

# Marine tourism attraction development strategy at Miti Island Tourism Destination, North Halmahera District

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# Marine tourism attraction development strategy at Miti Island Tourism Destination, North Halmahera District

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## ABSTRACT

The North Halmahera Regency Government has the responsibility to create the best and most competitive tourist attractions and creative businesses. Miti Island is an unregulated tourist destination and developed as a luxury product. This study proposes two problem formulations. First, what is the potential of the Miti Island Tourism Center that can be developed and developed in northern Halmahera Regency, and second, what is the strategy for developing the Miti Island Tourism Center for seawater tourism. Data collection used interviews and observations to obtain information. It is then processed and classified as component 4A. The purpose of this analysis is to identify tourism resources and development plans for Miti Island as a marine tourism product, as well as make recommendations that can have a positive impact on the health and economy of the people of Miti Island. Data analysis used in this research is descriptive analysis and SWOT analysis. The results of this study identify the tourism potential of Miti Island as a 4A component. This provides tourists with convenient location, accessibility and additional services. The development strategy that can be used for marine tourism on Miti Island is as follows. Miti Island tourism development, economic development environmental development (physical, economic, humanitarian /community)

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## INTRODUCTION

Growth industry tourist will profitable Indonesian society "Act Republic of Indonesia Government No. 50 of 2011 concerning Development Programs Regional Tourism in 2011 mentioned that This is moment important for Indonesia as a unified country with culture general that span natural important for tourism and wealth nature", (2010-2025). That broad and encompassing more of 17,000 islands. one possible island government promote the tourism is Island Miti. There is a center tour and center tour sea that can open tour sea on the Island Miti. Journey that contains traveler sea and waters called "travel nautical". Moment this, travel nautical is method For enjoy beauty and uniqueness beach and sea.

Remember Halmahera Regency has potency For develop industry tour nautical. then tour nautical can considered as one objective possible travel become alternative for tourists want visit to Indonesia. Miti Island is one of them island in North Halmahera Regency. Because it is potential island. For be one, island the North Halmahera islands became objective tours and destinations tour nautical .

Mitti own sand white,wave small,view beautiful,blue water,beautiful coral, and lots of fish. Miti Island is one from that's all Lots island beautiful in North Halmahera. Cottage Meti own style unique architecture. "Pondokmeti" is one place tour on the island Mitti complied condition results sea. All something about Meti Cottage featuring charm house. because, That researcher look for location tour sea in North Halmahera Regence. Researchers hope For reveal reason problem these are in places where tours sea has done. Due to consequences from issue the clear will impact negative for the North Maluku tourism icon in North Halmahera Regency. Based on information background behind then, such formula problem study is as following. Type product related business what can developed in North Halmahera Regency on Pulau Mitti?. How Island Mitti become objective most popular beach?, And goals writing this theses, (a). Realize development potency product tour Miti Island in the Regency North Halamahera (b). Give plan practical development tour sea on Miti Island which is located in the Regency North Halamahera . Excess from writing thesis This are, (I). IPBI School for help STPBI schools use the data that appears as a model for support learning through classroom learning. (2). order student can using the tourist data obtained writer For related problems with tourism in North Halmahera Regency, in particular development industry maritime in the region . Besides it can too become reference For study next .

According to Rangkuti Development Strategy (2017:26), strategy is tool For reach purpose . Moment they evolve , the strategy concept continues growing . For 30 years Last , many ideas have been find this . as noted by Rangkuti (2017: Chandler) 26, ideas looked at as tool For reach related purposes with Work same , creation , and interest . Tour nautical is tourism - dependant activities nautica . Example tour nautical among other attractions and offices above or below surface sea, which is a natural habitat Lots creature sea . Tourist Cooper et al . Potency tour nautical Can utilized as location convenient and comfortable travel If There is four p . According to Arief Yahya (2014), tours nautical is objective necessary travel developed in a manner sustainable . one \_ industry incoming tourism in the flagship and important program For development tourist is tour nautical . government program must monitored For development area . Indeed , travel nautical has growing all over the world during three decades last . Jauch and Glueck (2000) come to a conclusion that strategy is plan integrated link \_ strength company with challenge environment so that characteristics main company can achieved through proper use.

2009 study by Pitana and Diarta about impact tourism : 184) " Impact is how to program tourism and its products interact with various field , incl environment economy , which produces social , cultural , physical , technological and politics . Impact economy Objective from study This is For know How Power pull product tour from Island Mitti influence economy village Mitti. 2009, Diarta and Pitana : 184; 206), " Impact economy from tourism ; Benefit change pound value , increasing health economy international , make money from tourist or industry services , absorb power work , earn benefits , use location tourism by residents local , boost request product local , reduce use land and activities \_ other . Objective from evaluation environment This is For evaluate impact tourism on the Island Mitti and daya pull the tour . And 2009 Pitana : 184; " Environment nature is also very important and can make something area become objective no tour \_ replaceable ," he wrote in 2006. On the other hand, no can denied that related activities \_ with Tourism in a region has an impact on the environment nature , which became attention main for development tourist No damage environment nature.

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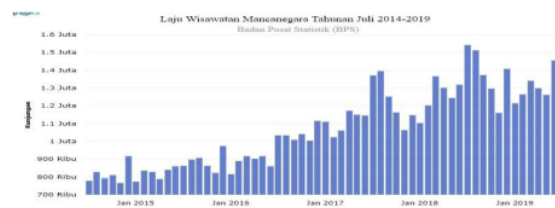
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**Figure 1.** Miti Island , North Halmahera Regency

Source : [https://atourin.com/destination/halmahera/Pulau-meti?utm\\_source=Web&utm\\_medium=User%20Page&utm\\_campaign=Explore%20Page%20Attraction&utm\\_id=Explore%20Page](https://atourin.com/destination/halmahera/Pulau-meti?utm_source=Web&utm_medium=User%20Page&utm_campaign=Explore%20Page%20Attraction&utm_id=Explore%20Page)

As can be We see above , in figure 1 ie Photo island myth . Island the own beauty alone if seen \_ from top . Not only beauty natural just be \_ destination for tourists but also beauty nature and green plants \_ as well as apparition sea blue make anybody want to go to island this .



**Figure 2.** Rate Traveler Mancenegara July 2014-2019

Source : BPS (Central Bureau of Statistics)

In chart above \_ can We Look rate traveler from foreign countries that come to Indonesia. In January 2015 it worked scored 700 thousand - 900 thousand and tourists the more increase every year where in 2018 it is increasing increase up to 1.5 million more . However , in 2019 there is decline a little at 1.4 million more a little at the highest figure . It is also underlying study from writer that on the island my embarrassment north destination tourists are also increasing increase with many traveler incoming foreigners. \_

**Table 1.** Occupancy Rate of Star Hotel Rooms ( Percent ), 2021-2023

Month	Star Hotel Room Occupancy Rate ( Percent )		
	2021	2022	2023
January	31.00	38.87	38.87
February	34.73	47.72	47.72
March	38.28	43.28	43.28
April	44.98	36.75	36.75
May	39.40	50.77	50.77
June	43.27	50.27	50.27
July	28.92	42.87	42.87
August	50.18	47.06	47.06
September	55.44	52.93	52.93
October	49.62	44.58	44.58
November	51.66	44.50	44.50
December	48.79	-	28.51

Source : <https://malut.bps.go.id/indicator/16/258/1/level-penghujian-kamar-hotel-bintang.html>

Inside \_ table 1 above , get We Look that level occupancy star hotel room in Maluku north in 2021 with \_ level the most during a year 55.44% in no september . In 2022, at most is on the moon september also with the percentage is 52.93% and in 2023 most of it is also on the moon September with figure 52.93%. this \_ show that on the moon September level tourists staying in star hotel rooms \_ my embarrassment north counted reasonable many.

## RESEARCH METHOD

This type of research is qualitative. Source: (Sugiyono 2011:9) Apart from following the culture behind it, qualitative research refers more to the natural world than to experiments, which scientists use as their main tool. Merchandise. Qualitative research that discusses the purpose of data collection and the importance of snowball sampling techniques, triple-correction (combined) collection techniques, inductive and qualitative data collection techniques and generalizations is the researcher's choice. The research area is located in North Halmahera Province. During the six-month period from January to June 2021, preliminary research, consensus research, data collection, processing and verification of data and information analysis were carried out. Research-based ideas and theories are used to create research projects in worksheets. The technique used is good. This study refers to two documents (Sugiyono, 2017, pp. 193 and 137):

1. Primary data is data obtained directly from the source and used as stored data. Information on the division of North Halmahera Regency for marine tourism is the main source of information for this research.
2. Secondary data is data that does not send information directly to data collectors. Information that meets the requirements of primary information, such as books, documents, and readings, is called secondary information in this study. The author uses data collection techniques that require data structures or data mining processes from the data studied to ensure the accuracy of this research method. Data can be collected through various methods, including interviews, documents, and observation.

The data analysis technique used in this study is SWOT analysis to identify strengths, weaknesses, opportunities and threats. As Dyson (2004: 2) notes, a SWOT analysis is a way to assess

the current state of a planning area or to describe the various possibilities and problems that may arise in the future development of an area.

## RESULTS AND DISCUSSIONS

This plate was found in Miti Village, on Miti Island, North Halmahera Regency. Mitti Island Destination Local Businesses, Mitti Villages, Mitti Island History, Neighborhoods, Mitti People, etc. presented in this section. According to information from North Halmahera Regency, East Tobelo Regency is called "Miti Village". Transportation from Miti Village to the city center uses two modes of transportation, namely vehicles with a maximum speed of 40 km/hour used in Todokuha Village and vehicles with a maximum speed of 40 km/hour used in the Regency. With a maximum speed of 30 kilometers per hour. Mitti Village has 2 RWs and 12 RTs. Mitti Island is similar to Halmahera Island in that it has people and beautiful sea views, but lacks a natural environment. Due to the animal population and the mountains as well as being spoken by the large population of Mitti Island itself, the name Mitti Island was given to the people as Metty Island. The name Mitti Island was taken from information from people who knew that Mitti Island was a towering structure in the air.

In addition, Mitti Island employs many people who know what a cemetery should be. Demographics, livelihoods, and assets (eg culture and community) available in Mitti Village are used to identify Mitti Village's independence. Mitti Island's maritime tourism allure can be misused or misused. It's important to remember that Mitti Island's abilities can be seen in different ways every day. 1.) When talking about tourism on Mitti Island, marine tourism allows tourists to protect and use peace, and tourists can identify the sounds they hear on Maritime Tourism Day on Mitti Island. Currently, the tourism utilization of the Mitti Island Marine Tourism Area is different from the North Halmahera-gun Tourism Area. If possible, Mitti Island is an island with great potential where you can do many activities such as fishing, swimming and diving. The impact of tourism development on the attractiveness of marine tourism on Mitti Island On behalf of Mitti Village, good and bad services are provided to the people of Mitti Village on the basis of reflection and financial discourse. The results of work in Mitti village can be used to improve the quality of life of residents in the following ways Based on the impact of the growth of the tourism industry on the economy of the people of Mitti Village, it means that the local economy of Mitti Village is stronger than before. This is reflected in the Meti Tourism Attractions Cottage on Miti Island which provides various employment opportunities for fishermen and youth of Miti and Wis Villages. However, in this case, workers as fishermen are one of those who are responsible for reducing economic pressure. The following illustrates the 4A classification:

1. Activities that consist of playing games that can result in audience participation in one of the branches of the game that are connected to land, air and water. From the observations made, Mitti Island has a number of different attractions. , Among them: Tourists can take part in activities such as swimming, seeing beautiful coral reefs, and can also learn about the plane wreck in the Miti Island Sea. Clear, swift water, colorful coral reefs, white sand, and historical objects in the desert and on the sea
2. The facilities are a separate set of stepping stones which provide comfort for the guests during their stay in Tourist attractions, Like Restaurants, Cafes, Shopping, Shops and Hotel Lodgings. It is an industry aid in terms of the industry succeeding in achieving its goals in the world. However, there is one accommodation on Miti Island, namely a cottage named Meti Cottage by a stakeholder on Miti Island.
3. When the service is provided, it can potentially highlight situations through the portal's live chat feature. Information can be accessed through this portal in addition to portals that transmit voice, data, video and telecommunication. To visit Miti Island, the first step is to visit Kuabang Kau Airport, which is located in the Jati Village Area, Kao District, North Halmahera Regency. After that, the second step is to visit Miti Island by visiting Kuabang Kau Airport which is

located in the Jati Village Area, Kao District, Halm Regency 4). ATMs (Automated Teller Machines), banknotes, tourist information centres, Pokdarwis, electricity, internet and telephone networks, all of which are available to residents and visitors as part of the tourism process. There are ATMs, bank money, tourist information centers and pokdarwis on Miti Island. However, internet access is fast and reliable, and telephone service is fast, and the public library lists tourism available on Miti Island.

The strategy that can be carried out for the Development of Marine Tourism Attractions at Miti Island Tourism Destination, North Halmahera Regency is to highlight the attractiveness of miti island. Such as the existence of interesting selfies for visiting tourists. In addition, utilizing a beautiful island by showing the natural charm of miti island through attractions that can increase visitor interest. Next, identify the Miti Island SWOT (Strengths, Weaknesses, Opportunities, Threats) factors, as shown in the following table:

**Table 2.** SWOT table

<i>Strengths</i>	<ul style="list-style-type: none"> <li>• Interesting marine tourism attractions</li> <li>• Adequate access</li> <li>• Adequate telecommunication network</li> <li>• Has historical relics</li> </ul>
<i>Weaknesses</i>	<ul style="list-style-type: none"> <li>• There are no ATMs yet</li> <li>• There are no banks yet</li> <li>• No pokdarwis yet</li> </ul>
<i>Opportunities</i>	<ul style="list-style-type: none"> <li>• There is assistance from the government, namely the electricity line</li> <li>• Public openness to tourism</li> </ul>
<i>Threats</i>	<ul style="list-style-type: none"> <li>• Natural disasters</li> <li>• Another destination appears</li> <li>• Seasonal marine debris flows</li> </ul>

*Source: Personal Processed Data*

Through the introduction of the internal and external sides, this study uses SWOT analysis to organize the four strategies into a matrix which reveals several strategies that can be used to develop tourism on Miti Island. These strategies can be seen as identifying the following:

1. So this strategy (strengths - opportunities) strategy is designed to recruit existing opportunities to grow internal energy, maintain the original strategy to be transferred, and improve existing conditions. The plan is like this: First, include it in a tour package using strategic tourism routes. Second, promoting Miti Island tourist attractions by utilizing pre-wedding photo services. Third, promoting Miti Island tourist attractions by utilizing social media platforms such as Facebook and Instagram. Fourth, Pulau Miti is expected to offset trends in tourist motivation for historical tourism by highlighting more the historical value of relics such as cannons at destinations. Miti Island is a tourist destination.
2. The sustainable variety strategy is the ST strategy (strengths - threats). Through the first mode, the amount of garbage that arrives, causing the beach at the destination of Miti Island to become dirty due to seasonal garbage flows, can be done by mutual assistance from the community in developing a level of cleanliness at Destinai Island Miti. The strategy is to use performance enthusiasm and tourism charm in driving old opportunities. Second, by using buoys to create a hazard in case of big waves, increasing the level of safety for passengers on traditional boats. Third, increasing the development of Miti Island tourist attractions to compete with other destinations.
3. The turn-around strategy is supported by the WO (weaknesses) strategy. Methods used to reduce the number of attractions to take advantage of profitable market class opportunities, including ways: First, create more offline and online promotions, such as posting updates on social media. Both collaborate with stakeholders to organize events such as seminars and

exhibitions. Third, create education and training for tour guides. Fourth, creating parking lots with two wheels and four wheels for arriving tourists. Fifth, building facilities such as ATMs must have a positive economic impact on the communities around them.

4. The protective strategy is supported by the WT (weakness - threat) strategy. It is common practice to use this strategy to overcome obvious drawbacks: first, use a location close to Miti Island when packing a tour package to make it appear cheaper and more attractive. Second, sea travel is safer when there are more people such as fishermen and traditional boat facilities. Third, training on the organizational structure and organizational tourism of Pokdarwis for the local Miti Island community must be determined immediately. Regarding several strategies for the development of Miti Island tourist destinations, the first is the escalation of Miti Island's tourism charm, where the development of Miti Island can optimize government policies regarding the development of tourist attractions based on marine, nature, culture and local communities by utilizing all the capacities possessed by the area. Miti Island tourist attraction to create tourism activity planning programs such as:
  - a. Using boats or traditional boats to carry out fishing activities, also known as Ketinting, involves dropping fish bait into the water and experiencing the thrill of catching fish.
  - b. Make an activity swimming around the beach on Miti island while listening to the sound of small waves along the beach and feeling the calm pool of sea water.
  - c. Creating activities such as snorkeling and surface diving to observe the beautiful biota below the surface of marketing development as a means of increasing promotion in the tourist area of Miti Island is the second development strategy. The most important considerations are whether the product is readily offered to tourists and whether managers have access to the necessary human and capital resources for its development. Environmental development is the third development strategy.

To maintain the sustainability of tourism development and development in the tourism object area on Miti Island, a number of factors, such as the development of the physical and economic environment of the local community in Miti village, must be considered.

This information is very helpful when planning future tourism development in the tourist attraction area on Miti Island. The physical environment of the tourist attraction area on Miti Island will undoubtedly suffer as a result of over -development of tourism; However, the manager must first establish binding policies or regulations to control the growth of Tourism in the area around Miti Island. These policies or regulations can take the following forms:

1. Establish zoning or regional mapping of development areas that can be conserved and maintained to preserve their natural beauty over time.
2. Maintaining healthy coral reefs, empowering fish and other marine products are some of the things that can be done to preserve existing natural and ocean resources so that future generations can continue to use them. Another way to conserve coastal and marine areas is to avoid using bombs to catch fish as they can kill coral reefs.

## CONCLUSION

According to the research findings and the first chapter's description of the discussion, this research can be conveyed in four ways: first, Miti Island is an island with blue water, beautiful coral, lots of fish, white sand, small waves, and a beautiful view that has enough power to give birth to marine tourist attractions in North Halmahera Regency. This is because Miti Island is an island with these things, as well as beautiful scenery. Second, there is an opportunity to create tourism products that will make Miti Island activities, which include fishing, swimming, snorkeling and diving, more attractive to visitors. Apart from taking in the beauty of nature and the beauty of the sea, Miti Island is a popular tourist destination. Third, which can be seen not only from the potential but also requires a strategy that supports the potential of the tourist area on Miti Island, especially through the use of SWOT analysis. This analysis, which was carried out in the tourist attraction area on Miti Island,



revealed that several strategies that could be carried out included using strategic routes and loading tour packages, increasing promotion on social media, mutual cooperation in developing cleanliness levels, and increasing human resources. Fourth, In addition, there are details about development strategies that can be implemented in the charm area of Miti Island. This includes supporting the development of island attractions through the creation of various activities, such as fishing, diving, swimming, creating tour packages, and promoting tourist attractions through social media platforms such as Instagram and Facebook. In addition, this activity supports the preservation of the natural beauty of the island area through the creation of activities, such as mutual cooperation, so that, in the future, the island's tourist attractions can be. Three recommendations can be made to the Miti Village Community Group, the Miti Village Government, and the North Halmahera District Government based on the results that can be explained.

First and foremost, Miti villagers should form a group that strongly supports tourism activities on Miti Island, such as a tourism awareness group related to expanding tourism to Miti Island. The existence of a tourism awareness group will greatly help the growth of tourism on Miti Island with this group. Second, Miti's village government should frequently promote waste awareness in areas where seasonal waste flows from the open ocean, polluting the island 's beaches and polluting the village environment. With this awareness, the village government of Miti can organize various activities, such as mutual assistance - Royong - to clean up the flow of seasonal garbage and garbage in the village environment. In this way, the environment of the village and the area around the coast of Miti Island will remain clean, and the fish's marine life will be healthy when they are away from sea water contaminated with garbage. Third, the North Halmahera Regency Government should oversee Miti Island's tourist attractions and make decisions about how to protect them from sea bombardment, which fishermen often use to kill fish and put the marine ecosystem at risk. In addition, the government must provide regular training and direction to manage Miti Island tourism objects, and most importantly for tourism growth, the government must allocate funds for the development of tourist objects so that the plans owned by the MITI village government can be carried out according to these plans.

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