimize the potential of the lake and promote it (W3, T3) • Improving government programs in terms of empowering local communities (W4, T4)

factor scores is obtained strength and weakness are (+) 1.34, while the difference between the total score of the opportunity and threat factors is (+) 1.9.

Furthermore, if it is drawn in the form of a diagram, it can be described as follows.

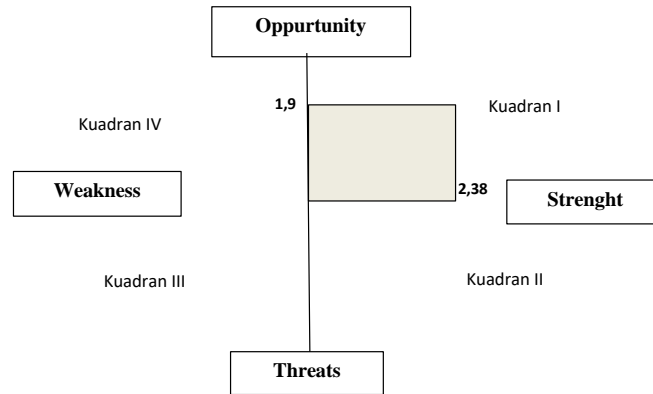


Figure 2. Cartesius Diagram SWOT Analysis

From figure 2, the cartesian diagram of the SWOT analysis can be explained that the Sipin Jambi Lake tourist area is in quadrant I or quadrant growth where the quadrant is a very strategic situation and favorable for tourist attractions because of the condition of having the opportunity and strength to develop. In this condition, the development strategy that must be applied is by supporting a growth policy that must be aggressive (Growth Oriented Strategy), where the activity is in the form of applying logical thinking and conceptualization even though things are priorities both in the long and short term in determining the actions taken.

Matrix SWOT

The SWOT matrix is a tool used to measure the factors of the craft IKM strategy. This matrix can clearly describe how external opportunities and threats are. This SWOT matrix produces four kinds of possible alternative strategies, namely the S-O strategy, the W-O strategy, the S-T strategy, and the W-T strategy. The results of the SWOT analysis can be seen in the table below.

CONCLUSION

The strategy for the development of the Sipin Jambi Lake tourist attraction area can be concluded, among others, as follows to maintain the sustainability of the lake environment, both water, air and soil around the lake so that it is maintained so that it will be known by visitors as a beautiful lake.

Improving hospitality and excellent service so that visitors feel satisfied and give a good impression.

Increase the involvement of the surrounding community in the management and maintenance of danah so that it can increase community income and in the end can increase the pad of Jambi City.

Conducting massive promotions through activities and events and online media to introduce and attract visitors both locally and nationally.

Equipping supporting facilities and infrastructure so that it has an impact on increasing visitors and anticipating the presence of artificial tourist attractions that become competitors.

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