

Development Strategy Digitalization on Tourism Destinations Gunung Tumpa Raya Forest Park H. V. People Regional Technical Implementation Units North Sulawesi Provincial Forestry Service

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ABSTRACT

Business tourist natural held in accordance with principal conservation source power natural life and its ecosystem, for increased utilization uniqueness, peculiarity, beauty nature and/ or beauty type or diversity type wildlife and/ or type plants found in the area asylum wildlife, garden national, park forest highways and parks tour nature. Purpose of this research is intended for do analysis about: Development strategy Forest Mountain Forest Park tour Tumpa HV People as well as knowing Strengths, Weaknesses, Opportunities and Threats for Park development Forest Raya Gunung Tumpa HV People. Method Research use Method Study Qualitative Descriptive in which the data collection techniques consist from interview, observation, and documentation with refers to the SWOT matrix (*Strength, Weakness, Opportunity, Threat*). From the results study about development destination tour, obtained some strategies as following: Promotion through online media with take advantage of the digital era, Provision of capital and facilities, Communication with community lover natural for promotion and outreach in a manner periodically.

Keywords: development, digitalization, government, tourism, SWOT

INTRODUCTION

Gunung Tumpa HV Worang Grand Forest Park is a conservation area of a protected forest area with a variety of unique and unique biophysical attractions, an abundance of endemic flora and fauna and natural scenery which is used as a natural tourism destination. The Gunung Tumpa HV Worang Grand Forest Park is located in the hills of Tongkaina, about 700 meters above sea level, with an area of 208,801 ha in Tongkeina, Meras and Molas Villages, Bunaken District, North Sulawesi Province. The Minister of Environment and Forestry through SK.2364/Menhut-VII/KUH/2015 stipulates that the Gunung Tumpa HV Worang Grand Forest Park is managed by

the Regional Technical Implementation Unit under the Regional Forestry Service of North Sulawesi Province. Government Regulation Number 36 of 2010 concerning Natural Tourism Businesses for Wildlife Sanctuaries, National Parks, Grand Forest Parks, and Natural Tourism Parks stipulates that natural tourism exploitation is a business that provides goods and/or services to meet the needs of tourists and the implementation of natural tourism, where the concession permit Nature tourism is given to undertake nature tourism activities in the area of wildlife reserves, national parks, forest parks, and natural tourism parks, which are needed in nature tourism activities.

The Regional Technical Implementation Unit of the Regional Forestry Service of North Sulawesi Province is responsible for maintaining the tourism forest of the Gunung Tumpa HV Worang Forest Park which is in line with the spatial plan of North Sulawesi Province, especially in developing facilities, infrastructure, and supporting facilities for tourism areas. The Regional Technical Implementation Unit of the Regional Forestry Service of North Sulawesi Province is also obliged to provide guidance and supervision of the business of providing services and facilities for nature tourism through regulation, guidance, counseling, and warnings, direct inspection of natural tourism sites and/or through research on reports of business license holders.

Based on the main tasks and functions of the Regional Technical Implementation Unit of the Regional Forestry Service of North Sulawesi Province, an analysis of development strategies is carried out through a management plan based on the principle of conservation of living natural resources and their ecosystems, in order to increase the utilization of uniqueness, distinctiveness, natural beauty and/or the beauty of species or diversity. the types of wild animals and/or plant species found in the area of the Gunung Tumpa HV Worang Forest Park so that they function for the sustainability of the development of tourism forest based on natural resource conservation.

Formulation of the problem based on the description on the background, the research problems are formulated as follows: 1. What is the strategy for the development of the Gunung Tumpa Forest Park Tourism Forest, HV Worang. 2. How to analyze the strengths, weaknesses, opportunities and threats for the development of Gunung Tumpa Forest Park HV Worang.? This research aims to analyze about: 1. Tourism Forest development strategy of Gunung Tumpa Forest Park HV Worang. 2. Strengths, Weaknesses, Opportunities and Threats for the development of Gunung Tumpa Forest Park HV Worang. The results of this research provide benefits for: 1. Concept development especially in the development strategy of tourist destinations. 2. Practically, it can be used as a contribution of thought, input for the Regional Technical Implementation Unit at the Forestry Service of North Sulawesi province in developing tourism destinations based on nature conservation. To achieve that goal then cooperation is needed with human resources who play a role in the field of information technology in order to achieve strategies in terms of promotion in today's digital era (kominfo, 2021).

METHOD

Research Approach

This type of research is qualitative research, to analyze the problem in depth in the context of time and situation that is done in a reasonable and natural way in accordance with the objective conditions in the field. Related to the tourism destination development strategy of Gunung Tumpa Forest Park HV Worang.

Research Focus

In this research, the researcher focuses on: Analysis of the development strategy for the Gunung Tumpa HV Worang Grand Forest Park Tourism destination with the SWOT analysis model by identifying *Strengths* (strengths) as resources, skills or other advantages and *Weaknesses* (weaknesses) which are limitations in resources, skills and abilities that seriously impede performance, *Opportunities* (opportunities) are favorable situations, various tendencies, regulations and technological changes and *Threats* (threats) unfavorable situations or obstacles

Based on the results of the SWOT analysis, a determinant factor analysis was carried out for the development strategy of the Gunung Tumpa Grand Forest Park HV Worang in the form of factors that greatly dominated the strategy for developing the Gunung Tumpa Grand Forest Park tourist destination.

Data collection techniques.

Data collection techniques in this study are:

1. Observation, namely conducting systematic direct observations and recording of the strategy carried out by the Regional Technical Implementation Unit of the Forestry Service in managing tourist destinations for the Gunung Tumpa Grand Forest Park HV Worang
2. Interviews, namely conducting semi-structured interviews about managerial strategies carried out by the Regional Technical Implementation Unit of the Forestry Service in managing the Mount Tumpa Grand Forest Park tourist destination HV Worang
3. Documents in the form of literature review, relevant research results and existing documents at the Regional Technical Implementation Unit of the Forestry Service in the management of the Mount Tumpa HV Worang Grand Forest Park tourist destination.

Data Validity

The research data collected is expected to produce quality research or credible data, therefore researchers validate the data with various things (Sugiyono, 2009) as follows:

1. Extension of the Research Period, Researchers will extend the observation period if the data collected is considered insufficient, therefore the researcher conducts data collection, observations and interviews with informants both in the form of checking data and obtaining data that has not been obtained previously. Therefore, the researcher contacted the informants again and collected secondary data that was still needed.
2. Observation Observations, data obtained by researchers at the research location will be observed carefully to obtain meaningful data. Therefore, researchers will pay close attention to what is happening in the field so that they can obtain real data.
3. Triangulation, for the purposes of triangulation, there are three ways, namely:
 - a. Source triangulation is data collection that is done by checking on other sources the validity of the data that has been obtained previously.
 - b. Technical triangulation is the collection of data obtained from one source by using various methods or certain techniques to be tested for accuracy and inaccuracy.
 - c. Time Triangulation is time triangulation with respect to different data collection times so that the data obtained is more accurate and credible from each interview that has been conducted on informants.

Data analysis

Collected data analyzed by modifying the model with the steps of data reduction, data presentation, drawing conclusions or verification (Miles and Huberman, 1992). For details, see figure 1.

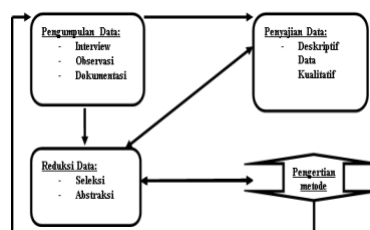


Figure 1 Data Analysis diagram

Source: "Miles and Huberman Models (1992)".

RESULT AND DISCUSSION

Regional Development Strategies, Directions, and Programs

The formulation of the Strategy is the elaboration of the steps for implementing the Targets to be taken to achieve the Regional Development Goals. In the process of development planning, determining the strategy becomes crucial considering that the determination of the right strategy will make the achievement of development goals easier, more effective and efficient.

In formulating strategies and policy directions, 3 (three) approaches are used to obtain optimal and comprehensive results. The three approaches are: Holistic-Thematic Approach, Integrative Approach and Spatial Approach. The holistic-thematic approach is an approach that prioritizes the fulfillment of problem solving on a strategic issue and development problem by integrating various related sectors. This approach emphasizes the identification of the issues to be addressed, followed by the formulation of strategies and policies to address the problems encountered. In other words, the Holistic-Thematic Approach is an approach that emphasizes the overall solution to a problem that arises.

Lastly, is the Spatial approach. The Spatial Approach is a space-based approach. In the context of development planning, a spatial approach is used to identify the location or place for activities to be carried out. In addition, with a spatial approach, the outcomes or results of the implementation of programs and activities will be more visible. In the end, with this approach it will be easier to measure the achievements of regional development because the accuracy of the targets and the results of the implementation of programs and activities can be seen and measured. The implementation of development in North Sulawesi for the 2021 – 2026 period is inseparable from the 2005 – 2025 North Sulawesi Provincial RPJPD, which has entered the fourth phase of the North Sulawesi Provincial RPJPD. The strategies and directions for regional development policies for 2021 – 2026 are presented in the following table:

Regional Development Strategy

The strategies that will be implemented to achieve the vision, mission, goals and targets of the Regional Development of North Sulawesi Province in 2021 – 2026 are as follows:

A. Improving the Human Quality of North Sulawesi.

This mission implies that the quality and competitiveness of the people of North Sulawesi is expected to increase. In the Health Sector, the acceleration of the implementation of the Covid-19 vaccination for the community will continue to be encouraged. The strategies adopted include:

1. Improving the quality and equity of health services;
2. Provide inclusive, including the Implementation of the Package C Program;
3. Encouraging youth participation and promoting sports;
4. Encouraging progress in the implementation of vocational education;
5. Encourage increased family roles and gender equality;
6. Encouraging the preservation of local culture and wisdom;
7. Increase the coverage of protection for formal and non-formal workers;
8. Provision of Social Security for the poor.
9. Increasing the effectiveness of Disease Prevention and Control as well as environmental health;

B. Strengthening the economy based on the agriculture, fisheries, tourism and service industries.

North Sulawesi's economy in 2020 experienced a contraction due to the COVID-19 Pandemic. The Accommodation and Food and Drink sector experienced the biggest contraction. The agricultural sector is still the backbone of North Sulawesi's economy. For this reason, several breakthroughs are needed to be made in order to increase North Sulawesi's economic growth again. For this, several strategies are needed, including:

1. Ensuring the availability of affordable food for the community;
2. Encouraging the development of organic agriculture;
3. Encouraging the creation of new job opportunities for the community;
4. Improving the competitiveness of the manufacturing, agriculture, plantation and fishery sectors, including the development of coconut commodities and their derivatives as well as increasing the productivity of Capture Fisheries and Aquaculture;
5. Development of tourism areas along the North Coast Corridor (Pantura) and South Coast Corridor (Pansela) of North Sulawesi;
6. Increase the productivity of the MSME sector;
7. Encouraging regional export performance;
8. Diversification of export commodities, including the development of Swallow's Nest and Porang Plants commodities;
9. Increase regional innovation to attract investment;

C. Infrastructure and Connectivity Development.

Infrastructure and connectivity are 2 (two) fundamental things in assessing the success of a development. Without adequate infrastructure and connectivity, the implementation of development in an area will experience significant obstacles. To support this, several strategies that can be implemented include:

1. Develop a quality inter-regional connectivity system;
2. Encouraging the development of urban areas that are inclusive, just and equitable;
3. Encouraging the realization of North Sulawesi as a Super Hub in the Eastern Indonesia region;
4. Encouraging digital transformation throughout the North Sulawesi region;
5. Encouraging the development of border areas, outermost, remote and underdeveloped areas;

6. Increasing the level of stability of regional economic supporting infrastructure;
7. Infrastructure development for the area around Lake Tondano;
8. Building rural infrastructure;
9. Increasing Data Center Bandwidth Capacity, encouraging the integration of the Pacific Ocean Fiber Optic Network with the Palapa Ring so that North Sulawesi becomes the Backbone Data Center in Indonesia.

D. Sustainable regional development.

Mainstreaming sustainable development is a mandate in the 2020-2024 RPJMN. Sustainable Development is intended so that every aspect of development carried out is always environmentally sound. In other words, regional development is carried out in order to apply the principles of sustainable development. To achieve this, the strategies to be pursued include:

1. Improving the quality of the residential environment;
2. Encouraging the achievement of targets for access to drinking water and proper sanitation;
3. Increasing the use of renewable energy;
4. Encouraging efforts to mitigate climate change;
5. Improving the management and conservation of natural resources, biodiversity and their ecosystems, including environmentally sound management of mining areas.

E. Good and clean governance is supported by synergy between regions.

Bureaucratic reform that includes governance is closely related to aspects of service to the community. The effectiveness and efficiency of the bureaucracy in service to the community must be applied in every joint of community service. It is necessary to encourage the achievement of synergy between regions, namely between the Provincial Government and all Regency/City Governments as well as between Regency/City governments in North Sulawesi.

Some of the strategies needed to achieve the development of this mission include:

- Accelerating the implementation of bureaucratic reforms;
- Encouraging public service innovation in each Regional Apparatus and regional planning and financial governance through the Electronic Based Government System (SPBE);
- Encouraging increased development cooperation and synergy between regions as well as Government and Business Entity Cooperation (PPP);
- Encouraging program synergy between the Provincial Government and the Regency/City Government.

Regional Development Program

Strategy and Policy Direction is the basis for determining the Regional Development Program. The regional development program is a set of priority programs that are specifically related to the achievement of regional development targets. The Regional Development Program occupies a strategic position in the implementation of regional development. This is because through the Regional Development Program, the fulfillment of targets and Key Performance Indicators will be carried out by the Regional Apparatus in accordance with their authority. Therefore, not all existing programs are included in the regional development program, but only priority programs that have a direct relationship with the achievement of performance targets related to the vision, mission, goals and objectives.

Tourism and Forestry Program

1. Tourist
 - a. The program to increase the attractiveness of tourism destinations This program is directed at Management of Provincial Tourist Attractions, Management of Provincial Tourism Strategic Areas, Management of Provincial Tourism Strategic Areas, Management of Provincial Tourism Destinations, Stipulation of Cross-Regency/City Tourism Business Registration Certificates in 1 (one) Provincial Region.
 - b. Tourism marketing program This program is directed towards Marketing of Domestic and Foreign Tourism Attractions, Destinations and Strategic Tourism Areas of the Province.
 - c. Creative economy development program through the utilization and protection of intellectual property rights. This program is directed at Provision of Creative City Facilities and Infrastructure, Development of Creative Economy Ecosystems.
2. Tourism resource development program and creative economy. This program is directed at the Implementation of Advanced Level Tourism and Creative Economy Human Resource Capacity Building, Capacity Building for Creative Economy Actors. Forestry
 - a. Forest management program This program is directed at the Management of Forest Management Plans for Forest Management Units (KPH) with Provincial Authority, Management Plans for Forest Management Units except for Conservation Forest Management Units (KPHK), Forest Utilization in Production Forests and Protected Forests, Implementation of Rehabilitation outside Forest Areas State, Implementation of Forest Protection in Protection Forests and Production Forests, Implementation of Processing of Non-Timber Forest Products (NTFPs), Implementation of Processing of Timber Forest Products with Production Capacity, Implementation of KHDTK Management for Religious Interests, Seeds of Forest Plants.
 - b. Program for the conservation of living natural resources and their ecosystems
 - c. This program is directed at the Management of Provincial Forest Parks (TAHURA), Protection of Wild Plants and Animals that are Not Protected and/or Not Included in the Appendix (Appendix) of CITES (Convention On International Trade In Endangered Species) for Provincial Regional Authorities, Management of Ecosystem Value Areas Important, Buffer Areas of Nature Reserve Areas and Nature Conservation Areas.
 - d. This program is carried out to achieve a performance indicator of the percentage of annual forest damage (deforestation).
 - e. Education and training programs, counseling and community empowerment in the forestry sector.
 This program is directed at the Implementation of Provincial Forestry Extension and Community Empowerment in the Forestry Sector.
 - f. Watershed Management Program (DAS)
 This program is directed at the Implementation of Cross-Regency/City Watershed Management and within District/City Areas in 1 (one) Provincial Region.

Profile of the Great Forest Park (TAHURA) of Mount Tumpa HV Worang

The Gunung Tumpa Forest Park HV Worang is located in 2 (two) areas, namely the City of Manado with an area of ± 151.83 Ha at coordinates $01^{\circ}33'49.56''$ North Latitude – $124^{\circ}50'34.67''$ East Longitude and North Minahasa Regency with area of 56.98 Ha at coordinates $01^{\circ}34'14.43''$ North Latitude - $124^{\circ}50'26.06''$ East Longitude, the altitude reaches 627 meters above sea level (asl)

- a. Climate and weather

The TAHURA area of Mount Tumpa has a tropical climate with an average temperature of 24° – 27° C. The climate conditions are C climate type according to the classification of Schmidt and Ferguson. The average rainfall is 3,187 mm/year with the driest climate around August and the wettest in January. The average intensity of sunlight is 53% and relative humidity is ±84%.

b. Geology and soil

The type of soil in the TAHURA area of Mount Tumpa is *Alluvial_1*, in the form of *Latosol* which is located in the south, and *Red Jelow Pedsolic* in the east.

c. Topography / slope

Topographical conditions in TAHURA Mount Tumpa HV Worang, hilly to mountainous with the highest point 637 meters above sea level. The slope data and land area are as shown in Table 1.

Table 1. Slope and Land Area

Slope	Area (Ha)
0 - 8%	2,967
8 - 15%	2,594
15 - 25%	30,567
25 - 45%	103,541
> 45%	69.136
Totals:	208.805

Source: Spatial Analysis Dishutda Prov. North Sulawesi 2017

Biological and non-biological potential

a. Flora potential

The results of the last forest inventory carried out in July 2017, TAHURA Mount Tumpa HV Worang has an average potential for primary dryland forest cover of an average of 2.33 m³/ha and for secondary dryland forest an average of 22.13 m³/ha. The stand volume per diameter class in each land cover class is presented in detail in table 2.

Table 2. Stand Potential per Plot and Land Cover Strata

No	Land Cover Class	Plot	Number of Trees	Tree Vol (m ³)
1	Primary Dryland Forest	1	5	2,333
	Amount	1	5	2,333
	Average / Plot		5	2,333

Source: 2017 Data Processing

The results of the biophysical inventory on primary dryland forest land cover strata contained an average number of 5 trees per plot with an average volume of 2.33 m per observation plot. In secondary dryland forest there are an average of 7 trees per plot with an average volume of

22.11 m³ per observation plot. The types of trees found in the primary dryland forest cover strata are: Ruku (*Trema orientalis*), Cempaka (*Michelia champaca*), Flower wood (*Spathodea campanulata*), Mara (*Macaranga tanarius*), Banyan (*Ficus* sp), Sosoro (*Dendrocnide. microstigma*), forest jackfruit (*Artocarpus heterophyllus*), ironwood (*Eusideroxylon swageri*), rao fruit (*Dractoromelon rao*), forest mangosteen (*Garcinia mangostana*), walnut (*Canarium* spp.), Aren (*Arenga pinnata*), and pandan (*Pandanus* spp).

b. Fauna potential

The diversity of typical fauna that exists includes mammals such as: Sulawesi Black Monkeys (*Cynopithecus niger*), Tarsius (*Tarsius spectrum*), and Kus Kus (*Strigocuscus celebensis*), from the Reptilia and Amphibia groups: Tree Frogs (*Phacenhorus montegola*), Lizards (*Mabouya multifasciata*), and Soa-Soa (*Hydrasaurus* sp), from the Aves group: Sulawesi Lathe (*Centropus celegratiss celegratiss*), Sulawesi Eagle (*Spilornis rufipectus*), Crow (*Corvus enca celegratiss*), Red Tunggir Starling (*Scissirostrum dubium*), Sulawesi Hornbill (*Aceros cassidix*), Sulawesi lizards (*Phaenicophaeus calyorchynchus*), turtledoves (*Streptopelia chinensis*), weris (*Galliolus torquatus*), and jungle fowl (*Gallus gallus*).

c. Potential for environmental services and nature tourism

The Great Forest Park (TAHURA) area of Mount Tumpa HV Worang has enormous potential for environmental services and natural tourism (ecotourism) to be utilized.

Data Description

The description of the research data is an explanation of the data that has been collected obtained from research results. This data is obtained from research results with using qualitative data techniques. In this research, research on Tourism Destination Development Strategy of Gunung Tumpa Forest Forest Park HV Worang, researcher using analysis SWOT. An effective strategy includes a consistent relationship consisting of: factors strategic that is *strengths, weaknesses, opportunities, threats* from a organization.

The steps to determine this strategy are; First, the researcher determines the factorsfactors included *strengths, weaknesses, opportunities, threats* from a organization manager Tahura. Second, researcher Matching opportunity- *external* opportunities and threats faced by a particular organization with *internal* strengths and weaknesses in the SWOT Matrix (also known as with TOWS), for produce four Suite alternative strategic.Analysis internal needed in arrange strategy for maximizing strength and minimize weaknesses.

Type and analysis data which used in study this is approach qualitative, so data which obtained character descriptive shaped words and sentences from interviews, field observations and data or results other documentation. The informant's words and actions are the main source study. Sources of data from informants were recorded using writing instruments and recorded on a *cellphone* that the researcher used in the study. Data source the secondary data obtained by the researcher is in the form of documentation such as documentsProfile Tahura Gunung Tumpa HV Worang, development HV Worangyang Mount Tumpa Tahura is data raw materials that must be processed and re-analyzed to obtain reliable data needed. In addition, other forms of data are in the form of field photographs where photographs are taken.The photo is a photo of activities related to the Mount Tumpa Forest Park HV Worang.

Data obtained from field research results through interviews, observation, and documentation carried out data reduction to get the theme and patterns and given codes on certain

aspects based on the answers which same and related with discussion problem study as well as conducted categorization. The next step is the presentation of data, intended to make it easier for researchers to can see the picture as a whole or certain parts of the data study. Furthermore, with triangulation, namely the process of *checking* and *rechecking* between data sources with other data sources. After all the data analysis processes have been carried out researchers can make final conclusions. The final conclusion can be drawn when the researcher has felt that researcher data already fed up.

Research Informant Data

In this study, regarding the Strategy for Development of Tourism Destinations for the Gunung Tumpa Forest Park, HV Worang, the informants that the researchers determined were, is person- person which according to researcher have information which needed in this research. Informant in study this is *stakeholders* (all party) good Local Government as policy maker and facilitator, direct implementer The Gunung Tumpa HV Worang Tahura, as well as other parties involved in the development of the Gunung Tumpa HV Worang Tahura.

The direct implementers who were used as informants in this study were: The Local Governments involved in this research as informants are Head of the Gunung Tumpa Forest Forest Management Center HV Worang, Head of Sub-Section Administration, Head of the Section for Development and Utilization, Head of Sexy Protection and Rehabilitation, Employee Executive civil servant, Employee TKK, and Employee Field. Local people who become informants are people who support activity Tahura that is Head Village Tongkaina, Employee Village Tongkaina, Head of Tongkaina Village, Head of Tongkaina Village, Head of Village Tongkaina, Head of the Village Tongkaina, Chairman Community Lover Natural, and Visitors. The informants in this study can see on the table 3.

Table 3. Informant Study

No	Informant	Status Informant	Type Sex	Age	Codeinfo man
1.	Ir.	Head Hall Management of Tahura Gunung Tumpa HV Worang	Man	41	I1-1
2.	Drs.	Head of subsection System Effort Tahura North Sulawesi	Man	47	I1-2
3.	SP, MM	Section Chief Development and Utilization of the Mount Tumpa HV Worang Tofu Forest	Man	45	I1-3
4.	Ro	Section Chief Protection and Rehabilitation Tahura Mount Tumpa	Man	40	I1-4
5.	Day Sundar	Executor civil servant (Sexy Protection and Rehabilitation)	Man	40	I1-5
6.	EA Supriadi	Officer TKK Tahura Tumpa Mountain	Men	39	I1-6
7.	Frenky, sh Satire	Officer Field Tahura Mount Tumpa HV Warang	Men	35	I1-7
8.	Janel	head village Tongkaina	Men	48	I2-1
9.	Sarkawi	Officer village Tongkaina	Man	45	I2-2

10.	H. Masra	Head of Environment Village Tongkaina	Man	70	I2-3
11.	Jesus Astajaya	Head of the Village Tongkaina	Man	39	I2-4
12.	Udin Saepudin	Head of the Village Tongkaina	Man	43	I2-5
13.	M. Arief Asenie	Village Environment Leader Tongkaina	Man	39	I2-6
14.	Lukmanul Judge	Chairman Lover Natural Village Tongkaina	Woman	22	I2-7
15.	Novita Kusumawat i	Visitors	Woman	21	I2-8

Source: Researcher 2017

Discussion

The discussion and analysis in this study are data and facts that the researchers got directly from the field and adapted it to the existing theoryresearcher use that is analysis SWOT. Where in analysis SWOT could determine what strategy should be carried out in the development of Tahura Gunung Tumpa HV Worang Analysis SWOT help choose strategy alternative for develop Tahura Gunung Tumpa HV Worang.

Strengths

Strengths is condition strength which there is in organization, existing project, or business concept. Strength analyzed is a factor which there is in body organization that is things positive which Becomes strength in achieving goals. *Strengths* are *internal* not things that come from externally, *strengths* usually contain organizational benefits, organizational budget, resources Human Resources (HR), technological capabilities. The purpose of strength assessment in the organization is to see the advantages of an organization in order to reduce weakness and cover threat so that could reach destination organization the.

The atmosphere of the forest that is still beautiful and natural makes a special attraction for local, foreign, and foreign tourists who visiting for research, cultivation, tourism and recreational purposes. Like which submitted by I1-6 as follows: "Endemic flora and fauna such as the pitta bird are still throughout Indonesia there is in Tahura Gunung Tumpa HV Worangini, surili, bird ghost, pangolin this which often visited and searching for by person man country until he ready forestry o'clock morning already in the forest before the dawn call to prayer he arrived at 23.00 just come home at night when it's hot in the day he goes home and in the afternoon he returns to the forest just to see this owl, even if it's not all morning parrotspeople can find the parrot even though there are many strange things if you look for it difficult." (Interview, date September 29, 2017 at 1:45 pm)

The role of the Government is helping to preserve forests by procurement programs which given to Public with destination so that the community does not destroy the function of the forest, because of the importance of the forest for resources life man, like which be delivered I1-7 is as following: Based on results interview by I1-3 that potential nature which found in Tahura Gunung Tumpa HV People can attract the interest of visitors to do researchand recreation in the Tahura area of Gunung Tumpa HV Worang. Availability of Budget from Provincial APBD and DAK for

Forestry Sector. Development and management Tahura Gunung Tumpa HV People need funding which relatively large.

Allocation fund which sourced from State Budget good through Fund Allocation Special, Fund Task Help nor fund Ministry which direct allocated direct to development Tahura Gunung Tumpa HV Worang is something supplement for development Specific sector for increase public welfare. Allocation of funds sourced from APBD for activities Tahura development is a local government investment in obtaining benefit from Tahura towards regional development.

Weaknesses

Weakness is condition deficiency which be found inside organization. Weakness which is analyzed is factor which be found in organizational body. Tahura Gunung Tumpa HV Worang's weaknesses are seen from the existing shortcomings in the management and development of Tahura Gunung Tumpa HV People who can hinder development Tahura Mount Tumpa HV Warang. Means and Infrastructure UPTD/Hall Tahura not yet complete. Procurement facilities and infrastructure in the Gunung Tumpa HV Worang Forest Park is an activity of the North Sulawesi Provincial Forestry Service whose implementation has not been optimal, as stated be delivered by I1-1 as follows:

Next opinion which be delivered from I1-1 is as following:

"For the procurement of facilities and infrastructure, we will hold a guard post" security, there is also procurement the place rubbish. We not yet can give construction of facilities in the Tahura area with a maximum return to procurement budget funding the little what we have." (Interview, date 30 September 2017 at 09.00 WIB). Based on results Interview with I1-1 not yet maximum in the procurement of facilities and infrastructure for the Tahura Gunung Tumpa HV Worang is due to the budget limited. The development of Tahura Gunung Tumpa HV Worang in essence has not changed anything that already exist in Tahura and then package it in such a way that interesting for made the place tour. Development physique which conducted in the context of Tahura development such as adding footpaths, provision of tree houses, provision of surveillance equipment to view animal species, provision of MCK, to improve the quality of the existing environment so that Tahura Gunung Tumpa HV Worang can be visited and enjoyed traveler.

The community around Tahura Gunung Tumpa HV Worang belum plays an active role in management Tahura Mount Tumpa HV Warang. Society which not yet ready in development Tahura Mount Tumpa HV Warang. Like which delivered I1-5 is as the following: "The community here is very supportive of the development of Tahura, but there are still some people who are not ready to develop Tahura. This caused they which more choose work as fisherman from on in forestry sector". (Interview, September 30 o'clock 11.00 WIB). Based on the results of interviews with I1-5 that the village community still there is which not yet ready in development Tahura Gunung Tumpa HV Worang, because the limitation's ability they and they more choose look for income in field other which more promise for enhancement its economy. Execute construction and training for employees of Tahura Gunung Tumpa HV Worang has not gone well. Such that be delivered by I1-4 is as following: "We have had guidance from the North Sulawesi Provincial Forestry Service, but not too often in a year, at least a few times Just that too if we want foreign tourists to visit Tahura. coaching those who were given the right way to plant trees, cut down and plant the right ones good that it doesn't slide. But in my opinion lack of coaching and training which given, our here try maximizing employee which I have participated in coaching to help other

employees who do not understand about Tahura development.” (Interview, October 10 2017 o'clock 14.52 WIB)

Based on the results of interviews with I1-4 that the lack of coaching and training obtained by the manager of the Gunung Tumpa Forest Park, HV Worang, from the Forestry Service of North Sulawesi Province. The need construction which obtained manager The Gunung Tumpa HV Worang Forest Park for the management and development of the Gunung Tumpa HV Worang Forest Park in the field could help develop Tahura Gunung Tumpa HV Worang well.

Opportunities

Opportunities are conditions of opportunities to develop in the future come. The conditions that occur are opportunities from outside the organization itself for example competitor, policy government, condition environment approx. Through arrangement and development Tahura Gunung Tumpa HV Worang an effort increase at once create feel safe for Para visitors good domestic as well as foreigners visit to Tahura Mount Tumpa HV Worangdi Manado City. Tahura Gunung Tumpa HV Worang continues to carry out development and explore the tourism potential in Tahura Gunung Tumpa HV Worang with expansion the destination of the tourist object is the steps taken, in order to be able to give contribution for income district until continuity development Tahura Gunung Tumpa HV People walking suitable by claim development district in an effort to improve well-being society.

Like which delivered by I1-3 is as the following: “Visitors from all over come to the HV Worangitu Gunung Tumpa Tahura. different goals, some are to see the animals in the Tahura Gunung Tumpa HV Woranglike birds, monkeys, and others, there are also those who examine the trees there here, there are also those for recreation to enjoy natural attractions such as drum waterfalls and waterfall Princess, now already there is cadasngampar so more feels tour nature”. (Interview, date 11 October 2017 o'clock 10.00 WIB)

Based on the results of interviews with I1-3 that the high interest in tourism Nature-based tourism by visitors makes it an opportunity for the development of the Gunung Tumpa HV Worang Tahura. Involvement of Universities and Research and Development Agencies and related institutions in education and research in forestry development. Development tourism is carried out by involving third parties, in this case it will management cooperation is made in accordance with applicable regulations (PP No. 36 of 2010 concerning Natural Tourism Enterprises in Wildlife Sanctuaries, Taman National Forest Parks, and Natural Tourism Parks), both with cooperatives, BUMN and private parties and carried out professionally.

Tahura managers are people who live in the Tahura area on duty as executor development Tahura which there is in their area based on the policies made by the Regional Government. Coordination inter/cross agency which optimal make implementation activity could walk with effective. Problems which faced is not yet optimal coordination between the Regional Government and the manager of the Tahura. As stated by I2-1 as Head of Tongkaina Village are as following: "The coordination was carried out by the Tahura by inviting us to a meeting I was given notice that it was from the village because Tahura was in the territory Village Tongkaina but the land that soil Government, party Pahura often coordination from both the media and meetings.” (Interview at the Village Office Tongkaina, the 29th September 2017 at 09.37 WIB)

Based on the results of interviews with I2-1 that coordination was carried out North Sulawesi Provincial Forestry Service and HV Worang with Mountain Forest Management Office party Village Tongkaina not yet optimal. Thing this Becomes opportunity for executor development

Tahura Gunung Tumpa HV Worang. On levels bureaucracy which Duringthis conducted Government Area should follow up with existence clarity regulation related with development Tahura and proposal determination forum communication object tour as receptacle coordination and bridge the relationship between the community, village institutions, universities, and business/private sector. Threats (threats)

Threats are conditions that threaten from outside. This threat can disrupt the organization itself. The condition that occurs is a threat from outside organization that alone, for example competitors, policy government, condition environment approx. There are still cultivators in the Tahura area, ex-PHBM, as shown be delivered I1-7 is as follows: "Illegal logging still occurs frequently in the Tahura Gunung Tumpa HV Worang area, pThis was not carried out by the local community but carried out by individuals which want to reap profit big for the sake of well-being the company, but from our side we have followed up on this problem, if anything this still occur so will there is penalty assertive from Government Area". (Interview in Hall Tahura Gunung Tumpa HV Worang, date 11 October 2017 o'clock 13.42 WIB)

Based on the results of interviews with I1-7 that there are still cultivators in area Tahura Gunung Tumpa HV Worang. But right they already take action continue problem this is so expected no occur illegal logging. There are some communities or NGOs who do not understand about Tahura. The development of the Gunung Tumpa HV Worang Tahura in addition to having a positive impact on development well-being Public around also there is impact negative namely with the number of tourists who visit both from local tourists nor traveler abroad could bring culture bad which could affect the Tongkaina Village community. As stated I2-3 is as following: "Impact negative for inhabitant here that is culture from outside which can affect people here, especially for our teenagers. Not a little tourist who come here bring bad behavior like drinking, then there are also Caucasians who wear bikinis." (interview, at the Village Office Tongkaina the 30th September at 11.00 WIB)

Internal Factor Analysis

Strengths

1. Potency Natural which Beautiful: Tahura has a very beautiful natural potential that can be seen from natural conditions and tourist objects in the form of shady trees, drum waterfalls, princess waterfall, and rock overturned.
2. Beautiful and comfortable environment: Tahura has a beautiful and comfortable atmosphere in the form of green trees tall and big, as well as birds that are seen occasionally passing above the trees so that it becomes a force to attract tourists who visit.
3. Increased research and development of flora and fauna : Enhancement study and development flora and fauna need be improved so that visitors who do research get the same resultsmaximum.
4. Improved coordination with Universities, Research and Development Agencies and related agencies in research and development of Tahura Improved coordination with Universities : Research and Development Agencies and agency related in study and development Tahura need improved, so that many visitors carry out research, education, cultivation functions in the area of the Mount Tumpa HV Worang Tahura area.
5. Development of collections of plants and or animals in the Gunung Tumpa Forest Park HV Worang: Expansion collection plants and or animals at Tahura People are instructed to preserve native species, protected rare species and types of plants and or versatile animals as well as types of economic value height.

6. Development of local products and tourism around Tahura :With existence HV Worangdi Mount Tumpa Tahura Village Tongkaina very give positive impact on local communities, namely local community activities increase and equal distribution flat for society. Alternative Strategy which generated that is arrange modeling area Tahura Gunung Tumpa HV Worangyang based on development which sustainable/friendly environment.

Weaknesses

1. Data Base of flora and fauna in the Tahura area is still minimal: The database of flora and fauna found in Tahura Gunung Tumpa HV Worangmasih is minimal until difficulties for answered question when there are visitors which visit to Tahura Mount Tumpa HV Warang.
2. The condition of tourism facilities and infrastructure is inadequate: Facilities and infrastructure for Tahura visitors who visit include: is no existence toilet general free for visitors, land parking whichlacking, the absence of a prayer room, and minimal trash cans around the location tofu.
3. The promotion system is still lacking: Nope exist promotion on the media electronics like via website officialmanaged Government District and also manager Tahura Gunung Tumpa HV Worangmenjadi weakness Tahura Gunung Tumpa HV Worangpada system marketing through promotion. Programs that can be developedon HV Worang's Mount Tumpa Tahura To do promotion through media on line or exhibition in Level Province, National, and International. Lack of coordination with Local Government On levels bureaucracy which During this conducted Government Areashould follow up with existence clarity regulation related with development know and proposal determination forum communication object tour as receptacle coordination and bridge connection between Public,village institutions, colleges high, and world business/tourism. Alternative Strategy for increase capacity and role Public in building the Mount Tumpa HV Worang Tahura.
4. The low quantity and quality of human resources for the management of Tahura Low quantity and quality HR manager Tahura makethe delay in the development of the Gunung Tumpa HV Worang Tahura so that there is a need for guidance HR to suit which expected by Tahura Gunung Tumpa HV Worang.
5. Lack of socialization about Tahura to the community around Tahura and Non-Governmental Organizations Lack of socialization about Tahura to the community around Tahura andNon-Governmental Organizations make many of the community and NGOs not knowing existence HV Worangdan Tahu Mount Tumpa Tahura main function of Tahura.

External Factor Analysis

Opportunities (opportunities)

1. The only Grand Forest Park in North Sulawesi Province: Tahura is the only Grand Forest Park in North Sulawesi Province, water In North Sulawesi, there is not only a waterfall in Padarincang but also a waterfallPutri in Tahura which has a high waterfall and is still beautiful. Princess Waterfall famous with a cliff in left side and right to water plunge.
2. Involvement of Universities and Research and Development Agencies and related institutions in education and research in forestry development: Involvement College Tall and Body R&D as well as agency related in education and research in forestry development intended so that Tahura function can run with milk the goal.

3. Public concern for the sustainability of forest areas is quite high: To preserve the Tahura Gunung Tumpa HV Worang, the community also participates sustainability Tahura Gunung Tumpa HV Worang Tahura Gunung Tumpa HV Worang remains awake sustainability.
4. The high interest in nature-based tourism: Para visitors which visit to Tahura Gunung Tumpa HV People dominated by visitors who are happy with nature-based tourism, a beautiful forest environment and cool until make visitors happy and enjoy the cold trees which there is around location of Tahura Gunung Tumpa HV Worang.
5. Community empowerment around the Tahura area: Empowerment Public around area Tahura conducted so that Public develop and have insight about forest.
6. Increased investment and visitors in Tahura through promotions: Increased investment and visitors in Tahura through promotions which conducted Hall Management Tahura Gunung Tumpa HV Worang was successful interesting interest traveler to visit to area Tahura Gunung Tumpa HV Worang.

Threats (Threats)

1. Unsustainable development program support: Unsustainable activity programs are also an obstacle for the development of Tahura so that Tahura managers must take advantage of the funds which was there last year for its development this year so that it continues Up and no rely on the government Area.
 2. Access to public transportation to the Tahura location is rare: Access to public transportation to get to the location of the Mount Tumpa HV Worang Tahura is still rare found, visitors which want to visit Tahura recommended for bring a private vehicle.
 3. Tahura road access is still slippery: Access to the Gunung Tumpa HV Worang Tahura location needs to be optimized again and security is needed around the road to the location because of the poor condition of the village relatively quiet. Tahura work same with government area for Keep going to do repair Street going to location object tour, Public also involved in the collaboration to build road access to the location of Tahura Gunung Tumpa HV Worang.
 4. Residents around the Tahura area are still relatively poor: Part big population Bunaken Kecamatan District have eye livelihood as farmer. So also, with population Village The majority-populated Tongkaina is good farmer farmer in rice field as well as gardens/fields.
 5. Illegal logging around the Tahura area: Illegal logging still often occurs in the Tahura area of Gunung Tumpa HV Worang, this is the case happened because the community whose life still depends on forest products is at Tahura Gunung Tumpa HV Worang.
 6. Community well-being from forest products: The well-being of the people who come from the forest by taking results Forest in the form of wood burn, fruits from Forest, and take advantage of area Tahura Mount Tumpa HV Warang.
- Resume internal and external factor see in table 4.

Table 4. Identification Factor Internal and External

NO.	FACTOR INTERNAL	
	STRENGTHS	WEAKNESSES
S1	Potency natural which beautiful	W1 Data Base flora and fauna on area Tahura still minimal
S2	Beautiful environment comfortable	W2 Condition means and infrastructure research not enough adequate

S3	Research improvement and developmentW3 flora and fauna	system still not enough
S4	Improved coordination with College Tall,W4 BodyR&D and agency related in study and development Tahura	Lack of coordination withGovernment Area
S5	Collection development W5 plant and or animal in Tahura Gunung Tumpa HV Worang	Low quantity andquality HR manager of the Tahura
S6	Development product local and tourist inW6 aroundTahura	Lack of socialization aboutKnow to the community around Tahura and Institutions nongovernmental
NO.	FACTOR EXTERNAL OPPORTUNITIES	THREATS
O1	The only Forest Park Kingdom inT1 Province North Sulawesi	Program supportdevelopment no sustainable
O2	Involvement College Talland Body R&D asT2 well as agency related ineducation and study under development forestry	Access transport general going to location Tahura seldom found
O3	Community concern to sustainability areaT3 forest enough tall	Access Street Tahura still slippery
O4	High interest in tourism based natural T4	Residents around the area Tahura relatively still poor
O5	Community Empowerment around areaT5 Tahura	Illegal logging all around area Tahura
O6	Increased investment andvisitors in TahuraT6 through promotions	Well-being Public fromForest products

SWOT Analysis Matrix

Swot analysis see in table 5.

Table 5. Matrix SWOT

Factor Internal	Strengths (S)	Weaknesses (W)
Factor External	a. Natural potential beautiful Environment which beautifuland comfortable Enhancement research and floral development and fauna Enhancement coordination with College, R&D Agencyagency related inresearch and development Tahura Development collection plant and or animal in Tahura Gunung Tumpa HV Worang	a. Data Base flora andfauna on area Tofu still minimal Condition means andinfrastructure tour not enough adequate Promotion system still not enough Lack of coordination with Government Area Low quantity and quality HR manager of the Tahura
	b. Development local products and	b. Lack of socializationaboutTahurato Public around Tahura and Institution Self-subsistentPublic

	tourist in around Tahura	
Opportunities (O)	Strategy SO	Strategy WO
a. The only Garden Forest Raya in Province North Sulawesi b. Involvement College _ and Body R&Das well as agency related in education and study in development forestry Concern Public to sustainability area forest enough tall mpowerment surrounding community area Tahura c. Enhancement investment and visitors to Tahura through promotions	a. Dig potency tour natural for increase power pull tour To do promotion know through media electronics/exhibition To do Coordination with College, Body R&D as well as agency related	a. Build coordination and communication which goodbetween managers Tahura with Government Area Increase quantity and quality HR managerTahura Socializingabout Tahurato Public and NGO
Threats (T)	Strategy ST	Strategy WT
a. carrying capacityprogram development, nosustainable Transportation access general tothe location of Tahura is rarefound b. Access Street Tahurastill slippery Population around area Tahurarelatively still poor Logging wildaround area Tahura Well-being society fromForest products	Motivating activity group community effort as support touring Optimizing transportation accessgeneral going to location Tahura Maintain Streetenter the areaTahura Giving sanctionsto party whichto do illegal logging inthe area Tahura	Increase understanding, support, and community priorities local Optimizing construction andtraining skills on society local Maximizing means and infrastructure supporters tour inTahura

1. Support aggressive strategy
2. Support diversification strategy
3. Support tournament strategy
4. Support defensive strategy

Explanation Diagram Cross Analysis SWOT:

- a. Quadrant I: Support Strategy SO

Is situation which very profitable because organizationhave opportunities and strengths so that they can take advantage of existing opportunities. Alternative strategies that can the activities carried out include: Exploring the potential for natural and artificial tourism in the Gunung Tumpa

Forest Park HV Woranguntuk increase power pull tour, dig potency tour with develop natural and artificial tourism potential by structuring tourism objects. Doing promotions Tahura through media electronics/exhibition, at Provincial and National levels and in a manner sustainable with introduce power pull tour, with existence promotion which strong could increase interest traveler for visit and give information regarding the development of Tahura.

b. Quadrant II: Support Strategy ST

Despite facing threats, this organization still has strength internally. The strategy that must be applied is to use force to take advantage of long-term opportunities by means of verified strategies (product/market). Alternative strategy which could conducted among them: Motivating community tourism business activity groups as supporters Tahura, with method give capital or needs equipment in business support tourist Public.

c. Quadrant III: Support Strategy WO

Organization face opportunity which very big, but in another party ~~logically~~ *internal* constraints/weaknesses. Based on the results study field with use technique Interview, Alternative strategies that can be done include: Building coordination and communication which good between manager Tahura with Government Area, Coordination and communication conducted in a manner scale related development of Tahura, to do meeting good in a manner formal nor non formal. Strengthening community institutions in the development of Tahura.

d. Quadrant IV: Support Strategy WT

Organization is at in condition which very no profitable, face various threat and weakness *internal*. Organization must to do strategy endure (*defensive*) so that organization permanent exist, with carry out various internal improvements to deal with threats that will come. Alternative strategy which should be done among them: Maximizing means and infrastructure supporters tour in tofu, with provide facilities and infrastructure in the form of road repairs, house additions tree for visitors which will do research, and parking lot.

CONCLUSION

Based on research on the Tourism Destination Development Strategy of Mount Tumpa Tahura HV Worang at Bunaken Kecamatan District Manado City which in inside using the SWOT analysis technique which states that there are factors that affect the success of the organization in achieving its goals. Based on the results of the analysis and formulation of strategies that have been carried out, the alternative strategies as follows: Strategies to explore the potential of natural and artificial tourism in the Gunung Tumpa Forest Park HV Worang for increase tourist attraction. Programs that can be developed on HV Worang's Mount Tumpa Tahura to do promotion through media on line or exhibitions at the Provincial, National, and international levels. The strategy for developing a development-based model of the Tahura areasustainable/environmentally friendly programs that can be developed is motivate group activity effort tourist local with providing capital and facilities to build the HV Worangyang Mountain Tumpa Tahura. Strategies to increase the capacity and role of the community in building Tahura Gunung Tumpa HV Worang. Program that can be developed is communication on a scale with Manager of the Mount Tumpa Forest Park, Strategy strengthening awareness Public local in development Tahura Gunung Tumpa HV Worang. The program that can be developed is to improve understanding Public through socialization in a manner scale, training Security Forest, and training management know.

Suggestion

Based on results study regarding the Strategy for the Development of the Tahura Gunung Tumpa HV Worang Tourism Destination in Subdistrict Tongkaina Manado City, so researcher trying to provide suggestions from the results of his research in order to help in doing development Tahura Gunung Tumpa HV Worang, is as following: Maintenance environment around location tofu should conducted routinely The need for optimizing the procurement of facilities and infrastructure Maximizing accessibility and accommodation around know for attract the attention of tourists The need empowerment Public in environment tofu To use develop together knowra, empowerment that can be done that is involve Public local in development tofu like increase ability

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