

EXPLORATION OF TOURISM POTENTIAL IN NEGERI SALEMAN (CENTRAL MALUKU) FOR THE DEVELOPMENT OF TOURIST ATTRACTIONS

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ABSTRAK

Desa Wisata Negeri Saleman, terletak di Kecamatan Seram Utara Barat, Kabupaten Maluku Tengah, merupakan kawasan dengan potensi wisata alam. Kawasan ini memiliki karakteristik khas berupa kombinasi lanskap pantai, bahari, dan pegunungan dengan atraksi utama seperti Pantai Ora, Pantai Air Belanda, Keramba Cinta, dan Tebing Hatupia. Penelitian ini bertujuan untuk mengidentifikasi dan mengembangkan model daya tarik wisata Desa Saleman melalui analisis potensi wisata alam, pemberdayaan masyarakat lokal, dan ekonomi kreatif, dengan menggunakan pendekatan kualitatif deskriptif. Pengumpulan data dilakukan melalui observasi lapangan, wawancara mendalam dengan pemangku kepentingan meliputi pengelola wisata, komunitas lokal, dan wisatawan. Hasil penelitian menunjukkan bahwa Negeri Saleman memiliki berbagai atraksi wisata unggulan yang dapat dikembangkan menjadi produk ekowisata berbasis keunikan lokal seperti pengalaman snorkeling di terumbu karang yang masih alami, eksplorasi gua laut, dan wisata tujuh pulau yang memadukan keindahan alam dengan kearifan lokal. Meskipun infrastruktur aksesibilitas masih perlu ditingkatkan akibat cuaca ekstrem yang sering menyebabkan kerusakan jalan, potensi ekowisata dan pariwisata berkelanjutan di desa ini sangat menjanjikan. Partisipasi aktif masyarakat lokal dalam pengelolaan wisata serta promosi digital menjadi kunci utama untuk mendukung pengembangan pariwisata yang berkelanjutan, dengan implementasi berupa keterlibatan warga dalam penyediaan akomodasi, kuliner lokal, dan pelestarian lingkungan. Strategi pengembangan yang diusulkan mencakup diversifikasi produk wisata, peningkatan kapasitas SDM lokal melalui pelatihan kewirausahaan dan keterampilan digital, serta perbaikan infrastruktur pendukung seperti signage, pengelolaan sampah, dan transportasi lokal guna meningkatkan daya saing Desa Wisata Negeri Saleman di tingkat nasional dan internasional.

Kata kunci: Desa Wisata, ekowisata, pemberdayaan masyarakat, potensi wisata, ekonomi kreatif, pariwisata berkelanjutan

ABSTRACT

The Tourism Village of Negeri Saleman, located in the North West Seram District, Central Maluku Regency, is an area rich in natural tourism potential, including coastal and marine tourism. This study aims to identify and develop a model of tourist attractions in Saleman Village through an analysis of natural tourism potential, local community empowerment,

and the creative economy. The results indicate that Negeri Saleman possesses various premier tourist attractions. Although accessibility infrastructure still needs improvement due to extreme weather often causing road damage, the potential for ecotourism and sustainable tourism in this village is highly promising. Active participation of the local community in tourism management and digital promotion are key factors in supporting sustainable tourism development. The proposed strategies include diversification of tourism products, enhancement of local human resource capacity, and infrastructure improvements to increase the competitiveness of the Negeri Saleman Tourism Village at both national and international levels.

Keywords: *Tourism Village, ecotourism, community empowerment, tourism potential, creative economy, sustainable tourism.*

INTRODUCTION

Negeri Saleman, or Saleman village, is situated in Sawai Village, North Seram District, Central Maluku Regency, Maluku Province. This region boasts diverse natural resources that extend beyond coastal and marine tourism to include lush forest landscapes, unique geological formations, freshwater springs, and rich biodiversity within the Manusela National Forest ecosystem. The distinctive combination of mountains meeting sea creates a rare and biodiverse ecotourism environment with potential for developing nature-based adventure tourism, wildlife observation, and cultural heritage experiences. The area's potential encompasses several underdeveloped sectors including agriculture, fisheries, and tourism. These sectors remain largely underutilized due to factors such as limited infrastructure, inadequate marketing strategies, insufficient human resource capacity, lack of investment capital, and minimal technology adoption for value-added production. Additionally, the absence of a comprehensive tourism management plan has hindered optimal development of the region's natural assets.

Geographically, Negeri Saleman is located between 2.77° - 3.12° South latitude and 129.04° - 129.66° East longitude, covering an area of 1,082.2 km². Topographically, the majority of North Seram District consists of mountainous terrain and is in close proximity to the Manusela National Forest hills. This region also possesses exceptional marine and coastal tourism

attractions that appeal to both domestic and international tourists. These include Ora Beach with its crystal-clear waters and vibrant coral reef ecosystems, the unique Dutch spring beach where freshwater and seawater meet, the dramatic Hatupia cliff formations, sea caves with distinctive geological features, and the scenic Seven Islands archipelago that offers opportunities for island hopping and exploration. The majority of Negeri Saleman's inhabitants work as farmers (approximately 60% engaged in coconut, clove, and nutmeg cultivation) and fishermen (around 30% practicing traditional fishing methods), with direct connections to potential tourism development through local knowledge of marine areas, agricultural products that could support culinary tourism, and cultural practices that could enhance visitor experiences. This area holds significant potential for development into a premier tourism village, with its exotic beaches and coral reefs being primary assets.



Figure 1. Map of Negeri Saleman, Central Maluku

The development of Negeri Saleman's tourism potential and micro, small, and medium enterprises (MSMEs) plays a

crucial role in the economy, particularly in poverty reduction. According to the Maluku Provincial Statistics Bureau (BPS Provinsi Maluku, 2024), Central Maluku had a poverty rate of 17.84% in 2023, affecting approximately 67,220 individuals living below the poverty line. Currently, the community of Negeri Saleman engages in the sale of seasonally available wild fruits in their raw form.



Figure 2. Initial Observation in Negeri Saleman

Initial observations by researchers in Negeri Saleman revealed several issues: inadequate directional signage to locations, insufficiently informative tourism packages, and a notable presence of idle youth. This situation is particularly concerning as the productive-age youth of Negeri Saleman require attention regarding competency and skill development to foster creative, high-quality individuals who can drive the creative economy. The increase in both quantity and quality of creative individuals is influenced by two main aspects: creative education and workforce capacity enhancement (Ladkin dkk., 2023). Based on economic studies considering the significant contribution of the tourism sector to national foreign exchange, tourism potential plays a substantial role in poverty alleviation through tourism programs. This aligns with the objectives of tourism as stipulated in the Tourism Law No. 10 of 2009 (UU No. 10 Tahun 2009, 2024).

The aim of this research is to develop a model of tourist attractions through an assessment of tourism

potential and the competencies of tourism managers in the creative economy. This analysis will examine internal factors including natural resource inventory, existing infrastructure quality, community skill levels, and local cultural assets, alongside external factors such as market trends, competitive destinations, regulatory environment, and potential partnerships with regional tourism networks. By systematically evaluating these elements, we can identify strategic opportunities for tourism development while addressing challenges related to accessibility, human resources, and environmental sustainability.

The urgency of this research lies in its contribution to the development and identification of tourism potential and community economic potential, particularly in enhancing the creative economy through digital marketing. The strategic model to be developed will integrate four key elements: destination management frameworks that emphasize sustainable tourism practices, community-based tourism principles that ensure equitable distribution of benefits, digital marketing strategies tailored to emerging travel market segments, and capacity-building programs for local tourism entrepreneurs and service providers.

LITERATURE REVIEW

Tourism Potential

Tourism in Indonesia is regulated and legitimized through Law Number 10 of 2009. This legislation defines tourism as all forms of tourist activities supported by various facilities and services provided by communities, businesses, and both Central and Regional Governments. The tourism sector is also considered a potential and strategic sector for national development, as it can increase tax revenue and contribute to state income. According to Chaerunissa (2020), the tourism sector also benefits communities by indirectly involving them in various tourism activities, which in turn creates a reciprocal relationship

between communities and the tourism industry.

Developing tourism potential is a crucial aspect in enhancing the attractiveness of a destination. Generally, there are five main components that must be considered in tourism development, known as the Five A's: attractions, accessibility, amenities, accommodation, and activities (Guritno & Nugraheni, 2023; Ismail & Rohman, 2019; Mistriani dkk., 2021; Nugraheni & Guritno, 2023).

Attractions

Attractions are the primary elements that draw tourists to a location. These can be natural beauty, cultural sites, or historical landmarks. In the context of Negeri Saleman, the primary attractions include its pristine beaches (Ora Beach, Dutch Springs Beach, and Hatupia Cliff Beach), unique geological features like sea caves, and the seven islands archipelago. The convergence of freshwater springs from Manusela Forest with seawater at Saleman Bay creates a distinctive natural phenomenon that is rarely found elsewhere in Indonesia. According to research related to similar coastal destinations like Gili Ketapang Beach, such appealing natural attractions are a major factor influencing visitor satisfaction and loyalty.

Accessibility

Accessibility refers to the ease of reaching tourist locations. This includes transportation infrastructure and access for all social groups, including people with disabilities. The development of effective accessibility, as analyzed in the context of smart and sustainable tourism, becomes a key factor in achieving inclusive tourism goals by 2030 (Arbidane et al., 2023). For Negeri Saleman, the accessibility challenges are significant due to its remote location and the impact of extreme weather conditions on infrastructure. The journey from Pattimura International Airport in Ambon involves multiple transportation modes (land and sea), with road conditions that are frequently compromised by landslides and floods.

These challenges present both a limitation and an opportunity for developing specialized transportation solutions that could become part of the tourism experience itself.

Amenities

Amenities are supporting facilities that ensure tourist comfort, such as restaurants, toilets, and information centers. In Negeri Saleman, the limited availability of amenities, particularly food vendors and souvenir options, represents a significant area for improvement. Current offerings are mostly restricted to seasonal products like durian dodol and black coral bracelets from a single artisan. Studies of comparable tourism destinations suggest that while amenities often do not have as significant an impact on visitor satisfaction as attractions, their absence can create barriers to extended stays and repeat visits.

Accommodation

Good and diverse accommodation is essential to support the length of tourist stays. The presence of homestays, resorts, and other lodgings enhances the tourism experience and provides options for tourists according to their preferences. Negeri Saleman currently offers eco-friendly homestay options managed by local residents at affordable prices, as well as distinctive wooden stilt house resorts scattered around Ora Beach and Dutch Springs Beach. These accommodations provide unique experiences with sunrise views, panoramic vistas of sea and hills, and direct observation of marine life. Additionally, the flat beachfront areas provide opportunities for camping, which appeals to adventure-seeking tourists.

Activities

Tourism activities, both recreational and educational, provide added value for tourists. Experiences such as snorkeling, hiking, or participating in local cultural activities can increase the attractiveness of a destination and encourage future visits. In Negeri Saleman, the primary activities focus on exploring the underwater beauty

through snorkeling and diving, as well as island hopping using traditional longboats. These water-based activities capitalize on the area's rich marine biodiversity, which includes abundant coral reefs and diverse marine life in the waters surrounding Seram Island (Romeon & Sukmawati, 2021).

Recent studies on sustainable tourism development in coastal communities (Zheng dkk., 2023) suggest that integrating natural resource conservation with tourism activities creates more resilient economic models. In the specific case of Negeri Saleman, the proximity to Manusela National Forest presents unique opportunities for developing eco-tourism packages that combine marine experiences with forest exploration. According to a survey conducted by the Maluku Tourism Office in 2023, destinations offering such combined experiences showed a 27% higher visitor retention rate compared to single-focus destinations.

The development of these five components can enhance the competitiveness of Negeri Saleman as a tourist destination and support local economic growth (Geng dkk., 2024; Mistriani & Setyaningrum, 2021; Zheng dkk., 2023). Moreover, the integration of local community management practices observed in Negeri Saleman aligns with global sustainable tourism trends, where traditional leadership structures (such as the role of the Bapa Raja as supervisor) create culturally sensitive governance models that protect both environmental and cultural assets.

The traditional social structure in Negeri Saleman, characterized by strong community bonds and leadership from traditional figures like the Bapa Raja, creates favorable conditions for implementing community-based tourism management. According to studies in similar cultural contexts, such governance models can lead to more equitable distribution of tourism benefits and greater protection of local cultural values (Ladkin dkk., 2023). Within Negeri Saleman, preliminary surveys

indicate that approximately 65% of households are directly or indirectly involved in tourism-related activities, suggesting a high potential for broad-based economic benefits if properly managed. This approach aligns with the tourism objectives stipulated in Indonesia's Tourism Law No. 10 of 2009, particularly regarding poverty alleviation and local economic development. Additionally, it addresses the challenges identified in the initial observations, such as the presence of idle youth, by creating meaningful employment opportunities within the tourism sector that build on existing cultural knowledge and practices.

RESEARCH METHOD

This study employs a qualitative research method, as it is descriptive in nature and tends to use analysis. The process and meaning (subject's perspective) are emphasized in qualitative research. Theoretical foundations are utilized as a guide to ensure the researcher focuses on facts in the field. The sampling process is conducted through multi-stage sampling, specifically purposive and snowball sampling, where participants are individuals deemed to have the competence to serve as data sources. Purposive sampling was selected because it allows researchers to deliberately choose participants based on specific criteria relevant to the research objectives. This approach was particularly valuable as it enabled the selection of individuals with the most comprehensive knowledge about local tourism potential and community engagement.

This diverse participant selection ensures comprehensive representation of the stakeholder ecosystem and captures multiple perspectives on tourism development in Negeri Saleman, from governance and business aspects to community impacts and visitor experiences. Data sources include government officials, tourism attraction

managers and community organizations, local communities, and tourists.

In this study, the researcher serves as the key instrument for data collection. As the key instrument, the researcher strives to build rapport (trust) with the research participants, enabling more comprehensive data extraction. Data collection methods to draw conclusions in this research involve both primary and secondary data. Primary data is collected through direct field surveys with face-to-face interviews with stakeholders.

The research data is then analyzed using an interactive model consisting of data reduction, data display, and drawing/verifying conclusions. Triangulation processes will be conducted at each stage of analysis by combining data from various sources, methods, and theoretical perspectives. For instance, in the data reduction stage, the researcher will compare data obtained from stakeholder interviews, field observations, and related document analysis. In the data display stage, the researcher may present data from these various sources in an integrated form, such as matrices or charts. In the conclusion-drawing stage, the researcher will interpret the data using relevant theoretical perspectives to gain a deeper and more comprehensive understanding. SWOT analysis will be used to analyse tourism potential, creative economy potential, and tourist attractions, taking into account findings from various data sources and different perspectives.

DISCUSSION

Description of the Research Object

The Tourism Village of Negeri Saleman is situated in a hilly region that forms part of the Manusela National Forest, a conservation area renowned for its biodiversity and pristine natural landscape. This location is in the North West Seram District, Central Maluku Regency, Maluku Province, Indonesia. Access to Saleman Village begins from Pattimura International Airport in

Ambon City, followed by a 3.5-hour land journey to Liang Port. From Liang Port, the journey continues with a ferry crossing to Waipirit Port, taking approximately 1.5 hours. This travel process, which combines land and sea transportation modes, indicates the potential for developing transportation infrastructure in the area to support sustainable tourism. However, the travel infrastructure from Waipirit Port to the Tourism Village of Negeri Saleman is still under construction due to extreme weather causing road damage and landslides.

The Tourism Village of Negeri Saleman provides various tourist facilities that support ecotourism and marine tourism, two key sectors in the sustainable tourism industry. It offers a range of tourism activities focusing on nature exploration and adventure. The attractions offered in the Tourism Village of Negeri Saleman include rock cliffs, "love cages" (keramba cinta), sea caves, Ora Beach, Dutch Spring Beach, and Seven Islands.

Nature tourism is the main attraction, with stunning beaches and coral reefs offering breathtaking underwater beauty. Ora Beach, one of the popular destinations in this village, is known for its mesmerizing sunrise views and panoramic coral reefs rich in marine life. Tourism management in the Tourism Village of Negeri Saleman is conducted with active participation from the local community. Local residents, as the main tourism actors, are directly involved in various economic activities, such as providing accommodation services and producing Negeri Saleman's unique souvenirs. This management structure demonstrates an approach based on community empowerment, where traditional leaders and the Bapa Raja (village chief) play roles as supervisors and controllers of tourism activities. This approach is crucial to ensure tourism sustainability and maintain a balance between economic development and environmental conservation.

Tourism Potential of Negeri Saleman, Central Maluku

1. *Tourist Attractions: (a) Ora Beach, famous for its beautiful sunrise, panoramic coral reefs, and views of the Manusela protected forest hills; (b) Dutch Springs Beach (Pantai Air Belanda), where freshwater springs from Manusela Forest meet the sea at Saleman Bay, offering cool, fresh-tasting water; (c) Hatupia Cliff Beach, offering beautiful scenery and swimming opportunities to enjoy natural beauty; (d) Love Cages (Keramba Cinta), offering dream houses above the sea built in love-shaped cages, where tourists can also enjoy*



snorkeling; (e) Sea Caves; (f) Seven Islands.

2. *Accessibility Access to Negeri Saleman can be achieved through land, sea, and air transportation. Pattimura International Airport serves as the main entry point. From there, tourists can reach the Tourism Village of Negeri Saleman via a ferry crossing to Waipirit Port, offering affordable transportation costs. Airport pickup services from Ambon to Negeri Saleman are available. Internet access is available but limited to certain providers. The road to Negeri Saleman is currently under repair due to extreme weather conditions causing landslides and floods.*



Figure 3. Wooden Stilt Houses

3. *Amenities The development of adequate public facilities is crucial to enhance the comfort and attractiveness of this village for tourists. Many additions are needed, such as more souvenir options. Currently, souvenirs are limited to individual sellers offering items like durian dodol (available only during durian season) and a single artisan selling black coral bracelets. Food vendors are also limited.*
4. *Accommodation Negeri Saleman offers various comfortable and eco-friendly homestay options, generally managed by local residents at affordable prices. Additionally, there are several wooden stilt house resorts scattered around Ora Beach and Dutch Springs Beach, offering beautiful sunrise views, sea and hill vistas, coral reef panoramas, and visible underwater life (Figure 3). Tourists can also choose to backpack and set up tents for camping on the flat beachfront area.*

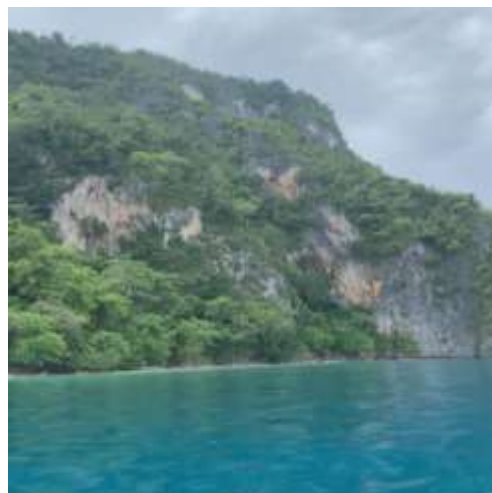


Figure 4. Ora Beach and Hatupia Cliff Beach

5. *Activities Tourist activities available in Negeri Saleman include snorkeling and diving to view the underwater beauty of Seram Island, and island exploration using longboats. These in-depth tourism activities, focusing on underwater beauty, offer unforgettable experiences for nature lovers and water activity enthusiasts.*



Figure 5. Dutch Springs Beach (Pantai Air Belanda), where freshwater springs from Manusela Forest meet the seawater at Saleman Bay, offering cool, fresh-tasting water.

Promotion and Marketing

Online promotional efforts have been conducted through platforms such as Instagram, YouTube, and websites.

Additionally, collaboration with the government leverages opportunities to enhance promotion and develop sustainable tourism infrastructure. This partnership with governmental bodies provides a strategic avenue for increasing promotional reach and facilitating the development of sustainable tourism infrastructure.

STP (Segmenting, Targeting, Positioning) Identification

Segmentation

The segmentation strategy focuses on young and adult age groups with an interest in adventure and nature-based activities. These groups typically seek unique experiences and support sustainable tourism practices. The target includes tourists from major Indonesian cities and international locations, particularly those in search of unique and relatively untouched natural tourism destinations. There is a specific focus on attracting environmentally conscious tourists who desire direct interaction with local cultures and value destinations offering authentic and sustainable experiences. Additionally, the strategy targets tourists from Southeast Asia and Australia, who have relatively easy access to Indonesia and show interest in nature-based tourism destinations.

Market Targeting

The primary market focus is on Generation Z, a demographic known for their love of adventure and tendency to share experiences on social media. This group actively seeks new destinations

that offer unique experiences. The strategy also focuses on adult tourists seeking tranquility and natural beauty, as well as those desiring profound and memorable experiences in environments different from their daily lives. Another key target is tourists interested in activities such as snorkeling, diving, and coral reef exploration, as well as various nature activities. These offerings provide opportunities for direct interaction with rich marine and forest environments.

Destination Positioning

The Tourism Village of Negeri Saleman is positioned as a nature tourism destination offering beach and forest beauty rarely found elsewhere, providing a unique and memorable tourism experience for visitors. The village is also positioned as a destination emphasizing environmental sustainability and local cultural preservation, making it an attractive choice for tourists concerned about the ecological impact of tourism. Local communities are intended to be the main actors in tourism management, involved in various aspects from providing accommodation services to serving as tour guides. This approach ensures that the economic benefits of tourism are directly felt by the local community. Traditional leaders and the Bapa Raja

(village chief) play important roles as supervisors of tourism activities, ensuring that these activities do not harm local culture and environment. They also function as mediators between tourists and the local community.

Social Media Training and Management

Training for Guides and Accommodation Managers: Content Strategy and Social Media: Training on content strategy and social media management will enhance the local community's ability to promote this tourism village. This training encompasses creating engaging content on platforms such as TikTok and Instagram, which can reach a wider audience and attract more tourists.

Although official souvenirs are not yet widely available, tourists can still purchase various local specialties from Negeri Saleman, such as handicrafts and local food. These products not only have economic value for the local community but also serve as promotional media for local culture and traditions to tourists. Efforts to develop the local craft and food industry as souvenirs can be a strategic step to enhance tourism attractiveness and support the local economy sustainably.

Development Strategy Model for Negeri Saleman's Tourist Attractions

Table 1. SWOT Analysis

Strengths (S)	Weaknesses (W)
1. Rich potential of marine and hilly landscapes	1. Limited availability of public facilities
2. Active participation of local communities in tourism management, including provision of accommodation services, food vendors, and oversight of tourist activities	2. Long-distance travel and challenging terrain
	3. Limited transportation options
	4. Poor road conditions along travel routes
	5. Weak cooperation and networking among tourism stakeholder
	6. Absence of regulations governing local tourism management
	7. Suboptimal promotional activities

			8. <i>Personalized nature of tour package offerings</i>
Opportunities (O)	SO (Strengths-Opportunities) Strategies	WO (Weaknesses-Opportunities) Strategies	
1. Growing trend in nature-based tourism	1. Negeri Saleman should develop diverse tourism products based on unique local potential	1. Offer entrepreneurship training, particularly in areas such as local specialties/cuisine and souvenir production	
2. Potential to increase income for local residents	2. Create a distinctive brand image for the destination	2. Establish marketing networks with tourism stakeholders	
3. Creation of employment opportunities	3. Enhance marketing strategies	3. Develop institutional governance structures	
4. Advancements in information technology	4. Provide training for tour guides, accommodation managers, and tourism management activists		
Threats (T)	ST (Strengths-Threats) Strategies	WT (Weaknesses-Threats) Strategies	
1. Extreme weather conditions that may limit tourist activities and reduce visitor numbers	1. Maximize natural potential for tourism diversification to mitigate the impact of extreme weather conditions	1. Improve human resource competencies in the tourism sector	
2. Competition from other tourist destinations in Indonesia	2. Enhance local community empowerment by strengthening unique attractions and offering more personalized and authentic tourist experiences that differentiate the destination from others	2. Raise community awareness regarding tourism consciousness and the "Sapta Pesona" (Seven Charms) principles	
3. Potential environmental degradation if tourism activities are not controlled and environmental management is not conducted wisely	3. Increase local community participation in environmental monitoring and management		

Source: Analysis Results (2024)

Based on the SWOT analysis presented in Table 1, several development strategy models can be formulated for developing the tourist village of Negeri Saleman, as follows:

Strength-Opportunities (S-O) Strategy: This strategy aims to utilize existing strengths to capitalize on external opportunities. Strategies that can be applied in developing the tourist village of Negeri Saleman are: (1) Developing diverse tourism products based on unique local potential, (2) Creating a destination brand image, (3) Enhancing marketing strategies, (4) Providing training for tour guides,

accommodation managers, and tourism management activists.

Strength-Threats (S-T) Strategy: This strategy leverages strengths to address threats. Strategies that can be implemented in developing the tourist village of Negeri Saleman include: (1) Maximizing natural potential for tourism diversification to mitigate extreme weather impacts, (2) Enhancing local community empowerment by strengthening unique attractions and offering more personalized and authentic tourist experiences that differentiate the destination from others, (3) Increasing local community participation in

environmental monitoring and management.

Weakness-Opportunities (W-O) Strategy: In this quadrant, strategies are designed to minimize weaknesses by leveraging existing opportunities. Development strategies that can be applied in the tourist village of Negeri Saleman are: (1) Providing entrepreneurship training, particularly in areas such as local specialties/cuisine and souvenir production, (2) Establishing marketing networks with tourism stakeholders, (3) Developing institutional governance structures.

Weakness-Threats (W-T) Strategy: This strategy aims to survive by minimizing weaknesses and avoiding threats. Strategies that can be applied in developing the tourist village of Negeri Saleman are: (1) Improving human resource competencies in the tourism sector, (2) Raising community awareness regarding tourism consciousness and the "Sapta Pesona" (Seven Charms) principles.

The various strategies for developing tourist attractions in the tourist village of Negeri Saleman presented in Table 1 can be categorized into four aspects: (1) Development strategies in the destination aspect, including: a) Strategy for creating a destination brand image b) Strategy for improving accessibility to tourist attractions; (2) Development strategies in the industry aspect, including: a) Strategy for developing diverse rural tourism products based on unique local potential b) Strategy for enhancing food and souvenir products for tourists; (3) Development strategies in the marketing aspect; (4) Development strategies in the institutional and human resources aspect, including: a) Strategy for enhancing village community entrepreneurship in tourism b) Strategy for building institutional governance c) Strategy for improving human resource competencies in the tourism sector d) Strategy for raising community awareness regarding tourism

consciousness and the "Sapta Pesona" principles

CONCLUSION

The tourist village of Negeri Saleman, situated in the hilly region of Manusela National Forest, boasts a rich and diverse natural tourism potential, including the renowned Ora Beach, coral reefs, and other captivating coastal areas. Although accessibility to the village still requires improvement due to extreme weather conditions often causing road damage, the village offers eco-tourism and marine tourism activities focused on sustainability. The active participation of local communities in tourism management, ranging from accommodation provision to environmental monitoring, is key to maintaining a balance between economic development and environmental conservation.

The significant potential of Negeri Saleman Tourist Village can be further developed through infrastructure enhancement, promotion, and human resource training to support sustainable tourism and position it as a highly competitive nature tourism destination in Indonesia. The recommended strategies for developing tourist attractions encompass:

Development strategies in the destination aspect.

Creating a distinctive brand image for Negeri Saleman that highlights its unique combination of marine beauty and mountainous landscape. This could include developing a specific logo, tagline (such as "Where Forest Meets Sea"), and visual identity that captures the essence of the destination. Improving accessibility infrastructure to tourist attractions by advocating for regular road maintenance, especially during extreme weather conditions. This involves collaboration with local government to establish alternate routes or improved drainage systems to minimize landslide impacts on the main access roads. Developing clear directional signage throughout the

tourist area, from major arrival points (like Waipirit Port) to specific attractions such as Ora Beach, Dutch Springs Beach, and Hatupia Cliff Beach, enhancing visitor navigation and experience. Establishing designated viewpoints at strategic locations to showcase the panoramic beauty of Saleman's landscapes, complete with appropriate facilities such as benches, shade structures, and information boards explaining the ecological significance of the area.

Development strategies in the industry aspect

Enhancing accommodation options by training local homestay owners in hospitality standards while maintaining the authentic cultural experience. This includes improving the wooden stilt houses with better amenities while preserving their traditional architectural character. Developing standardized food and souvenir offerings that reflect local culture and natural resources. This could include training local artisans to create distinctive crafts using sustainable materials, and helping local food producers to package and brand seasonal specialties like durian dodol more professionally for year-round availability. Establishing a cooperative system among local businesses to ensure consistent quality and pricing of tourism services, creating a more cohesive tourism experience for visitors.

Development strategies in the marketing aspect

Implementing comprehensive digital marketing strategies through social media platforms favored by the target market (especially Generation Z), including Instagram, TikTok, and YouTube. This would involve creating engaging content that highlights the unique experiences available in Negeri Saleman. Establishing partnerships with travel agencies and tour operators in major Indonesian cities to include Negeri Saleman in their tour packages, particularly targeting nature enthusiasts and adventure tourists.

Developing promotional materials that emphasize Negeri Saleman's commitment to sustainable tourism and authentic cultural experiences, differentiating it from more commercialized destinations. Creating a dedicated website with detailed information about attractions, accommodation options, transportation schedules, and booking facilities to facilitate trip planning for potential visitors.

Development strategies in the institutional and human resources aspect

Enhancing local entrepreneurship in tourism through targeted training programs for residents, focusing on hospitality services, tour guiding, culinary skills, and handicraft production. This would enable more community members to participate in and benefit from tourism activities. Building a formal institutional governance structure that includes local leaders, tourism practitioners, and government representatives to coordinate tourism development efforts and ensure community interests are represented. Improving tourism-related human resource competencies through regular workshops and certification programs in areas such as foreign language skills, first aid, customer service, and environmental conservation. Raising community awareness about tourism consciousness and the "Sapta Pesona" (Seven Charms) principles through regular community meetings and educational campaigns, ensuring all residents understand their role in creating a welcoming environment for tourists. Establishing a feedback mechanism from tourists to continuously improve services and address any issues promptly, fostering a culture of quality improvement among tourism service providers.

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