

## SWOT Analysis of the Planning Strategy of the Lake Teluk Gelam Tourism Area, Ogan Komering Ilir Regency

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### ABSTRACT

Tourism is considered one of the fastest-growing industries in the world, as it is one of the most important sectors of the economy that contributes to providing currency and boosting local development by creating job opportunities through investors. Indonesia has become a popular tourist destination with a variety of beautiful natural tourism making Indonesia the largest archipelagic country and one of the most attractive tourist destinations. Strategic planning of tourist areas aims to develop tourist areas in a sustainable manner. One of them, the Teluk Gelam Lake area, Teluk Gelam Lake was designated by the South Sumatra Provincial Government as a provincial tourism object. The potential of the Teluk Gelam Lake Area refers to the concept of Ecotourism. Based on this potential, a special strategy is needed in planning Lake Teluk Gelam tourism, so that tourism potential can be developed optimally so that there are no losses to the development of the region itself. This study uses literature study and SWOT analysis. The results of Swot show that the Power of Agrotourism has the potential to increase public awareness of sustainable development Agrotourism activities can be a tool for the preservation of cultural identity, to further develop local communities and to offer a fair allocation of resources. Disadvantages Being in a watershed (watershed) has several problems that need to be taken seriously. First, the local community lacks knowledge about environmental conservation, the Teluk Gelam Lake Area Opportunity has very good tourism opportunities in planning the determination of the tourism sector. One form of tourism that can be developed in this area is ecotourism from the natural tourism of Lake Teluk Gelam. Threat The threat to the Lake Gelam Tourism area is ecological damage due to massive human activities. Watersheds (Watersheds) that are the scope are very vulnerable to environmental changes.

**Keywords:** *Planning, Tourism, SWOT, Teluk Gelam Lake*



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### INTRODUCTION

Tourism is considered one of the fastest-growing industries in the world, as it is one of the most important sectors of the economy that contributes to providing currency and boosting local development by creating job opportunities through investors. Interest in this activity is increasing due to competition between tourist destinations, technological developments, transportation developments, and reduced manpower and time. Based on a report by the United Nations World Tourism Organization, ecotourism covers 10-15% of the tourism industry's share [1] [2].

As a multicultural country, Indonesia has been a popular tourist destination for centuries. The country consists of more than 17,000 islands with a diversity of flora and fauna in it of 5,110 km, making Indonesia the largest archipelagic country and one of the most attractive tourist destinations. Therefore, tourism area planning must be carried out as a strategic step in developing the potential of an area. One of them is Ogan Komering Ilir Regency, Ogan Komering Ilir Regency has a lot of tourism potential, including the Teluk Gelam Lake Area which is located on the edge of the eastern Sumatra cross road, about 92 km southeast of Palembang, or about 25 km from the capital city of Ogan Komering Ilir Regency which has an area of 250 ha. [3] [4]

Teluk Gelam District has a very strategic area to support the progress of development at the sub-district and district levels. Its location is within the scope of the Komering Watershed (DAS) with its natural potential, Teluk Gelam has SDEW (Situ, Lake, Embung and Reservoir) which has an ecological function and has the potential to become a tourism area. Teluk Gelam Lake is designated by the South Sumatra Provincial

Government as a provincial tourism object. The potential of the Teluk Gelam Lake Area refers to the concept of Ecotourism. Basically, ecotourism relies on natural resources and the driving force of environmental education, conservation of local culture and the natural environment, ensuring the economic benefits of local communities and sustainable development in the region. Local [5] authorities are very supportive to be the focus of tourism development because they have a specific place character (Nuraini, et al. 2021; Nuraini et al. 2023), Ecotourism is very important for developing countries because it generates income and protects the environment and cultural heritage. Based on this potential, a special strategy is needed in planning Lake Teluk Gelam tourism, so that tourism potential can be developed optimally so that there are no losses to the development of the region itself. [6]

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SWOT analysis as an initial method to determine the best destination development plan for the Teluk Gelam Lake tourism area. The process of creating conditions and assessing a problem, project, or business idea using elements of internal (internal) and external (external) strengths, weaknesses, opportunities, and threats, is known as SWOT analysis. To find a strategy when a SWOT analysis will only explain the situation that arises and not just solve the problem, this method is most often used in the company evaluation method (Freddy, 2014). The purpose of a SWOT analysis is to find out how ready each of the functions is carried out to achieve the goals that have been determined. Four components make up the SWOT analysis, as follows:

1. Strengths  
Strength is the quality that an organization, company, or business idea possesses. What is analyzed are the elements that form the concept and organization of the company itself, namely the strengths that tourism has. By understanding these forces, tourism can be strengthened in its planning to be stronger, allowing it to compete for additional tourism-related projects and survive among the market.
2. Weakness  
Every company, project, or business concept itself contains a weakness that can be researched, all of which are detrimental or counterproductive elements to the growth of tourist attractions.
3. Peluang (Opportunities)  
Opportunities are a prerequisite for potential future development opportunities. The prerequisite is an opportunity that arises from a source other than a company, project, or business idea, such as competitors and regulations.
4. Ancaman (Threats)  
This threat is an externally threatening condition. These risks have the potential to disrupt the stability of the initiative, business, or even the business idea itself.

The form of the data model is more narrative by using a SWOT matrix. The SWOT matrix is a tool used to develop a strategy for the development of tourist attractions. This SWOT matrix can clearly describe how the opportunities and threats faced can be adjusted to the strengths and weaknesses of the tourism.

	Strengths	Weakness
Peluang (Opportunities)	SO Strategy	WO Strategy
Ancaman (Threats)	ST Strategy	WT Strategy

According to Santono (2001) in Anjela (2014) SWOT analysis is the systematic identification of various factors to formulate a strategy that is expected to solve a problem, this analysis is based on logic that can maximize strengths (*stength*), and opportunities (*opportunities*), but together can minimize weaknesses (*weakesses*) and threats (*threats*).

SWOT analysis is carried out with the intention of recognizing the level of readiness of each function of the entire function carried out to achieve the goals that have been set. Because the level of functional readiness is determined by the level of readiness of each factor involved in each function, the SWOT analysis is carried out on all factors in each function, both internal and external factors. For an adequate level of readiness, it means: at least meeting the measure of readiness required to achieve the goal, expressed as strength for factors classified as internal and opportunities for factors classified as external, while an inadequate level of loneliness, meaning that does not meet the measure of loneliness, is stated as a measure of weakness for factors classified as internal or threats to factors classified as external (Wilis, 2013).

## RESEARCH METHODOLOGY

This research uses a qualitative approach. The focus of the research taken is SWOT Analysis, which is an important supporting tool in decision-making, and is generally used as a means to systematically analyze the internal and external environment of an organization. By identifying their strengths, weaknesses, opportunities, and threats, organizations can build strategies based on their strengths, eliminate their weaknesses, and capitalize on their opportunities or use them to counter threats – identifying strengths and weaknesses through an assessment of the internal environment and opportunities, and threats are identified by external environmental assessments. A SWOT analysis summarizes the most important internal and external factors that can affect the future of an organization, referred to as strategic factors. Much more importantly, the external and internal environments are made up of variables that are outside and inside the organization, respectively. Organizational management has no short-term influence on either type of variable. A comprehensive environmental analysis is important to find out the diversity of internal and external forces that the organization faces. On the one hand, these strengths can be potential stimulants, and on the other hand, these strengths can be potential limitations regarding the organization's performance or the goals that the organization wants to achieve. The information obtained can be represented systematically in a matrix; Different combinations of the four factors of the matrix can be helpful in determining strategies for long-term progress. More specifically, SWOT allows analysts to categorize factors into internal (strengths, weaknesses) or external (opportunities, threats) in relation to a particular decision, and thus allows them to compare opportunities and threats with strengths.

**Data Collection Techniques,** The data collection techniques used by the researcher in this study are conducted interviews, observations and demonstrations in the form of photos that are directly related to the potential of tourist attractions, information obtained in accordance with the expected goals. The data collection techniques carried out are as follows: Observation is the systematic observation and recording of the phenomena being investigated. Observation is carried out directly in the field to find out and observe how the Potential of tourist attractions in the Interview is data collection by way of one-sided question and answer which is done systematically and based on education. This interview was conducted with a question and answer directly to the Head of the Tourism and Culture Office, community leaders around the tourist attraction. The interview technique is carried out with two approaches: Structured Interview Interview in which the interviewer sets his own problems and questions to be asked. The points on which the questions are based are arranged in a very structured manner Unstructured interview An unstructured interview is a different interview from a structured one. This kind of interview is used to find information that is not standard or single information. Questions are usually not arranged in advance, but are even adjusted to the unique circumstances and characteristics of the respondents. The implementation of questions and answers flows like in daily conversations.

## RESULTS AND DISCUSSION

Based on the results of research in the field, the results of the above research will be discussed further in the form of descriptions and information about the strengths, weaknesses, opportunities, and threats owned by the Teluk Gelam Lake Tourism Area, namely:

<b>Strengths</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>- Strategically located between Palembang and Lampung</li> <li>- Located in an ecological area that can be developed as ecotourism and agrotourism</li> <li>- The planning area is passed by the eastern Sumatra cross road (Palembang Lampung)</li> <li>- The condition of the connecting roads between villages is quite good</li> <li>- The existence of EX PON and JAMNAS facilities</li> <li>- Passed by the primary arterial road (across Sumatra Palembang-Lampung)</li> <li>- The existence of lebak lebung auction activities</li> <li>- Has a relatively flat topography to develop</li> <li>- There is a campsite as a special interest tourist area</li> <li>- It is directly under the tourism office of OKI Regency</li> <li>- With the Tanjung Gelam Sector Police</li> </ul>	<ul style="list-style-type: none"> <li>- Being in a critical watershed area</li> <li>- The community is poorly informed about environmental care</li> <li>- Lack of tourism promotion in this region</li> <li>- Investment in the tourism sector is low.</li> <li>- There is no public transportation mode yet, such as bus stops, fire stations</li> <li>- Most of the planning area includes swamp areas</li> <li>- Inadequate facilities and infrastructure such as drainage, sanitation, landfills, lodging</li> <li>- There is no good and integrated management of the potential of the tourism sector</li> <li>- Attractions are still limited to enjoying nature</li> </ul>

- There are already lodgings, food stalls, and ATMs.

<b>Peluang (Opportunities)</b>	<b>Ancaman (Threats)</b>
<ul style="list-style-type: none"> <li>- Located in the strategic tourist area of South Sumatra.</li> <li>- Have a tourism development guide plan through RDTR</li> <li>- It has superior agricultural commodities (rice, duren, duku), plantations (palm oil and rubber)</li> <li>- Availability of Quite Large Land</li> <li>- There is endemic biodiversity, namely the Gelam Bird and the Gelam Tree</li> <li>- Become a source of regional income</li> <li>- Reducing unemployment through business opening</li> </ul>	<ul style="list-style-type: none"> <li>- Being in a watershed area that allows if massive activities will damage the ecology</li> <li>- Most of the planning area includes swamp areas</li> <li>- Decrease in the quantity of water in Teluk Gelam Lake</li> <li>- There is a land conversion around Lake Teluk Gelam</li> <li>- High tourist interest will have the potential to cause waste</li> <li>- The area will be exposed to a lot of humans and massive development</li> <li>- Uncontrolled Development</li> <li>- Poses a threat to the sustainability and conservation of biodiversity</li> </ul>

### Strengths

In terms of location, Lake Teluk Gelam is in a strategic location, where it is in the area that passes between Palembang and Lampung, often known as the East Cross. The location of Lake Teluk Gelam is in a sloping topographic condition that facilitates the development process of the tourist area. Based on these location factors and supported by good road conditions plus connecting roads between villages as alternative roads, it has been adequate to make accessibility facilities one of the strengths in the planning of the Lake Teluk Gelam tourism area. Teluk Gelam Lake offers a type of natural tourism, presenting the beauty of Teluk Gelam Lake as Ecotourism. The growth of local commodities such as agricultural and plantation excellence makes Lake Teluk Gelam a superior nursery area and can be a strength as a supporting component, namely forming agrotourism as an attraction. Institutionally, Lake Teluk Gelam tourism is directly under the Tourism Office which has the potential for more rapid development. Supporting facilities, such as lodgings, restaurants and ATMs as facilities in the tourism area.

### Weakness

Being in a watershed has several problems that need to be taken seriously. First, local communities lack knowledge about environmental conservation, which makes them unaware of the importance of maintaining the ecosystem in which they live. Second, the tourism potential in the area has not been fully recognized due to the lack of promotion and investment in the tourism industry. In addition, the infrastructure and facilities in the area are also poor, such as waste, drainage, and landfills. Another obstacle is the lack of public transportation hubs such as train or bus terminals. Swamp areas, which are mostly planning areas, also require extra attention in environmental conservation. To improve the quality of the watershed and tourism potential, it takes great efforts from all relevant parties to overcome these problems and manage the tourism industry comprehensively.

### Peluang (Opportunities)

The Teluk Gelam Lake area has very good tourism opportunities in planning the determination of the tourism sector. One form of tourism that can be developed in this area is ecotourism from the natural tourism of Lake Teluk Gelam. Ecotourism itself is a form of tourism trip to natural areas that is carried out with the aim of conserving the environment and preserving the lives and welfare of local residents. In the Teluk Gelam Lake area, there are many aquatic biota such as belida, tapah, and arowana that can be used as a means of fishing. In addition, this area is located in the strategic area of South Sumatra, where the strategic area of tourism is an area chosen because it is considered an important influence in the process of economic growth, socio-cultural, historical, which is supported by natural resources and the carrying capacity of the environment.

Tourism opportunities in the Lake Teluk Gelam area also have many superior commodities that can be used as a means of supporting tourism businesses, where with many of these commodities it is hoped that it can open up the livelihood of local people to become tourism workers. So that later it can reduce the number of unemployed in the tourist area through the opening of businesses in the Lake Teluk Gelam tourism area.

### **Ancaman (Threats)**

The threat to the Teluk Gelam Lake Tourism area is ecological damage due to massive human activities. Watersheds (Watersheds) that are the scope are very vulnerable to environmental changes. Here are some of the problems that may occur: First, Decrease in the Water Quantity of Teluk Gelam Lake, If human activities cause a decrease in the quantity of water in Teluk Gelam Lake, this can threaten the ecosystem and the survival of organisms in the lake. Second, Land Use Change Around Teluk Gelam Lake, Land use changes around the lake can result in the loss of natural habitat for various plant and animal species, as well as disrupt the natural cycle of the ecosystem. Third, High Tourist Interest Will Have the Potential to Cause Waste: If the area becomes a popular tourist destination, the increase in the number of tourists can produce excessive waste, threatening cleanliness and environmental sustainability. Fourth, Areas Exposed to Humans and Massive Development: Massive development and high levels of human activity can alter native ecosystems, reduce biodiversity, and increase pressure on natural resources. Fifth, Uncontrolled Development: If development is not properly regulated, there can be habitat fragmentation and wider environmental damage. Sixth, Threats to Biodiversity Conservation: All of the above factors can cause serious threats to biodiversity conservation, resulting in declining populations of certain species and damage to the ecosystem as a whole.

The strategy carried out in the Planning of the Teluk Gelam Lake Area according to the SWOT analysis by looking at the tourism geographic information matrix is by producing four alternative strategies, namely alternative SO strategy (create a strategy that uses strengths to take advantage of opportunities), alternative WO strategy (create a strategy that minimizes weaknesses to take advantage of opportunities), alternative ST strategy (create a strategy that uses strengths to overcome threats) and alternative WT strategies (create strategies that minimize weaknesses and avoid threats) (Delita, Elfayetti, & Sidauruk, 2017).

#### **1. Strategi SO (Strength and Opportunities)**

There are several development strategies in optimizing the strength to take advantage of the opportunities of the Lake Gelam Tourism Area, namely:

- a. Improving and improving facilities and maintenance of tourist infrastructure. If tourists who visit feel that their needs while in the tourist attraction area are sufficient, it will certainly be a separate memory for visitors and the desire to return to the tourist attraction. Therefore, it is necessary to build supporting facilities, such as lodgings, restaurants and ATMs as facilities in the tourism area. Not only that, the maintenance of existing infrastructure facilities must continue to be carried out to maintain the beauty of the infrastructure.
- b. Introducing superior communities such as *duren* and *duku* so that they can become the main source of livelihood for most of the population. To increase community involvement, it is necessary to involve not only culinary and café businesses, but also traditional artists. Local arts, traditional celebrations, and handicraft products can be an attraction for tourism development.
- c. Developing tourist attractions. Tourist attractions that can be built in the Teluk Gelam Lake tourism area are water attractions, such as boat rentals, flying foxes, and children's playgrounds.

#### **2. Strategi WO (Weaknesses and Opportunities)**

There are several strategies in minimizing weaknesses by taking advantage of opportunities at Tigaras Beach tourist attractions, namely:

- a. Improve promotions and improve better development programs to attract visitors so that they are ready to face competition between objects.
- b. Coordinating with the private sector to invest capital so that it can help the continuation of the development of infrastructure, accommodation, and companion attractions.
- c. Conducting empowerment, counseling to foster and increase public awareness and tourism management about the consequences of ecological damage from massive human activities in watersheds (watersheds) which are the scope of which is very vulnerable to environmental changes.

### 3. Strategi ST (Strength and Treats)

There are several strategies in using force to overcome threats in the Teluk Gelam Lake Tourism Area, namely:

- a. Optimizing the natural potential and uniqueness of tourist attractions by maintaining and maintaining tourist attractions continuously for the survival of organisms in the lake.
- b. The development and construction of environmentally friendly tourist attractions by exercising strict control over the implementation of elements of tourism actors that are not in accordance with the attitudes and actions of tourism actors who can cause serious threats to biodiversity conservation, resulting in the decline of populations of certain species and the destruction of the ecosystem as a whole.
- c. Implement sustainable environmental management practices, manage development wisely, and increase public awareness of the importance of preserving local ecosystems.

### 4. Strategi WT (Weaknesses and Treats)

There are several strategies in minimizing weaknesses and avoiding threats in the Teluk Gelam Lake Tourism Area, namely:

- a. Improving the quality of the community in the management and care of the environment in a sustainable manner so as to reduce environmental damage due to arbitrary development.
- b. Supervise and maintain existing facilities in the location of the Teluk Gelam Lake tourism area.
- c. There must be cooperation between local governments and local communities in promoting tourism in this region.

## CONCLUSION

Tourism is considered one of the fastest-growing industries in the world, as it is one of the most important sectors of the economy that contributes to providing currency and boosting local development by creating job opportunities through investors. The potential of the Teluk Gelam Lake Area refers to the concept of Ecotourism. The country consists of more than 17,000 islands with a diversity of flora and fauna in it of 5,110 km, making Indonesia the largest archipelagic country and one of the most attractive tourist destinations.

A SWOT analysis summarizes the most important internal and external factors that can affect the future of an organization, referred to as strategic factors. Much more importantly, the external and internal environments are made up of variables that are outside and inside the organization, respectively. A comprehensive environmental analysis is important to find out the diversity of internal and external forces that the organization faces. **The power of** agrotourism has the potential to increase public awareness of sustainable development Agrotourism activities can be a tool for the preservation of cultural identity, to further develop local communities and to offer equitable allocation of resources. **Disadvantages** Being in a watershed (watershed) has several problems that need to be taken seriously. First, the local community lacks knowledge about environmental conservation, **the Teluk Gelam Lake Area Opportunity** has very good tourism opportunities in planning the determination of the tourism sector. One form of tourism that can be developed in this area is ecotourism from the natural tourism of Lake Teluk Gelam. **Threat** The threat to the Lake Gelam Tourism area is ecological damage due to massive human activities. Watersheds (Watersheds) that are the scope are very vulnerable to environmental changes. The strategy carried out in the development of the Teluk Gelam Lake tourism area according to the SWOT analysis by looking at the tourism geographic information matrix is by producing four alternative strategies, namely alternative SO strategy (create a strategy that uses strengths to take advantage of opportunities), alternative WO strategy (create a strategy that minimizes weaknesses to take advantage of opportunities), alternative ST strategy (create a strategy that uses strengths to address threats) and alternative WT strategies (create strategies that minimize weaknesses and avoid threats).

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