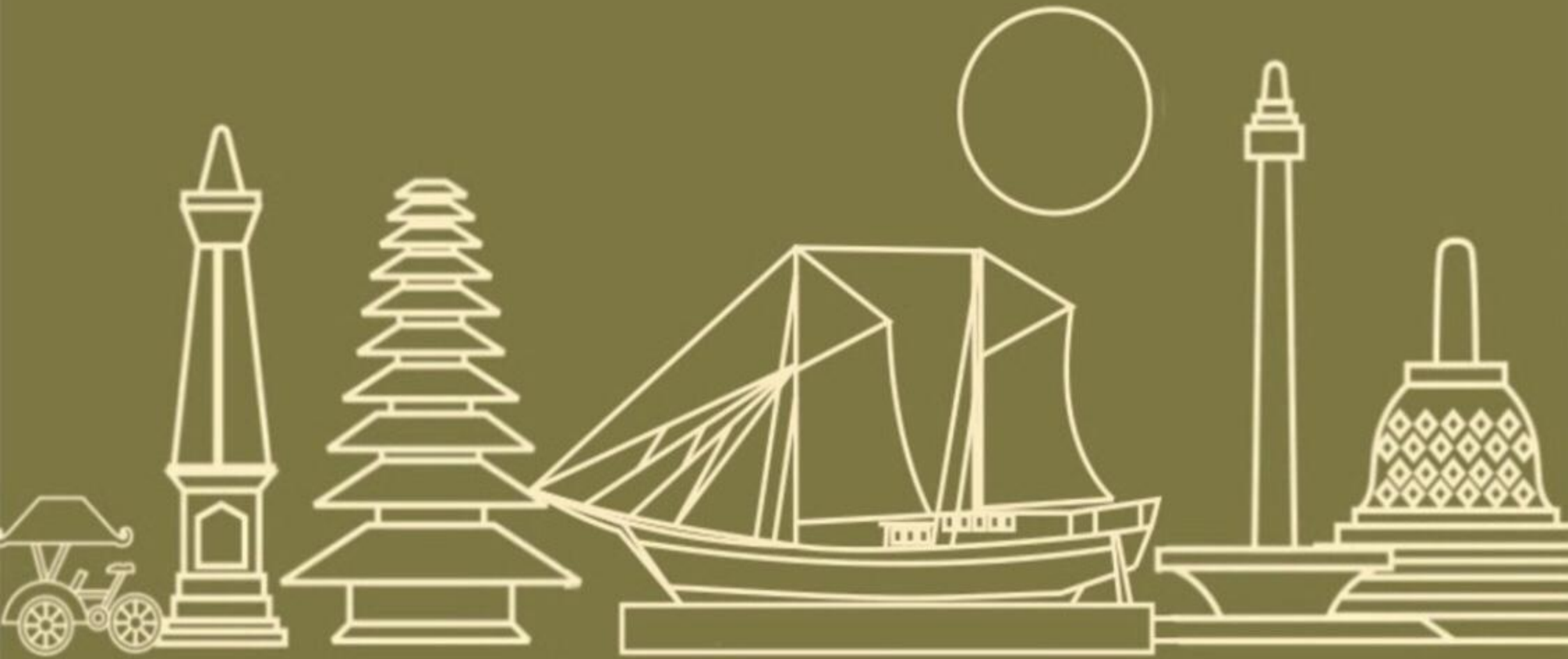




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## Strategies and Models for Development of Hot Water Tourism Objects in Tombasian Village Under Kawangkoan Barat District, Minahasa Regency

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### ABSTRACT

Tourism development is sought to be developed in the context of economic improvement, sustainable development and technological development. Geographically, each region has different characteristics with their own uniqueness and advantages. Natural resources that are owned with all its contents, land in all its forms and the sea with all its contents. This potential can be utilized optimally through tourism. Natural resources owned with all their contents and existing potential will be utilized for development purposes. That potential can be an asset through the tourism sector. One of the attractions that attracts the attention of both domestic and foreign tourists is the hot springs in Tombasian Bawah Village. Tombasian Bawah Village is one of the villages in Kawangkoan Barat District, Minahasa Regency, where in general the people work as farmers and craftsmen on stilt houses. Furthermore, the data that has been collected is analyzed by descriptive analysis using the SWOT analysis method and breaking it down internally and externally. The stages of the research were field observations by collecting data at the physical location, conducting interviews with the government of tourist attraction locations with village programs and district governments related to the development of tourism objects, specifically hot water in the village of Tombasian Bawah and visitors to obtain data. The results of the study show that the Hot Spring Tourism Object Development Strategy is adequate which can be applied by developing tourism on holidays and other holidays. And the model is community based. The development of this hot spring tourism object can be done by diversifying tourism objects and modifying the system so that tourists can travel easily and pleasantly. The results of this research are the proceeding/Sentrinov output targets and reports.

**KEY WORDS:** Strategy, Development, Tourism Object, Hot Water, Tombasian Bawah, Style

### INTRODUCTION

Tourism is often perceived as an economic engine that generates foreign exchange for economic development in a country, including Indonesia. However, in principle, tourism has a broader spectrum of fundamental development for a country and or a region. Tourism development is basically aimed at; (1). Unity and unity of the nation, (2). Poverty Eradication, (3). Sustainable Development, (4). Cultural Preservation, (5). Fulfillment of Life and Human Rights, (6). Economic Improvement, (7). Technology Development. Broadly speaking, the goal of tourism development is to be able to provide opportunities for all Indonesian people to feel proud and in love with one country through travel activities by offering natural beauty, cultural richness, service, trying to preserve the culture of an area even today as a human right in life. This modern era is a result of the development of human civilization.

Besides that, sustainable tourism management is able to provide opportunities for each region to grow economically by developing a potential tourism destination with the use of local products, as well as the opportunity to centrally place the roles and functions of the community in elaborating every potential natural environment that is well planned and managed. and sustainable. So in complexity, efforts to increase tourist visits to areas that have potential and or destinations that are integrated in improving the welfare of the local community are increasingly being developed by developing advanced technology for structuring potential areas and or tourist objects.

The conditions that existed in Indonesia in the past were more oriented towards the western part of Indonesia. This can be seen clearly in the development of facilities and

infrastructure in the western part of Indonesia. In particular, it is also seen in the tourism sector, where the Java-Bali area is the main concentration area for tourism development. And now there is a tendency to change the global market, which prioritizes natural resources as a tourist destination, so the potential for natural resources in the Eastern Region of Indonesia is greater than that of the Western Region. The quality of natural resources that can be used as a tourist attraction, the uniqueness and uniqueness of the attractions and tourist activities offered is still not an attraction for foreign tourists, because the products offered are not packaged properly and attractively as the western region does. It is a weakness of Indonesian tourism products in general, because Indonesia is weak in competing with neighboring countries where there is a lack of product diversification and the quality of Indonesian tourism services. Indonesian tourism actors do not pay enough attention to develop new products that are more competitive and in accordance with market tastes. This is a major issue globally in Indonesia.

Based on this data, the strategic issue is the application of regional autonomy where in the tourism sector, in particular, tourism competition arises to open a perspective on a community problem by utilizing the potential of natural resources in a planned and sustainable manner as well as increasing the enrichment of alternative tourism. To further strengthen the concept of people's thinking about the tourism industry, it is as said that the increase in the enrichment of alternative tourism is given an understanding of several main factors so that the improvement is comprehensively changed, namely: (1). Weak understanding of tourism (2). Weak regional tourism policies (3). There are no guidelines from the central or provincial governments.

Social media is able to unite people in cyberspace with one interest in the same topic. If a social media user is a person who is channeling a hobby as a form of self-actualization, then the user will join in a discussion related to the hobby that is of interest. Social media users can also unite in a discussion or forum on social media because of the common interest in discussing current issues, such as political news. In business, users can be brought together in one social media account for a producer or distributor of goods or services with a response to a product launched by the company. Thus, social media users who gather in one forum pay attention to brand image and loyalty, so business people who use social media as a communication tool need to prepare a mature strategy (Erdogmus and Cicek, 2012).

In the era of the development of communication technology at this time, social media has become a very fast and rapid modern means of communication, social media is also growing rapidly from various classifications and types according to the needs of the world community. Social networking has become a necessity. In society with the background of today's modernity. Social media can help humans in various aspects of needs. Aspects of entertainment, promotion of education, health, self-actualization and others. Youtube is a worldwide phenomenon which is a video sharing site that functions as a means to share videos online. Youtube is a video site that provides various information in the form of 'moving images'. Users can participate in uploading videos to the youtube server and share them with other users around the world. One of the functions of social media today is promotional activities for tourist attractions through promotional videos. Social media is used as a means for disseminating information about new tourist attractions to attract tourists' interest in a tourist area through video shows that display attractive and informative visuals. An easy way to use and does not require a large amount of money, with an emphasis on visuals and images.

Communication technology is most sought after to convey or send information or news because communication technology is growing. There are several functions of high-tech communication media, namely; efficiency of information dissemination, with the existence of communication media, especially hi-tech, we can make information or messages more powerful and memorable to the audience. Educate/direct/persuasion, high-tech communication media can attract more audiences. Entertaining, high-tech communication media can be more fun and can provide entertainment for the audience. The use of media content is also used to get the fulfillment of one's needs is one of the theories and approaches that are often used in communication. Theories and approaches that are often used do not cover or represent the entire communication process, because most of the audience's behavior is only explained through the various needs and interests of users as a phenomenon of the process of receiving messages from the media.

Even the tendency to compete between regions, which in the end will have a bad impact on the quality of the products produced. Whereas tourism development should be cross-provincial or cross-district/city, even no longer recognize boundaries due to advances in information technology. Minahasa Regency with all the wealth of the natural environment, culture and art as well as local

wisdom possessed, with unique and distinctive characteristics that are very significant give color to be able to advance the region financially and even contribute to government programs, both central to regional. Natural resources owned in the form of forests with all their contents, land with its shape, describe a unique characteristic and have the opportunity to be developed in the context of development interests. This potential is an asset that must be utilized optimally through tourism. One of the objects in Tombasian Bawah Village, West Kawangkoan District, Minahasa Regency, Hot Water Tourism Objects attracts domestic and foreign tourists.

One of the strengths shows the important role of the development of the tourism sector. Because this tourism object is a strategic one for strategic sustainable development for the regional economy. If this potential is developed, it can increase the income of the Minahasa Village and Region for the welfare of the community in general. Besides that, it can also expand and equalize business opportunities for the community, and can create jobs that can absorb labor so as to reduce unemployment. Tourism development has various impacts, both positive and negative impacts. The positive impact can increase regional income (PAD), create jobs and can generate economic activities in the village and district in general and stimulate the growth of local culture in the Tombasian Bawah Village.

According to Mutaqin (2012) in running a business, of course there are problems that interfere with the running of the business, both internally and externally. However, there are also negative impacts from tourism development such as environmental pollution, changes in social norms, excessive exploitation of natural resources and changes in the authenticity of the quality of biodiversity and ecosystems. Problems that occur in tourism need to get a response from public organizations or the community.

## **METHODOLOGY**

The research approach used is a qualitative approach. Sources of data in this study are primary data sources. The primary data sources in this study are informants from the Department of Tourism and Culture, as well as secondary data sources, namely data directly collected by researchers as a support from primary data sources. The implementation of this research uses descriptive analysis where all the data obtained will be described according to what is happening in the field with the phenomena that occur. Especially specifically for Rainbow Tourism

Objects and Mahogany attractions. Data retrieval is only focused on these two object locations.

In this study using descriptive analysis. The object of research is Hot Water Tourism Object in Tombasian Bawah Village, Kawangkoan District, Minahasa Regency. The method of data collection is using purposive sampling method, which is choosing the sample to be studied as respondents. There are 20 respondents who come from the Government (District Tourism Office, Community Leaders, Village Governments, businessmen and visitors. These respondents were taken because they are considered to know information about internal and external strategic factors of tourism objects as a whole. This research questionnaire is to obtain weight data and ratings from the internal tourist attraction, the researchers need data that can be from internal. For the questionnaire, researchers need internal respondents who develop tourist attractions in certain areas.

In this study, the researcher first contacted the local government as a form of information and approval to conduct research in the village. Simultaneously requesting readiness to be interviewed regarding hot spring tourism objects in Tombasian Bawah Village. Primary data taken by direct observation, interviews and using questionnaires were carried out according to the respondent's target with great hopes of being representative as authentic and basic information to support the data through observations that have been made. Furthermore, after this data was collected with answers from each respondent, the researchers studied according to the data provided to be managed and analyzed. Data processing and analysis are expected to be in accordance with the objectives of this study.

In the data processing and analysis process, data separation is made by mapping it to a matrix with SWOT analysis. The mapping in the matrix is expected to clearly describe both external and internal factors as a basis for assessing how the strategy will be carried out in the development of this hot spring tourist attraction and the model that must be built so that this tourist attraction can continuously and sustainably be carried out in the long term. with the hope that the level of tourist visits will increase and have a strong impact on the level of welfare of the community in general.

## **RESULTS AND DISCUSSION**

### **Minahasa Regency Overview**

Overview The basic physical characteristics in the Minahasa Regency area in this case include geographical and administrative conditions, climate, topography, hydrology, geology and watershed conditions. Minahasa Induk Regency is geographically located between 00100' – 01029"N – 124034"00" – 125005"00" East Longitude. With an area of 1,188.67 Km<sup>2</sup> or 7.89% of the area of North Sulawesi Province. Minahasa Regency is one of the regencies in the province of North Sulawesi, Indonesia. The district capital is located in Tondano. This district has an area of 4,626 km<sup>2</sup>. On February 25, 2003, Minahasa Regency was divided into Minahasa Regency, South Minahasa Regency and Tomohon City based on Law No. 10/2003. On December 18, 2003, Minahasa Regency was divided again into Minahasa Regency and North Minahasa Regency based on Law no. 33/2003. Southeast Minahasa Regency is one of the 15 Regencies/Cities (11 Regencies and 4 Cities) in North Sulawesi Province. The capital of Southeast Minahasa Regency is Ratahan, about 80 km from Manado, the capital of North Sulawesi Province. Southeast Minahasa Regency administratively has been stipulated by Law no. 9 of 2007. This district is a division of its parent district, namely South Minahasa Regency.

**Table.1** Tourist Profile at Ranopaso Hot Springs

| Categories                  | Adult category      | Local tourists | Out-of-area tourists |
|-----------------------------|---------------------|----------------|----------------------|
| Children (5 – 16 years old) | (17 – 50 years old) |                |                      |
| 70 people / Day             | 30 persons / Day    | 70 %           | 30 %                 |

Based on research objectives based on interview results regarding the development of the Ranopaso Hot Springs Tourism Object, that in the future there will be a Hot Springs Developer such as improving access to the object's entrance, adding facilities, in the form of changing rooms, toilets, places for recreation, adding a pool for children and owners would like to add.

### Communication Development

At this time, social media has become a popular modern communication tool that is the choice of the community, social media is also growing rapidly from various classifications and types according to the needs of the world community. Promotional videos on YouTube social media are one of the things that are being done by

many business people, the government to promote products or tourist attractions to attract social media users. The purpose of this research is to find out 1. How is the strategy for creating promotional video technology content. 2. To find out how far promotional videos

Can increase tourist visits. 3. To find out whether the use of promotional videos is more effective than other media. The research method uses a qualitative approach with a qualitative descriptive type of research. Data were collected by means of documentation and interviews with 3 informants. The results of the study show a strategy for making videos by packaging videos with interesting concepts and themes and displaying the beauty of leading tourist objects. Promotional videos via YouTube have not had a significant impact on tourist visits. The use of YouTube social media is more effective than brochures and leaflets, seen from the ease and efficiency of promotional activities. Keywords: Promotional Video, Social Media, Facebook.

Potential Tourist Attractions in Tomohon City Seeing the potential of natural resources and human resources in the city of Tomohon which is cool, beautiful, cultured, religious and characterized, the city of Tomohon can be a comfortable place for visitors. Tourism Potential of Tomohon City currently has 96 Tourist Destinations which are divided into: 1. 61 natural attractions 2. 8 man-made attractions 3. 27 cultural attractions Of the 96 existing tourist destinations, there are 42 excellent tourist destinations.

### Post-Pandemic Tourism Development Strategy in Tomohon City

Post-Covid-19 Countries that rely on the tourism sector will compete to attract tourist arrivals with various incentives and programs; Reorienting quality tourism, not only pursuing the number of tourist visits (Mass Tourism) but more emphasis on quality tourism (Quality Tourism), which will sell tourism that is safe, healthy, clean and comfortable for tourists free from Covid-19; Strengthening the tourism development strategy with the 5A formula, namely: attractions, accessibility, amenities, accommodation and activities; Promoting Tomohon City Tourism and Culture Destinations intensively through Digital Tourism, namely social media, websites and so on; Create attractive tour packages according to market segments; Re-organizing events regularly and massively; Conduct and participate in tourism promotions at home and abroad; Organizing local cultural events by

mobilizing the community in the village, schools, studios and cultural communities; Conduct training and facilitate training for tourism creative economy actors; Increasing the capacity of tourism human resources through training and training; Build and create several new destinations managed by the Tomohon City Government; Adjusting the Regional Regulation (Perda) on Spatial Planning for the City of Tomohon, which will provide convenience to tourism investors; Fixing and improving the quality of all tourist destinations in Tomohon City are appointed as one of the Likupang SEZ Buffer Areas; and Increase synergy by coordinating and collaborating with the Central Government, North Sulawesi Provincial Government and all tourism stakeholders.

### Tourist Visitor Rate in Tomohon

**Table 2.** Tourist Visitation Rate in Tomohon

| Tourist  | Number of Foreign and Domestic Tourists in Tomohon City (Soul) |        |        |
|--|--|--------|--------|
|  |  |        |        |
| domestic   | 546,82   | 601,51 | 304,92 |
| sum  | 637,73   | 701,50 | 305,55 |
| Foreign  | 90,91  | 100,00 | 630,00 |
| <b>Number of Foreign and Domestic Tourists in Tomohon City</b> |  |        |        |
| Source: Tomohon City Culture and Tourism Office                |  |        |        |

Based on the table above regarding the number of tourist visits in the city of Tomohon within a period of 3 years from 2018, 2019 and 2020, it shows that the period before the pandemic in the last two (2) years there was an increase in the number of domestic tourists.

### CONCLUSION

Based on the results of the research and discussion that have been described, it is concluded that Facebook social media has an influence on the decision to visit domestic tourists in Tomohon City tourism objects specifically for Pelangi and Mahogany. Based on the t-test analysis, the t-count value of the Facebook variable (X) has a value of 3.741 and this value is greater than the t-table value of 1.988. The significance value of the Facebook variable t-test is 0.000 and this value is smaller than 0.05. Meanwhile, based on the correlation analysis of the Facebook variable (X) on the visiting decision variable, it has a value of 0.377 and this value is below 0.5. Thus, the Facebook variable (X) has an influence on the visiting decision variable (Y) but the relationship is weak.

Based on the results of the analysis and discussion conducted, it is concluded as follows: 1. The location of the Ranopaso Hot Spring tourist attraction in Tombasian Bawah Village, West Kawangkoan District, Minahasa Regency is quite potential for tourism development, and the potential contained in the area is: a. Topographical Conditions b. The state of nature that is still awake c. Culture d. Adequate infrastructure (Transportation System, Clean Water, Electricity and Communication network). e. Based on SWOT analysis by calculating IFAS (Strengths and Weaknesses) and EFAS (opportunities and threats) scores. 2. Improve the performance of tourism managers by completing socio-economic facilitation to support increased community activities in tourism activities. 3. The driving factors for the development of the Ranopaso Hot Springs Tourism Object are: Beautiful natural panorama, cool and pristine/natural, Abundant hot springs, Good security conditions, Communities around the tourist attraction, Adequate facilities and infrastructure, 4. Inhibiting factors for the development of the Ranopaso Hot Springs Tourism Object, namely: Limited budget for the cost of tourist facilities and infrastructure, Lack of professional manpower in the management of tourist attractions, lack of tourist attractions, Promotion of tourist objects that are still lacking, Road conditions are not good, Location far from the city center, tourism object development programs are still simple, telecommunications network is difficult, tourism objects are included in conservation/protected forest areas.

### SUGGESTION

Suggestions that researchers can give to the managers of Tomohon City tourism objects in general are to promote through social media Facebook by uploading a calendar of events that will be held at any time in existing tourist objects. This will be more effectively done if the dissemination of this information is also proven in real terms at the Tomohon Pelangi and Mahogany Tourism Objects. Seeing information on social media and then deciding to visit will feel that he is given accurate and appropriate information.

With complete information, it will increase the tendency of tourists to visit as well as the potential to make tourists become repeater guests or tourists who come to visit a place more than once or many times. Thus, social media can play an active and effective role in bringing in both domestic and foreign tourists and be able to influence the decision to visit tourists from within itself

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