

Coastal Tourism: Development Strategy of Loang Baloq Beach in Lombok Island, Indonesia

by Riduan Mas'ud

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Coastal Tourism: Development Strategy of Loang Baloq Beach in Lombok Island, Indonesia

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Abstract:

This research aims to generate a development strategy formulation of tourist attraction Loang Baloq beach in Mataram city. This research is a qualitative study with a survey method and description. Data is collected using observation technique, interview (purposive sampling), questionnaire distribution (accidental sampling), and documentation study in the book, articles, and other sources. The data analysis technique uses qualitative description, Likert scale, and SWOT analysis to formulate the appropriate strategy for Loang Baloq beach development. This research shows that Loang Baloq beach is in the first quadrant, indicating progressive strategy (grand strategy). It means that Loang Baloq beach is in prime condition. Therefore, it enables maximum achievement for growth and progress. The suggested strategy is the strategy that seizes the opportunity and highlights the strengths. Then, the alternative strategy which is generated is based on S-O strategy, S-T strategy, W-O strategy, and W-T Strategy.

Keywords: coastal tourism; Loang Baloq Beach; Lombok Island; SWOT; tourism development strategy.

JEL Classification: Z32; Z38; Z30; O20; Q56; R58.

Introduction

Tourism development can encourage the rate of economic growth in an area (Kostić *et al.* 2018). The movement of tourists is key in generating these economic benefits. Increased income, leisure and investment are factors that encourage tourists to travel to tourist destinations (Nigg *et al.* 2021). Tourist destinations must welcome tourist travel requests by providing all the needs of tourists. In this regard, attraction and service (hospitality) are two elements essential for tourist destinations (Cooper 2020). Furthermore, (Prasiasa 2012) said that tourism products consumed by tourists were more services (intangible). On the other hand, (Lohmann,2016) adds that five elements support tourist destinations: attractions, amenities, accessibility, image, and price. However, when examined in more depth, (Madiun 2009) said that apart from the elements above, local community involvement is the main thing that must be considered in developing tourist destinations.

The development of tourism on the island of Lombok is still being carried out to increase tourist visits and provide benefits to local communities. The city of Mataram, as one of the Regional Tourism Strategic Areas (Perda No. 7 of 2013) and at the same time as the center of government and business on the island of Lombok, has the potential for coastal tourism that attracts and attracts tourists. Loang Baloq beach is one of the tourist destinations in Mataram City, which has this tourism potential. Furthermore, Loang Baloq beach has a variety of tourist activities, such as leisure, sports tourism, culinary, heritage to religious tourism. The variety of activities offered makes Loang Baloq beach crowded with tourists every day, especially on weekends, even during religious holidays such as Eid al-Fitr and Eid al-Adha, which can reach thousands of tourists (Nugroho 2019). The hectic interest in tourist visits to Loang Baloq beach has succeeded in generating economic excitement such as increasing regional original income, opening employment opportunities, and increasing local people's income.

However, Loang Baloq beach is only popular among local tourists, not foreign tourists from the surrounding area (Nugroho 2019). This means that Loang Baloq beach still needs improvement from the promotion field to reach foreign tourists. In addition, a series of problems have also increased due to a large amount of garbage scattered in the Loang Baloq beach area and public facilities that are not maintained. Another classic problem is the unorganized stalls of the traders, making them less attractive to look at. Its potential will be powerless if it is not managed properly, not to mention the government is targeting 4.4 million tourist visits to Lombok Island in 2021 (Lombok Post, 2021). In addition, the symptoms of the Covid-19 pandemic have also impacted the decline in tourism activity on Loang Baloq beach, even in the entire NTB Province.

Data shows that the number of tourist visits to NTB Province in 2020 only reached 400,595. This means a decrease of 89% compared to 2019, which was 3,706,532 tourists (Disbudpar.ntbprov.go.id, 2021). The decrease in visits due to the Covid-19 pandemic is a serious matter that all stakeholders must handle. These problems certainly require a strategy so that each tourist destination can adapt and adjust to tourists' needs. The decrease in visits due to the Covid-19 pandemic is a serious matter that all stakeholders must handle. These problems certainly require a strategy so that each tourist destination can adapt and adjust to tourists' needs.

Based on the problems above, strategic steps are needed to develop Loang Baloq's tourist attraction according to its potential characteristics in the form of beaches, so it is appropriate that the direction of its development prioritizes the concept of coastal areas with all activities and facilities. Thus, the development of the Loang Baloq beach tourist attraction is critical to increase domestic and foreign tourist visits and positively contribute to the surrounding community. This study aims to produce a strategy formulation for developing a tourist attraction at Loang Baloq Beach in Mataram City based on the above background.

1. Literature Review

Following the research objectives that have been set, this research requires a review of the relevant literature. The following are some of the theories and previous studies used.

1.1. Coastal Tourism

Coastal tourism is a recreational activity carried out by tourists who rely on coastal areas as tourism products (Naylor *et al.* 2021). These activities include swimming, sightseeing, sunbathing, snorkeling, diving, walking around the beach, and meditation (Dahuri 2001). In addition, coastal tourism is synonymous with sea, sun, and sand, namely the type of tourism that presents natural beauty by collaborating with the sea, sunlight, and distinctive sand (Kim *et al.* 2021). The concept of sustainable coastal tourism is a type of tourism that can meet the needs of tourists and tourist destinations today while protecting and encouraging similar opportunities in the future (Musaddun 2013).

Coastal tourism locations have the potential for sustainable development (Khan *et al.* 2020; Rif'an, 2018; Risfandini, 2019). This is because coastal tourism contains natural resources that can be used to support sustainable tourism. Coastal resources can be classified into two categories: water and land. Fish, coral reefs, mangroves, and minerals are all found in coastal waters. Coastal land resources, on the other hand, include forests, crops, and freshwater (Tatali *et al.* 2018). Ekosafitri *et al.* (2017) notes that coastal tourism has the potential to benefit from the following: 1) fisheries and marine resources such as coral reefs, mangroves, and habitats found beneath the sea; 2) coastal tourism infrastructure and services such as snorkeling, diving, canoeing, lodging, and restaurants, as well as tour guides.

Table 1. Sustainable Coastal Tourism Goal

Sustainable Coastal Tourism Goal	Indicator
Conservation Areas that can protect coastal ecotourism	<ol style="list-style-type: none"> 1. Manage coastal area resources without damaging or endangering the ecosystem. 2. Manage water quality and quantity to maintain the number and types of aquatic biota. 3. Stakeholder involvement in coastal area resource management
Community empowerment through the utilization of coastal tourism potential for the economic contribution of local communities	<ol style="list-style-type: none"> 1. Develop and create jobs according to the coastal potential to provide sustainable (non-seasonal) income. 2. Help improve community knowledge and skills such as training to empower communities in coastal tourism. 3. Instilling public awareness in preserving the coastal environment. 4. Developing local cultural attractions as a tourist attraction. 5. Preserving the customary values/ traditions of coastal communities.
Increasing the number of visitors at coastal tourist sites	<ol style="list-style-type: none"> 1. The beauty of the coastal panorama is an embryo of natural tourist attractions. 2. The physical condition of the beach supports visitors' activities in traveling. 3. There are economic facilities that support tourist attraction
Strong local culture and sustainable power attract visitors	<ol style="list-style-type: none"> 1. There is a local culture that is held regularly as a visitor attraction. 2. There is a typical life of coastal communities.

Source: Musaddun 2013

1.2. Tourist Destination Development

Tourist destinations are areas where tourists visit to enjoy holidays, spend time and spend their money (Pitana 2009). Furthermore, tourist destinations are geographical areas that are in one administrative area. There are tourist attractions, facilities, accessibility, and communities that are interrelated and complementary to the realization of tourism (Isdarmanto 2017). Meanwhile, Leiper (1990) defined that tourist destinations are interactions between various elements that must be appropriately managed, such as tourists, tourist attractions, and information about these tourist attractions.

Thus, elements form a tourist destination such as: first, tourist attractions (natural, cultural, artificial). Second, an amenity that consists of facilities and services. The third is accessibility, which relates to the ease of reaching tourist destinations, such as facilities and infrastructure to get to the destination. Fourth, namely ancillary, related to the hospitality aspect of the host in welcoming tourist arrivals (Mill 2000). Pitana (2009) explained that development is a strategy used to promote, improve and improve the tourism conditions of an object and tourist attraction so that it can be visited by tourists and provide benefits to the community around the object and tourist attraction as well as to the government.

Furthermore, in the operational realm, three approaches can be used to plan the development of tourism areas according to Suwena (2017), namely: the first is the market perception approach, the development of tourism product aspects (product-driven), and the development of tourism market aspects (market-driven). Aspects of tourism products provide tourist attractions, accessibility, amenities, institutions, human resources, and other supporting elements (supply-side). Meanwhile, the tourism market aspect includes socio-demographic and psychographic characteristics such as motivation, perception, and tourist orientation (demand side).

Second is the cross-border approach (borderless tourism), namely the concept of spatial development in strategic partnership programs between adjacent areas or cross-border cooperation to develop integrated, synergistic, and complementary tourism destinations. It aims to build a strong collective appeal as a competitive destination on a national, regional, and even international scale. The spirit of the competition approach is the co-existence and synergistic collaboration of the two co-operation and competition strategies to produce mutually beneficial and long-term oriented benefits for destination areas that work together.

Third, the tourism cluster approach is the concept of developing a multi-sector linkage-based tourist destination with links that support each other. These sectors include tourist attractions, amenities, tourism supporting facilities, human resource preparation institutions, institutions (public and private sectors), and the host community (Sunaryo 2013).

Based on several approaches to developing tourist destinations above, it can be said that tourism development strategies must go through comprehensive and flexible planning because tourism development models have an essential role in understanding environmental complexities and predicting phenomena that occur (Getz 1992).

Badarab (2017) added that developing tourist destinations consists of planning existing products, increasing tourism potential. This is done by identifying the strengths and weaknesses, opportunities and threats of a tourism product, namely internal and external factors of tourist destinations, in determining alternative strategies that will be used to develop quality, gradual and balanced products, and services.

2. Methodology

Based on the research objectives of tourism attraction development strategy at Loang Baloq beach in Mataram City, the rationality of the research uses case study research. A known study explores a problem with detailed boundaries, has in-depth data collection and includes various sources of information (Veal 2018). This case study research uses a mixed-method, a combination of quantitative and qualitative (Ridha 2017). Quantitative methods are analytical tools that can help business actors, including tourism businesses, make decisions because decisions in the business world can be related to optimization, estimation, identification, and exploration of the problems they face (Creswell 2014). Thus, the quantitative data in this study are numbers that can be calculated mathematically or statistically to conclude. These data are tourists' perceptions of tourist attractions at Loang Baloq beach and the weighting of the IFAS and EFAS matrices in developing Loang Baloq beach tourist attractions.

While the qualitative method, qualitative data is a research procedure that produces descriptive data in written and spoken words from people and observed behavior. A qualitative approach is very likely to solve tourism problems because tourism essentially explores the nature of tourist trips carried out by humans (Mura and Lattimore 2018). Thus, the qualitative data in this study is a description of the potential tourist attractions of Loang Baloq beach, obstacles encountered in the development process, internal and external factors of Loang Baloq beach, and the formulation of strategies for developing Loang Baloq Beach in Mataram City. For more details, the following data sources are presented in table 1.

Table 2. Data Source

Aim	Required Data	Data Source
Strategy for developing Loang Baloq beach tourist attraction in Mataram City	<ol style="list-style-type: none"> 1. Identify the strengths and weaknesses (internal), opportunities, and threats (external) found in Loang Baloq beach. 2. Tourists' assessment of internal environmental conditions: strengths, weaknesses, external environmental conditions: opportunities, threats in the tourist attraction of Loang Baloq beach 	<ol style="list-style-type: none"> 1. Field observations and interviews with informants, namely community leaders and managers and related agencies such as the tourism office of Mataram City (purposive sampling) 2. Distribution of questionnaires to 100 tourists who were met at Loang Baloq beach (accidental sampling) by providing an assessment of the statements prepared by the author

Source: processed by authors.

Furthermore, this study uses three data analysis techniques, and the first is the Likert Scale. One of the tools used to measure tourist perceptions of an object to be studied is using a Likert scale analysis tool. (Sugiyono 2011) stated that the Likert scale measures attitudes, opinions, and perceptions of people about social phenomena. Second is the matrix analysis of Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS). Internal factors come from the environment in a tourist attraction, consisting of

several variables, namely tourist attractions, accessibility, amenities, and ancillary service. Each variable consists of several indicators that will be analyzed to determine the strengths and weaknesses of the internal environment. Giving weights and ratings obtained from the results of distributing questionnaires that have been processed data (Rohim 2008). Meanwhile, external factors come from the environment outside the tourist attraction, which consists of opportunities and threats faced, both in economic, social, cultural, technological, and competitive terms. Each variable will be analyzed to determine the opportunities and threats of the external environment. Weighting and ratings obtained from distributing questionnaires that have been processed data (Subramoniam 2010).

Third, the SWOT Matrix. According to (Soeswoyo 2021), the SWOT matrix is the analytical tool used to compile the tourism destination strategic factors. This matrix can clearly describe how the external opportunities and threats faced by the destination can be adjusted to the strengths and weaknesses it has. This matrix can produce four possible strategic alternatives: S-O, S-T, W-O, and W-T strategies.

3. Result

3.1. Internal Environment Analysis

The internal environment consists of the strengths and weaknesses of the Loang Baloq beach tourist attraction in Mataram City. Furthermore, Strength consists of superior factors that come from the internal environment of the Loang Baloq beach tourist attraction. Meanwhile, weaknesses consist of factors originating from the internal environment that cause setbacks for the tourist attraction of Loang Baloq beach.

3.1.1. Strength

The following are the results of the weaknesses of Loang Baloq beach

Table 3. Identify the Strengths of Loang Baloq beach in Lombok Island

Strength	Identification
Natural potential	beach, sunset view
Religious attractions	traditional ceremonies, nyongkolan cultural traditions, lebaran topat
Cultural attractions	Loang Baloq tomb
Artificial attractions	Jogging track, fitness facility
Ease of accessibility	Located in the city of Mataram, the road conditions are very good, public transportation is available
The price of retribution is relatively low	four-wheel vehicle: IDR 5,000 two-wheel vehicle: IDR 3,000

Source: author's research results

The above findings are supported by the results of interviews conducted by researchers with visiting tourists. As for the comments made by Wawan, one of the local tourists who came from East Lombok said that:

The beach is good because there is a sunset too; if the road is good, it's already asphalt; if the entry price is low, it was only 2 thousand earlier. (interview, 2021).

The same thing was also conveyed by Head of the Mataram City Tourism Office, saying that:

So if the potential is certainly huge because it is very close to reaching the city center, the potential for its development is more of a push into a recreational and sports tourism destination (interview, 2021).

Figure 1. Panorama Sunset Loang Baloq beach



Source: author's documentation, 2021.

3.1.2. Weakness

The following is the result of identifying the weaknesses of Loang Baloq beach:

Table 4. Identify the Weaknesses of Loang Baloq Beach in Lombok Island

weakness	Identification
Merchant setup problems	Traders hinder the aesthetics of Loang Baloq Beach
Lack of cleanliness	Garbage scattered and poor waste management make the image of the beach become unkempt.
Insufficient facilities	Toilets are not maintained and not international standard. There are not enough waste disposal facilities
The issue of lack of security around Loang Baloq beach	The road conditions are tranquil at night, and crime often occurs around the ring road near Loang Baloq beach.
Low human resources	The majority of the surrounding community (Tanjung Karang Village) only have elementary school education (SD)

Source: author's research results

The above findings are supported by the results of interviews conducted by researchers with visiting tourists. The comments made by Alan, one of the local tourists from Sumbawa, said that:

The lack of it in the toilet is a bit dirty; the same garbage is scattered (interview, 2021)

Figure 2. Condition of garbage at Loang Baloq beach



Source: author's documentation, 2021

3.2. External Environment Analysis

The external environment consists of opportunities and threats owned by the tourist attraction of Loang Baloq beach in Mataram City. Furthermore, opportunities consist of factors originating from the external environment that can encourage the development of the Loang Baloq beach tourist attraction in Mataram City. While threats consist of elements originating from the external environment that is less favorable for the tourist attraction of Loang Baloq beach. The following are some of the opportunities that were identified based on observations and interviews:

3.2.1. Opportunity

The following is the result of identifying opportunities owned by Loang Baloq beach.

Table 5. Identify the Opportunity of Loang Baloq Beach in Lombok Island

Opportunity	Identification
Bypass New Road Access	There is a new road (shortcut) from and to Lombok International Airport to Mataram
Information Technology Advances	Ease of obtaining information on Loang Baloq Beach via the internet and digital platforms
Sports Tourism Potential	Characteristics of the beach suitable for sports activities (Fishing, Kayak, Volley, Soccer)

Source: author's research results

The above findings are supported by an interview with a tourist named Yayan, from Jakarta. The traveler stated that:

This beach has good opportunities, the road from the airport is also speedy to get here. (interview, 2021).

The same thing was also conveyed by Head of the Mataram City Tourism Office, saying that:
In addition to recreation, there are also sports because there is a beach area where you can use banana boats, you can do canoes, then for recreational fishing (interview, 2021).

3.2.2. Threats

The following are the results of the identification of opportunities owned by Loang Baloq beach.

Table 6. Identify the Threats of Loang Baloq Beach in Lombok Island

Threats	Identification
Some competitors become competitors	There are many similar beaches that are competitors, such as: Senggigi Beach, Kuta Beach.
Climate change	The threat of rising temperatures globally and the threat of natural disasters harm coastal tourist destinations.

Source: author's research results

The above findings are supported by the results of interviews with the manager of Loang Baloq beach, who said that:

Maybe if it's a threat, the situation is, for example, a big wave; that's what we see as a threat when there's a big wave, the water spills in here (interview, 2021).

3.3. Grand Strategy for Development of Loang Baloq Beach Tourism Attractiveness in Lombok Island

The strategy for developing the tourist attraction of Loang Baloq beach in Mataram City is formulated based on an analysis of the internal and external environments identified based on observations and interviews. Then this formula is presented in the form of an assessment questionnaire distributed to 100 tourists visiting Loang Baloq beach.

Table 7. Tourist Ratings on Internal Factors (Strengths) of Loang Baloq Beach in Lombok Island

No	Internal Factors	Ratings					Value
		Very satisfied	Satisfied	Neutral	Not satisfied	Very dissatisfied	
Strengths (S)							5.313
1	Easy access to Loang Baloq beach location	57	39	1	1	2	448
2	The location is close to the center of Mataram City	52	45	1	2	-	447
3	Road conditions to Loang Baloq . Beach	55	38	4	2	1	444
4	Sunset View	43	46	5	6	-	426
5	There is a religious tour of the Loang Baloq Tomb	37	52	6	2	3	418
6	Sasak culture of the local community	30	58	8	4	-	414
7	To become a venue for the annual tradition of Lebaran Topat	30	58	7	2	3	410
8	The natural view of the beach that stretches	29	55	11	3	2	406
9	There are tours made by Loang Baloq Park	21	65	9	5	-	402
10	The entrance fee/parking fee is relatively cheap	13	65	12	6	4	377
11	Availability of public transportation	24	46	16	10	4	376
12	The estuary can be surrounded by duck boats	15	55	19	10	1	373
13	Tourist parking available	14	58	17	8	3	372

Source: author's research results

This questionnaire measures how solid or weak internal factors consist of strengths and weaknesses and how much influence external factors, including opportunities and threats to the tourist attraction of Loang Baloq beach. The results of the assessment of 100 tourists on the internal aspects of the Loang Baloq beach tourist attraction are shown in Tables 7 and 8.

Table 8. Tourist Ratings on Internal Factors (Weakness) of Loang Baloq Beach in Lombok Island

No	Internal Factors	Ratings					Value
		Very satisfied	Satisfied	Neutral	Not satisfied	Very dissatisfied	
Weaknesses (W)							3.317
1	Lack of security of tourist attraction	13	40	26	20	1	344
2	The low quality of human resources in the tourism sector	13	36	20	27	4	327
3	Lack of Loang Baloq tour packages from travel agents/travel agents	10	38	26	21	5	327
4	Unorganized places to eat and drink	8	47	14	23	8	324
5	There are no souvenirs / souvenirs / handicrafts from the local community.	7	39	26	25	3	322
6	Low professionalism of the manager	7	40	22	23	8	315
7	Low quality of service	6	39	25	23	7	314
8	Insufficient clean water	12	20	27	28	13	290
9	Insufficient trash	7	28	19	31	15	281
10	Lack of cleanliness	6	21	17	33	23	254
11	Lack of security	2	16	18	27	37	219
Total Strength + Weakness							8.630

Source: author's research results

Based on Tables 7 and 8, it can be seen that the access to the location was the highest score of strength aspects, with a score of 448. In contrast, the weakness indicator that received the lowest score was toilet cleanliness, with 219. The total score of strengths and weaknesses (internal) was obtained by 8.630. Furthermore, the calculation of the results of external factors is presented in Table 9 and 10.

Table 9. Tourist Ratings on External Factors (Opportunities) of Loang Baloq Beach in Lombok Island

No	External Factors	Ratings					value
		Very satisfied	Satisfied	Neutral	Not satisfied	Very dissatisfied	
Opportunities (O)							1.167
1	The program for the construction of a new circular bypass road from and to Lombok International Airport and Lembar Harbor	56	38	3	3	-	447
2	Potential development of sport tourism such as flying fox, banana boat, fishing area.	24	44	17	11	4	373
3	Easy access to the internet to find information about Loang Baloq beach	15	48	17	9	11	347

Source: author's research results

Based on Table 9 and 10, it can be seen that the opportunity indicator that gets the highest score is the new circular bypass road access to and from Lombok International Airport and Lembar Harbor. In contrast, the threat indicator that gets the lowest score is extreme weather changes.

Table 10. Tourist Ratings on External Factors (Threats) of Loang Baloq Beach in Lombok Island

No	External Factors	Ratings					Value
		Very satisfied	Satisfied	Neutral	Not satisfied	very dissatisfied	
Threats (T)							577
1	There are other beach resorts that are competitors	14	37	19	14	16	319
2	Extreme weather changes	5	21	27	21	26	258
Total Opportunities + Threats							1.744

Source: author's research results

The total score of opportunity and threat (external) was obtained at 1,744. After knowing the total internal and external scores, the Internal Strategic Factors Analysis Summary (IFAS) matrix and the External Strategic Factors Analysis Summary (EFAS) matrix can be scored in Tables 11 and 12.

Table 11. IFAS Matrix of Loang Baloq Beach in Lombok Island

No	Internal Strategy Factors	Weight	Rating	Score
Strengths				
1	Easy access to the Loang Baloq . location	0.0519	4.48	0.232
2	The location is close to the center of Mataram City	0.0518	4.47	0.232
3	Road conditions to Loang Baloq . Beach	0.0514	4.44	0.228
4	Sunset View	0.0494	4.26	0.404
5	There is a religious tour of the Loang Baloq Tomb	0.0484	4.18	0.202
6	Sasak culture of the local community	0.0480	4.14	0.199
7	To become a venue for the annual tradition of Lebaran Topat	0.0475	4.10	0.195
8	The natural view of the beach that stretches	0.0470	4.06	0.191
9	Loang Baloq Park makes tours	0.0466	4.02	0.187
10	The entrance fee/parking fee is relatively cheap	0.0437	3.77	0.164
11	Availability of public transportation	0.0436	3.77	0.164
12	The estuary can be surrounded by duck boats	0.0432	3.73	0.161
13	Tourist parking available	0.0431	3.72	0.160
Weaknesses				
1	Lack of security of tourist attraction	0.0399	3.44	0.137
2	The low quality of human resources in the tourism sector	0.0379	3.27	0.124
3	Less available Loang Baloq tour packages from travel agents/travel agents	0.0379	3.27	0.124
4	Unorganized places to eat and drink	0.0375	3.24	0.122
5	There are no souvenirs/souvenirs/handicrafts from the local community.	0.0373	3.22	0.120
6	Low professionalism of the manager	0.0365	3.15	0.115
7	Low quality of service	0.0364	3.14	0.114
8	Insufficient clean water	0.0336	2.90	0.097
9	Insufficient trash	0.0326	2.81	0.092
10	Lack of beach cleanliness	0.0294	2.54	0.075
11	Toilets are not maintained	0.0254	2.19	0.056
Total		1		3.795

Source: author's research results

Based on Table 11, it can be concluded that the strength factor that gets the highest score is the ease of access to the Loang Baloq location of 0.232, while the weakness factor that receives the lowest score is the cleanliness of the toilet with a value of 0.056. The total weight on internal factors is 1, the total rating is 86.31, and the total score is 3.795. The following is the score for the EFAS matrix of Loang Baloq beach Tourist Attractions in Lombok Island, which is presented in Table 12.

Based on Table 12, it can be concluded that the opportunity indicator that gets the highest score is the existence of new road access by the Ring Bypass from and to Lombok International Airport and Lembar Harbor with a value of 0.928. Meanwhile, the threat indicator that gets the lowest score is extreme weather changes with 0.928 of 0.309. The total weight on external factors is 0.8097, then the total rating is 17.44, and the total score is 2.931.

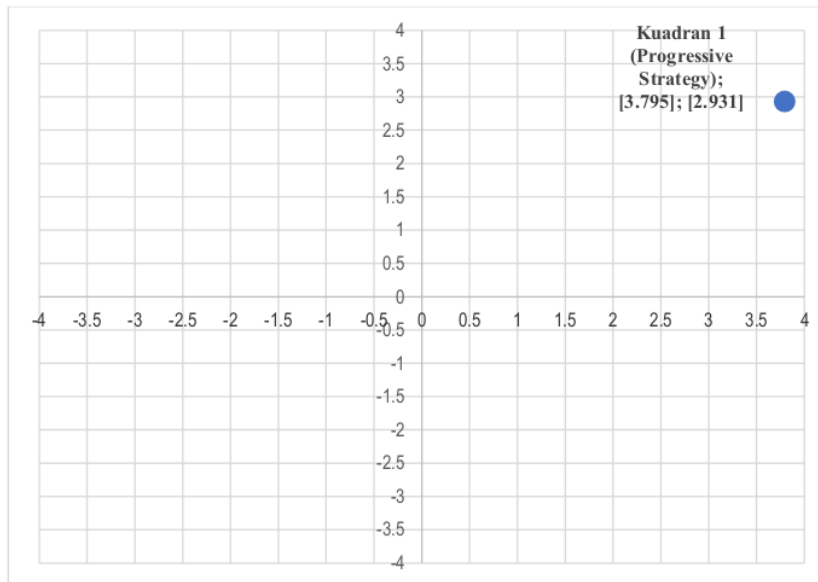
Table 12. EFAS Matrix of Loang Baloq Beach in Lombok Island

No	External Strategy Factors	Weight	Rating	Score
Opportunity				
1	Ring Bypass road construction program to and from Lombok International Airport and Lembar Harbor	0.2075	4.47	0.928
3	Potential development of sport tourism such as flying fox, banana boat, fishing area	0.1732	3.73	0.646
2	Easy access to the internet to find information about Loang Baloq beach	0.1611	3.47	0.576
Threats				
4	Other beach attractions are competitors	0.1481	3.19	0.472
5	Extreme weather changes	0.1198	2.58	0.309
Total		1		2.931

Source: author's research results

Therefore, based on the data recapitulation above, it is known that the total IFAS score is 3.795, and the total EFAS score is 2.931. Thus, it can be concluded that the position of Loang Baloq beach Tourist Attraction in Mataram City is in Quadrant 1 (progressive strategy). Meaning that in this position, the Loang Baloq Beach Tourist Attraction is in prime and steady condition, so it is possible to continue to enlarge growth to achieve maximum progress. The suggested strategy is a strategy to seize opportunities and highlight strengths. The following is a Cartesian diagram indicating the strategic position of Loang Baloq beach in Lombok Island.

Figure 3. Cartesian Diagram of Loang Baloq Beach



Source: author's research results

4. Discussions

4.1. Alternative Strategies for Developing Loang Baloq Beach Tourist Attractions in Lombok Island

Table 13. Loang Baloq Beach SWOT Matrix

Internal Strategic Factors Analysis Summary	STRENGTHS (S)	WEAKNESSES (W)
	<ol style="list-style-type: none"> Natural views of the beach that stretches Sunset View Sasak culture of the local community Loang Baloq Park makes tours The estuary can be surrounded by duck boats There is a religious tour of the Loang Baloq Tomb To become a venue for the annual tradition of Lebaran Topat The location is close to the center of Mataram City Easy access to the Loang Baloq location Road conditions to Loang Baloq beach Availability of public transportation Tourist parking available. Harga retribusi tiket masuk/parkir relatif murah 	<ol style="list-style-type: none"> There is no place to eat and drink Insufficient trash can Toilets are not maintained There is no Loang Baloq tour package from the travel agency There are no local community souvenirs/souvenirs/crafts Low professionalism of managers Low quality of service The low quality of human resources in tourism Lack of beach cleanliness Lack of security
External Strategic Factors Analysis Summary	OPPORTUNITIES (O)	S-O STRATEGY
	<ol style="list-style-type: none"> The program for the construction of a new circular bypass road from and to Lombok International Airport and Lembar Harbor Easy access to the internet to find information about Loang Baloq beach The potential for developing sport tourism such as flying fox, banana boat, fishing area 	<ol style="list-style-type: none"> Tourism product development strategy and expanding market share Cooperating with the private sector to develop the Loang Baloq tourist attraction Increase the promotion of Loang Baloq beach tourist attraction to attract tourists to visit Utilize road, sea, and air connectivity to bring in more tourists
	THREATS (T)	W-O STRATEGY
	<ol style="list-style-type: none"> Other beach tourist attractions are competitors Extreme weather changes 	<ol style="list-style-type: none"> Tourism HR development strategy and service quality Strategies for improving facilities and facilities to support tourism activities at Loang Baloq beach Increase security around Loang Baloq beach Build an art studio for the Loang Baloq community as a place to preserve local traditions and culture
	S-T STRATEGY	W-T STRATEGY
	<ol style="list-style-type: none"> Destination image development. Organizing cultural events/festivals Providing security guarantees to tourists 	<ol style="list-style-type: none"> Improve Pentahelix Management and Cooperation. Prevent environmental degradation through policies and dissemination of public and tourist awareness to always protect the environment.

Source: author's research results

Based on the four SWOT Matrix cells in Table 13, it can be formulated several alternative strategies for developing Loang Baloq Beach Tourist Attractions in Lombok Island, as follows:

4.2. S-O Strategy (Strengths Opportunity)

S-O strategy is a strategy that utilizes all strengths to seize and take full advantage of opportunities, such as:

4.2.1. Tourism Product Development Strategy and Expanding Market Share

The development of tourism products is designed based on the characteristics and authenticity of the tourist attraction of Loang Baloq beach so that it can be a pull factor for tourists to travel. In general, the policy direction for developing tourist attractions on the island of Lombok has been stated in Regional Regulation No. 7 of 2013. This regulation concerning the development of tourist attractions says that strengthening tourist attractions increases product competitiveness in attracting repeat visits by tourists and a broader market segment (Regional Regulation, 2013). Thus, the development of tourism products is carried out to increase the diversification of tourist attractions which are divided into three areas as follow:

a) Coastal Land Area

The land area of Loang Baloq Beach can be used for a variety of tourist activities. First, namely Sightseeing, Loang Baloq beach has a beautiful panorama of the sea that stretches, plus Loang Baloq beach is a place to watch the sunset (sunset). This can be used by providing lounge chairs for tourists who want to enjoy the sunset view at Loang Baloq beach. The second is beach ball activity. Based on the author's observations, the location of the beach land area is used as a place to play ball by visitors. Therefore, it is necessary to create a particular area not to disturb tourists who are doing sightseeing activities. Besides, it should provide facilities for those who want to do activities, beach balls such as goalposts or nets for semi-permanent volleyball, making them easy to disassemble. The third is outbound activities, the land area of Loang Baloq Beach can also be used as an outbound activity for agencies or group tourists who want to carry out these activities. Fourth, camping activities, the land location of Loang Baloq beach can be used as a campsite by providing tents for visitors who want to do these activities. This is a business opportunity for the local community by giving camping tour packages. Fifth, culinary tourism activities, food is served with local nuances, such as catching fish from local fishers. The sixth is cultural arts performances by making a regular schedule to provide cultural attractions for tourists and a medium for preserving local culture

b) Sea Area

The marine area of Loang Baloq Beach can be used for various tourist activities, first, namely swimming activities, swimming activities are common activities carried out by tourists when visiting beach tourist attractions. The manager can utilize this by providing swimming tools such as rubber tires for tourists to carry out swimming activities. The second is water sport activities such as a banana boat, canoe/kayak, and fishing. Water sport activities have the potential to be developed as an alternative tour package for visiting tourists. This can also be a business opportunity for the community to provide supporting equipment such as canoe/kayak boards, buoys, and fishing equipment. In addition, zoning needs to be done to divide the location of each activity so as not to interfere with other tourist activities so that tourists can feel comfortable in carrying out their tourism activities.

c) Estuary Area

The manager has used the estuary area in the Loang Baloq tourist attraction by providing facilities such as rowing duck boats. Tourists can use the equipment to surround the estuary while enjoying the beauty of the surrounding nature. The thing that needs attention from this activity is to improve the quality and quantity of the duck boats, update the appearance and number of fleets. In addition, routine cleaning of the estuary area must also be encouraged by using adequate tools to look cleaner and more beautiful to tourists.

The tourism products above are one of the strengths to compete in the tourism market. So far, the market share of Loang Baloq beach is dominated by local tourists from NTB. However, it may expand to domestic and foreign countries. Potential new markets such as Brazil, Russia, India, and China (BRIC) must be optimized to increase tourist visits (Amir *et al.* 2020). The Russian tourism market needs to be explored further for the development of the tourism market, considering that the characteristics of Russian tourists are very in line with the tourism products offered by Loang Baloq beach, namely "sun and beach holidays."

In addition, the potential of the middle east market also needs to be explored. Further, the election of Lombok as the champion of the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination at the 2015 World Halal Travel Award competition in the United Arab Emirates (UAE) is the capital to reach the Middle East market. The characteristics of middle eastern tourists are also following tourism products from Loang Baloq beach. They like beaches with recreational facilities and infrastructure for families, adequate transportation, and halal food. In addition, the government has expressed support for halal tourism by issuing a policy in Regional Regulation number 2 of 2016 concerning halal tourism. This means that the Middle East market opportunity can be optimized by developing products following one of the sharia tourism concepts, such as halal food by providing food outlets that serve 100% halal food for tourists (Global Muslim Travel Index, 2019).

4.2.2. Increasing the promotion of Loang Baloq beach tourist attractions to attract tourists

Promotion is one of the activities to introduce tourism products to potential tourists. In today's era of globalization, advances in information technology are inevitable. Therefore print and electronic media and online media are strategic promotion locations in introducing tourist areas (Rahmiati, 2020). In addition, the government must also pay attention to the market aspect (tourism interest) that is developing to segment the market according to the potential tourist attraction of Loang Baloq beach. The following programs can be done to increase the promotion of Loang Baloq beach's tourist attraction, including:

- a) Collaborating with travel agents by including Loang Baloq Beach tour packages in the itinerary.
- b) Cooperating with hotels/inns by giving pamphlets or brochures about the beauty of Loang Baloq beach to guests who stay.
- c) Collaborating with media trips, print, and electronic media by displaying the beauty of the natural panorama of Loang Baloq beach in Mataram City.
- d) Utilizing social media such as Instagram, Twitter, Facebook, and the like as promotional press to display the charm of Loang Baloq beach to all social media users who have the potential to become potential tourists.
- e) Cooperating with bloggers and vloggers who have the most views to promote the tourist attraction of Loang Baloq beach.
- f) Holding a photo contest with the theme of natural and cultural charm found on Loang Baloq beach. This competition aims to increase the popularity and at the same time.

4.2.3. Leveraging Accessibility Connectivity to Bring in More Travelers

The aspect of accessibility is also one of the important elements in tourism development (Husin Demolingo 2015). This is due to the importance of land, sea, and air access to tourist destinations. With an international airport and adequate ports and land routes, this is the door to bring more tourists to Lombok, especially to Loang Baloq beach. A new access bypass road directly connected to Lombok International Airport and Lembar Harbor makes traveling to Loang Baloq beach more time-efficient. In addition, sea access can be developed as an alternative route to connect Loang Baloq beach with other tourist attractions in Lombok such as Gili Trawangan, Sekotong Area, and Senggigi beach by the sea, opening a ferry dock. This can be an additional tourist product that tourists can enjoy. Besides that, it can also be an alternative sea route tour package from Mataram City.

4.2.4. Collaborating with the private sector to develop Loang Baloq beach tourist attractions

As the public sector, the government has a role and responsibility in building an operational framework in which the public and private sectors are involved in driving the pulse of tourism (Pitana 2009). This means that the government must translate the tourism policies compiled into concrete plans related to cooperation with the private sector to develop the Loang Baloq beach tourist attraction. However, tourism planning and development cannot be left entirely to the private sector or private hands. Support from the community is needed. Tourism development is not opportunistic and short-term, but long-term and sustainable, as is the case with the concept of sustainable tourism economically, ecologically, and socio-culturally.

Collaborative cooperation with the private sector/private sector to develop Loang Baloq Beach tourist attraction must be symbiotic mutualism. Hence, the surrounding community does not feel disadvantaged and should look for pro-Green tourism investors to ignore the local wisdom of the surrounding community and always pay attention to the environment.

4.3. S-T Strategy (Strengths Threats)

The S-T strategy is a strategy in using the strengths possessed to overcome threats, such as:

4.3.1. Destination Image Development

Destination image has a vital role in influencing tourists in the decision-making process to visit a tourist destination (Lee 2009). Furthermore, Lee wrote that if the destination's image is positive, tourists will tend to choose. Still, on the contrary, if the image of the destination is negative, then tourists will discourage their intention to visit. Thus, Loang Baloq beach must display unique tourism products and services to differentiate from other tourist attractions. The variety of Loang Baloq Beach tourism products can be an attractive branding by packaging it into a special tour package. In addition, the cultural products and local wisdom of the Lombok Sasak people can be a characteristic and identity that cannot be found anywhere else.

4.3.2. Organizing Cultural Events/ Festivals

One strategy in minimizing threats from competitors is through cultural festival events. Tourism events can provide a memorable experience for tourists (Getz 2008), thus enabling them to tend to revisit. Loang Baloq beach can become a venue for cultural festivals, such as the Senggigi Festival on Senggigi beach and the Bau Nyale Festival on Mandalika Beach. The historical potential of Loang Baloq beach should be framed by holding cultural festivals such as colossal drama performances. The drama tells Loang Baloq, performances of Sasak culture such as Presean, Rudat, and Gandrung dances, and musical performances of Gendang Beleq.

4.3.3. Providing Safety Guarantees to Travelers

Safety and comfort are important issues and have a huge impact on travel and tourism activities (Kovari *et al.* 2011). Safety assurance is one of the needs of tourists. The threat of extreme weather changes such as tidal waves and others can be overcome by installing banners or billboards containing visitor safety standards. In addition, a coast guard team is needed to maintain the condition of tourism activities as a security function and always be ready if something unwanted happens, such as drowning tourists and others. Managers must coordinate with related parties such as the Meteorology, Climatology, and Geophysics Agency (BMKG) regarding the latest weather forecasts and the Regional Disaster Management Agency (BPBD).

4.4. W-O Strategy (Weaknesses Opportunity)

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses, such as:

4.4.1. Tourism human resources Development Strategy and Service Quality

Tourism is a trade-in service (Landra 2016). Therefore, tourism activities cannot be separated from the role of the community itself as a host. This means that people are required to have skills and knowledge in the field of tourism to guard and create creative ideas in the sustainability of tourism activities and provide excellent services to tourists. Here are some strategies that can be applied, including:

a) Provide socialization and counseling.

The socialization program related to the importance of tourism awareness at Loang Baloq Beach aims to make the community aware of the importance of tourism to improve the welfare of life and create jobs. In addition, outreach activities are important to remind the public always to preserve local culture and protect the environment.

b) Human resources development.

Improving the quality of human resources can be achieved by carrying out education in formal and non-formal education. This is expected to increase individual knowledge and insight to create tourism intellectuals who can maintain and advance tourism on Loang Baloq beach. In addition, the government as a stakeholder needs to conduct training programs such as foreign languages, hospitality, tour guide techniques.

c) Professional human resources recruitment.

Recruitment is carried out to obtain qualified employees in certain positions. Therefore the recruitment process must be transparent, and prospective employees are prioritized for the community around Loang Baloq beach. With a good recruitment process, Loang Baloq beach will be able to be managed and developed optimally.

d) Organizing professional certification

Tour guides have competency certification to improve tourist visiting services (Perda No.4 Tahun 2016). This means that there is a guarantee of professionalism from all workers in tourism to provide services according to international standards, so they can feel at home, thus increasing the length of stay and spending money at Loang Baloq beach.

4.4.2. Strategy to Improve Facilities and Facilities to Support Tourism Activities at Loang Baloq Beach

Tourism facilities and facilities are essential aspects in supporting tourism activities in a destination (Undang-Undang No.10 Tahun 2009). Therefore, several strategies can be applied, including:

a) Providing homestays by utilizing the houses of residents around Loang Baloq.

b) Providing clean water for tourists at Loang Baloq beach.

c) Arrangement of traders' stalls on Loang Baloq beach.

d) Repairing toilet facilities and other public facilities that have been damaged.

e) Increase the number of trash cans, bathrooms, and public toilets

4.4.3. Increase Security around Loang Baloq Beach

Loang Baloq beach must provide a sense of security and comfort to every visitor who comes to create a positive impression on their minds. In this case, installing information boards regarding travel rules on Loang Baloq beach is very much needed. This is a form of prevention of disputes. In addition, the manager must form a security unit that cooperates with the police. A security unit must be formed by empowering the local community and aiming to be a security function and local community involvement in maintaining tourism activities around Loang Baloq beach. Security units should adapt to existing local wisdom, such as using Sasak traditional clothing in carrying out their daily duties. It is important to preserve the pattern of the Sasak tribe, which is presented through traditional clothing from the security unit so that it can be a special attraction for tourists who come.

This security improvement aims to keep the situation conducive to criminal activities such as theft and so on. In addition, the presence of a security unit is vital to avoid conflicts that may occur between the community and tourists. Therefore, mutual respect is an important key, namely that the community respects the rights of tourists to obtain comfort and safety, and vice versa, tourists, always carry out their obligations to respect local norms.

4.4.4. Building an Art Studio for the Loang Baloq Community as a Place to Preserve Local Traditions and Culture

The construction of art studios has a vital role in stimulating cultural activities, cultural preservation, and tourism development (Sukmayadi & Masunah, 2020). Through the construction of this art studio, it is hoped that later the Loang Baloq community will continue to preserve Sasak customs such as performing arts to attract tourists to visit.

4.5. W-T Strategy (Strengths Threats)

This strategy is based on minimizing existing weaknesses as well as avoiding threats, such as:

4.5.1. Improve Pentahelix Management and Cooperation

The management of Loang Baloq Beach must refer to management principles that emphasize preserving the natural environment, community, and social values that allow tourists to enjoy their tourism activities and benefit the welfare of the local community (Fennell 2002). In addition, managing and developing Loang Baloq Beach requires the role and cooperation of all Penta helix, such as the government, academia, the private sector, the community, and the media that are participatory, collaborative, and synergistic (Herdiana 2020).

4.5.2. Preventing Environmental Degradation through Policies and Dissemination of Public Awareness and Tourists to Always Protect the Environment

A good understanding is needed from the government as the regulator to achieve the tourist attraction development in Loang Baloq beach. The government must ensure that the development of tourist attractions will provide benefits while reducing the socio-economic costs and environmental impacts as small as possible. Thus, the development of the Loang Baloq Beach tourist attraction must comply with government policies and regulations, such as carrying out an environmental audit control mechanism to evaluate how well an organization is managed to ensure environmental protection. The next solution is to hold outreach activities to the community to protect the environment through tree planting activities to raise the spirit of cooperation in protecting the environment.

Conclusion

Loang Baloq beach identified based on the Cartesian diagram is in the first quadrant, which indicates a progressive strategy (grand strategy). Loang Baloq beach is in excellent and stable condition, so it is possible to enlarge growth to achieve maximum progress. The recommended strategy is to seize opportunities, and highlight strengths (S-O), such as 1) Tourism product development strategy and expand market share; 2) Promotion development strategy; 3) Establish cooperation with the private sector; 4) Take advantage of accessibility connectivity.

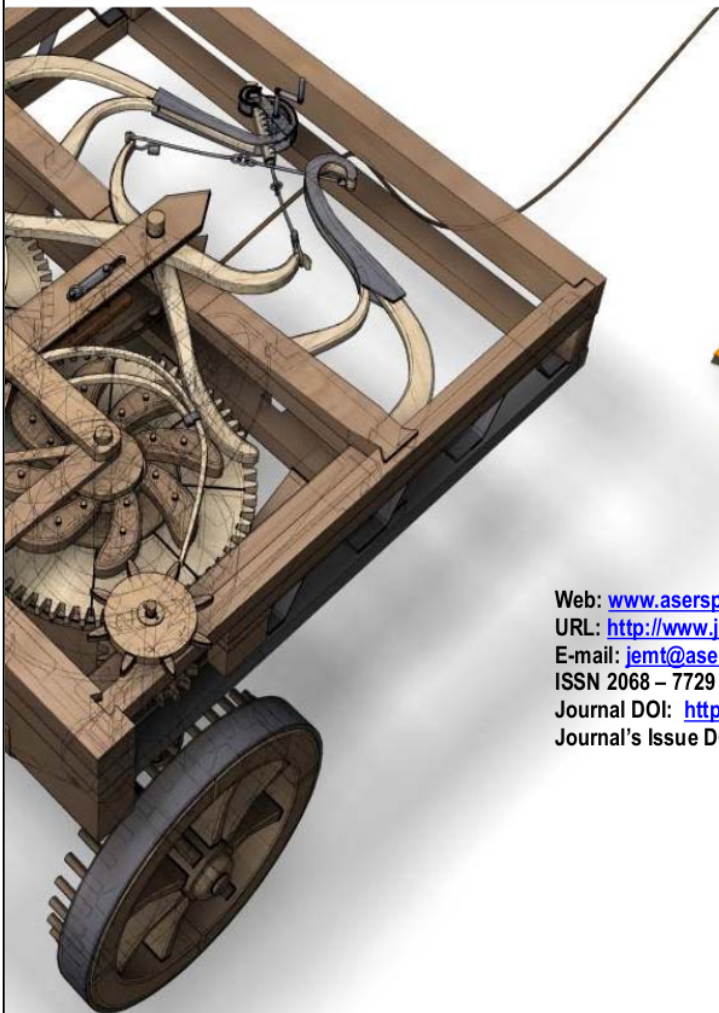
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