

Apar Tourism Village Development Strategy as an Ecotourism Attraction in Pariaman City

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ABSTRACT

The purpose of this study was to determine the development of the apar tourism village as an ecotourism attraction in Pariaman City, in order to create harmony between every government organization between the city government and the provincial government in managing tourist villages to be better, safer, and more comfortable to achieve independence and community welfare. The results of this study indicate that: First, the strengths in the development of the Apar tourism village: (1) The existence of clear rules in the management of the apar tourism village, (2) the coordination towards the development of the apar village tourism, (3) the creation of the apar village tourism business. Second, Weaknesses in the development of the Apar tourism village: (1) Lack of public awareness in the development of the Apar tourism village, (2) inadequate human resources, (3) unsupported facilities and infrastructure. Third, the opportunities in the development of the Apar tourism village: (1) Realizing the apar village into independent tourism, (2) creating community welfare in optimizing the tourism potential of the apar village. Fourth, Threats in the development of the Apar tourism village: (1) The decrease in the source of income from the village original income (PAD), (2) Not yet maximized in developing the economic cooperation network of various parties. Fifth, the strategy in developing the Apar tourism village: S-O strategy, namely: (1) The existence of tourism promotion by utilizing information media, (2) Coordination of the government in providing facilities and infrastructure. The WO strategies are: (1) Government policies need to be firm in implementing a better tourist village, (2) Cooperation with the trade office in providing minimarket businesses in apar tourism villages. The ST strategy is: (1) CBT support is needed in improving tourism management in the Apar village, Pariaman city, (2) Setting up easy access for the Apar tourism village. The WT strategies are: (1) Providing training in improving the quality of existing human resources, (2) Providing ongoing socialization to the community.

Keywords: Tourism Village; Strengths; Weaknesses; Opportunities; Threats; (SWOT)

INTRODUCTION

Tourism is a tourist activity and is supported by facilities and services provided by the community, businessmen, government and local governments. Tourism is the main choice in regional development for areas that do not have natural and mineral resources. The development of tourism has undergone many changes, both changes in patterns, forms and nature of travel activities for tourist destinations, and others. The development of an area can open a new tourist attraction for tourists, both foreign and local tourists. The development of eco-friendly tourism will guarantee the sustainability and beauty of the environment, especially with regard to the main types of biota and ecosystems. One of the most popular tourism activities today is ecotourism.

Many provinces located on the coast make the beach a tourist attraction such as West Sumatra, which most of its territory is on the coast, one of which is Pariaman City which is an area that has potential in this ecotourism activity. One of the alternative tourism destinations that

can be developed as an ecotourism area is Apar Village. The beauty and richness of this nature lies in the form of beautiful beaches with interesting views. Apar Village has an area of ± 0.88 km², based on its geographical position, Apar Village is bordered by Manggung Village in the north, Tanjung Sabar Village and Ampalu Village in the east, Ampalu Village in the south, and the Indonesian Ocean in the west. Apar village is famous for its turtle breeding and conservation of mangrove forests and its monkey school as shown in the following table:

Table 1
Type of Business and Tourism Area of Apar Village

Year	Types of Business and Tourism in Apar Village	Activities carried out
2018	Mangrove tourism area.	The existence of an edupark concept which includes educational activities, socialization, and marine waters conservation.
2019	Processed production of mangrove fruit	Processing of mangrove fruit into processed galamai, syrup, and processed food
2019	Monkey College of Sciences	The monkey's attraction to take coconut, as well as the introduction of the learning carried out by the monkey.

Source: Apar Mandiri BUMDes data, 2018.

In addition to the Manggorove forest area, Apar Village also has beautiful beaches along the coast which are overgrown by rows of pine trees. In this village there is also a Pariaman Regional Water Conservation Area (KKPD). UPT Pariaman Turtle Conservation has 3 (three) types of turtles that are protected in it, namely Hawksbill Turtle (*Eretmochelys imbricata*), Green Turtle (*Chelonia mydas*), and Lekang Turtle (*Lepidochelys olivacea*). From the beginning of its construction until now, many developments and developments have been carried out to support the comfort and safety of visitors and protected turtles.

This conservation area was opened for tourism in 2009 after it was not operating optimally due to the earthquake that hit West Sumatra in 2009. This area has an area of five hectares with an area of one hectare that has been used. The Pariaman City Turtle Conservation is visited by many tourists from noon to late afternoon, especially on weekends and holidays. Tourists who come to this location are generally family groups and organizational groups who use cars and motorbikes. Visitors who come to the Pariaman Turtle Conservation attraction are charged an entrance fee of Rp. 5000.00 per person for adults and Rp. 3000.00 per person for children, excluding parking fees. In the Pariaman Turtle Conservation area, visitors can enjoy the beauty of the beach while seeing turtles in conservation. Turtle Conservation has facilities such as public toilets, seats, trash cans, turtle breeding areas, turtle ponds, and parking areas.

In the implementation and development of tourist sites in Apar, several parties are involved. In accordance with the mandate of law number 23 of 2014 concerning Regional Government, article 27 paragraph (2) states that the provincial authority to manage natural resources in the sea as referred to in paragraph (1) includes; exploration, exploitation, conservation, and management

of marine wealth other than oil and gas, since 2017 the turtle conservation area has been managed and developed by the Provincial Government of West Sumatra. Meanwhile, the Mangrove forest area, the Apar beach area and the Baruak College of Sciences are managed and developed by the Apar BUMDES and Apar Pokdarwis. This is in accordance with previous research on tourism village development strategies, including Astuti (2016); Hidayat (2016); and Citra (2017). The difference with other research is that this research was conducted in the Apar Tourism Village of Pariaman City with more than one ecotourism potential being developed, so the diversity of this potential makes this research require a more in-depth analysis.

From the initial observations, the authors also found urgent problems to be addressed. There are several objects that are not maintained and damaged, such as the Mangrove Edupark tracking which is a CSR assistance from Pertamina in 2017 which can no longer be used because some of the paths have been damaged and broken, the Beruk College of Sciences is also not managed and some cages look no longer filled with monkeys. Beruk and several rearing ponds and turtle breeding were damaged. We still find a lot of garbage at several points, the traders have not been organized so that it reduces the beauty of the row of pine trees. Public toilet facilities, rinse rooms and prayer rooms look unclean and poorly maintained, some parts look damaged. Here are also available several gazebos and inns, but their condition is also damaged and no longer in function.

In addition, there are also other problems such as the unorganized parking for both motorized vehicles and car parking, there are no rules regarding the collection of entrance fees for Apar Village tickets to the Mangrove and Turtle Conservation areas, and the fulfillment of the Apar area as an ecotourism area optimally. So that the author feels interested in conducting a scientific search by lifting it into a study to obtain a description of how the tourism village development strategy is, with the research title "Apar Tourism Village Development Strategy as an Ecotourism Attraction in Pariaman City".

Literature Review

Strategy

Strategy is a set of decisions that is a unified, comprehensive plan that connects advantages to deal with environmental changes. According to the Apar Village Regulation number 05 of 2021 concerning the development of integrated tourism villages, businesses, attractions and tourist objects, development is an effort to increase tourism potential and resources and their utilization through policies for planning, implementing, and monitoring in an integrated and adequate business unit while maintaining maintain socio-cultural values and environmental sustainability for the sake of meeting the needs of the community and as much as possible the welfare of the people.

Tourist Village

According to Priasukmana & Mulyadin (2013), a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village itself starting from social culture, customs, daily life, has a typical village architecture and spatial structure and from social life. economic activities or economic activities that are unique and interesting and have the potential to develop various components of tourism. In the Regulation of the Minister of Tourism No. 33 of 2009, ecotourism is a natural tourism activity in a responsible area by paying attention to

elements of education, understanding, and support for natural resource conservation efforts, as well as increasing local community income. The development of ecotourism in forest areas can ensure the integrity and sustainability of forest ecosystems. Therefore, there are several principles of ecotourism development that must be met. If all these principles are implemented, ecotourism guarantees ecological friendly development from community based development.

SWOT Analysis

According to Ranguti (2015: 18), SWOT analysis is a systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies, and policies. Thus the strategic planner must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions.

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METHOD

This research is a qualitative research using a qualitative descriptive approach. This research was carried out in the village government of Apar Kota Pariaman. The selection of informants used is by purposive sampling technique which is a technique of taking data sources with certain considerations. The sample of this research is the village of Apar Kota Pariaman, with the informants for this research as follows.

Table 2
Research Informants

No	Name	Position	Question
1.	Dwi Marhen Yono, S. STP, M. Si	Pariaman City Tourism and Culture Office	1) What is the strategy for developing the apar tourism village as an ecotourism attraction in the city of Pariaman?
2.	Muhammad Fadel	Apar Village Service Section Head	
3.	Tuti Arti	Independent Apar Pokdarwis	
4.	Isil	Independent Apar BUMDes	2) What are the strengths, weaknesses, opportunities and threats in the apar tourism village development strategy as an ecotourism attraction in Pariaman City?
5.	Lastru Mulyani	Head of UPTD KPSDKP Pariaman City	
6.	Aksa Prawira	Pariaman City UPTD KPSDKP Staff	
7.	Sawirman dan Yasmin	Apar Village Community and Apar Tourism Visitors	

Source: Data processed by the author himself, 2021.

To collect the data needed in this study, the researchers used data collection techniques and tools, namely interviews, observations, and documentation studies with the tools used for this collection such as notebooks, cameras, recorders, and so on. Meanwhile, the data analysis technique of this research used swot analysis and qualitative data analysis used data analysis by data reduction, data presentation, and conclusion/verification.

RESULT AND DISCUSSION

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

The strategy in developing the Apar Tourism village as an ecotourism attraction in Pariaman City, based on the identification of internal and external factors, it can be seen from the strengths, weaknesses, opportunities and threats of realizing Pariaman City ecotourism, Apar Village Government and Pariaman City Tourism Office, for more details can seen in the following SWOT analysis table:

Table 3
SWOT Analysis in Apar Tourism Village Development

Strength (S)	Weaknesses (W)
1. There are Clear Rules in the Management of Apar Tourism Village	1. Lack of Public Awareness in the Development of Apar Tourism Village
2. Coordination of Apar Village tourism development already exists	2. Insufficient Human Resources
3. The creation of the Apar Village tourism business.	3. Unsupported Facilities and Infrastructure.
Opportunities (O)	Treaths (T)
1. Turning Apar Village into Independent Tourism	1. Decreasing Sources of Village Original Income Sources (PAD)
2. Creating community welfare in optimizing the tourism potential of Apar Village.	2. Not Maximum in the Development of Economic Cooperation Networks of Various Parties.

Source: Data processed by the author, 2021.

From the table above, it can be seen the points of internal factors (strengths-weaknesses) and also from external factors (opportunities-threats) in the strategy in developing the Apar Tourism Village as an ecotourism attraction in Pariaman City. The alternative apar village strategy in the development of the apar tourism village is formulated based on the identification of internal factors (strengths-weaknesses) and external factors (opportunities-threats), for more details can be seen in the table below:

Table 4

Alternatives in the Development of Pariaman City Apar Tourism Village

Strategy S-O	Strategy W-O
Utilizing Potential to seize opportunities: 1. The existence of tourism promotion by utilizing information media 2. Government coordination in providing facilities and infrastructure	Overcoming Weaknesses to seize opportunities: 1. Government policies need to be firm in implementing a better tourist village 2. Cooperation with the trade office in providing a small village minimarket business
Strategy S-T	Strategy W-T
Leveraging potential to meet challenges: 1. CBT (Community Based Tourism) support is needed in improving tourism management in Apar Village, Pariaman City 2. Setting up easy access for apar tourism villages	Minimize weaknesses to defend against threats: 1. Provide trainings to improve the quality of existing human resources 2. Provide sustainable socialization to the community.

Source: Primary data processed by the author, 2021.

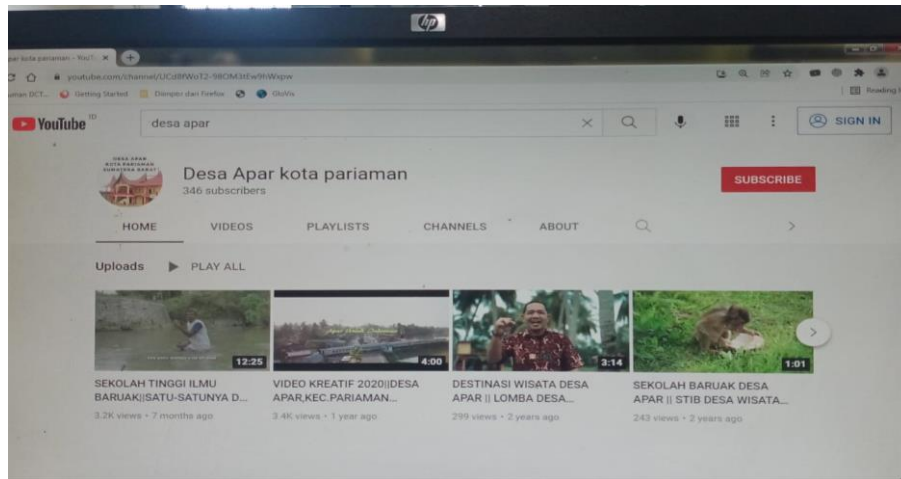
The table above shows the strategy in developing a tourist village as an ecotourism attraction in Pariaman City by going through a strategy analysis:

1. S-O (Strengths Opportunities) Strategy

a. The existence of tourism promotion by utilizing information media

Based on the results of the author's interview with Mr. Dwi Marhen Yono, S.STP, M.Si as the Head of the Tourism and Culture Office of Pariaman City on October 11, 2021, which stated that:

Apar Tourism Village has taken various ways to promote its tourism, one of which is by posting various creative content in the form of videos and photos to social media (Instagram, Facebook and YouTube) to be better known by tourists. Featuring various cultural attractions every two weeks, such as the Baruak (monkey) climbing coconut attraction. For example, holding an annual festival.



Source: Apar Village Government, 2021

Figure 2. Apar Tourism Village Promotion

So, the promotional media as an identifier of the tourist village area in Apar Village to the outside community. On the apar tourism village's personal social media account, they routinely provide information about the tourist village and other creative economic activities in the apar village.

b. Government coordination in providing facilities and infrastructure

Based on the results of an interview with Mr. Aksa Prawira as a KPSDKP UPTD Staff on 27 October 2021, stated that:

One of the managements of tourism in the Apar village is nature tourism, namely turtle conservation, whose management is carried out directly by the provincial government, of course this tourism has already been communicated with the city and province in its management. So, this turtle hatchery already has facilities that support visitors who visit this turtle conservation, such as a turtle nesting incubation room, hatchery and quarantine room. The manager also provides an information room for visitors who want to know more information about the turtles in this Conservation Center. Dalam pengembangan desa wisata apar, perlu meminta agar semua potensi yang dimiliki dimanfaatkan dengan maksimal. Jadi, sebelum melakukan jenis pembangunan yang mendukung sarana dan prasarana agar kegiatan ini berjalan dengan baik, jadi penting memperbaiki kualitas SDM dan kemudian menyediakan fasilitas pendukung lainnya dalam pengembangan desa wisata ini.

2. WO Strategy (Weaknesses Opportunities)

a. Government policies need to be firm in implementing a better tourist village

Based on the results of the author's interview with Ibuk Isil as Pokdarwis of Apar Village, Pariaman City on November 5, 2021, said that:

The management system for the Tourism Awareness Group or what can be called the Independent Apar POKDARWIS is as a tourism management organization in the Apar Village according to the Head of Service Decree Number 556/28/Kep/disparbud/2019 concerning the Determination of the Composition of the Independent Apar Pokdarwis Management in the Apar Village, North Pariaman District, Pariaman City in 2019 and Perdes Apar number 05 of 2019 concerning the Independent Apar Tourism Awareness group, the Apar Village Tourism Awareness group is one of the partners of the BUMDES (Village-Owned Enterprises) "Apar Mandiri" unit.

So, Pokdarwis Apar Mandiri as a tourism manager and actor which includes cultural, culinary and educational tourism packages, as well as marketing as well as managing homestays and tours in the apar village and through CBT / Community Based Tourism in managing tourism in the apar village.

b. Cooperation with the trade office in providing a village minimarket business

Based on the results of an interview with Mr. Dwi Marhen Yono, S.STP, M.Si as the Head of the Tourism and Culture Office of Pariaman City on October 11, 2021, which stated that:

It is hoped that next year there will be a partnership between the apar village and the cooperative, small and medium enterprises in the city of Pariaman. The existence of cooperation with this service is accompanied by guidance and development by tourism merchant businesses by taking into account the principle of mutual need, mutual strengthening and mutual benefit. The existence of minimarkets in business network managers can provide great benefits for the apar village community. We will plan to provide a location for this minimarket business.

So, this has been discussed with the Pemko with the apar village community in developing this apar tourism village so that it will be better in the future. With the minimarket business in this apar village, it will be a boost for the income of the apar village community for sure.

3. ST Strategy (*Strengths Threats*)

a. CBT (Community Based Tourism) support is needed in improving tourism management in Apar Village, Pariaman City

Based on the results of the author's interview with Mr. Muhamad Fadel as Head of the Apar Village Government Service Section on October 27, 2021 said that:

In improving the management of this apar village tourism, there is already an active role as a driving force for Sapta Pesona called Pokdarwis Desa Apar. This Pokdarwis will later realize the CBT (Community Based Tourism) program which prioritizes local communities as tourism actors. This goal is to make it easier to carry out and develop activities in this apar village tourism.

So, Mr. Darwis already exists to form this CBT program, it's just a matter of implementing it in developing the apar tourism village.

b. Setting up easy access for the apar tourist village

Based on the results of the author's interview with Mr. Dwi Marhen Yono, S.STP, M.Si as the Head of the Tourism and Culture Office of Pariaman City on October 11, 2021, stated that:

It is important that access to this apar village tour is prepared, with good access to this pariaman it will make it easier for tourists to pass and come here, this does not yet exist and we will prepare access for this tour. In addition, we also have to prepare lodging for tourists who want to stay in apar tourism, because so far there has not been and will be prepared next year so that there will not be another tourist who ends up staying in other areas, so it is important to support the CBT program as well.

So, the community and village officials receive and provide high support for tourist villages and tourists who come to their villages.

4. WT Strategy (*Weaknesses Threats*)

a. Provide trainings to improve the quality of existing human resources

Based on the results of an interview with Ibuk Isil as Pokdarwis of Apar Village, Pariaman City on November 5, 2021, which stated that:

The purpose of this Pokdarwis institution is to develop and carry out activities in the context of increasing the knowledge and insight of Pokdarwis members in the tourism sector. One of the lack of understanding about this tourism, because there are still those who do not understand so here we provide education related to the field of tourism, management in the development of tourist villages, understanding of services to tourists. In addition, Pokdarwis also carries out activities in the context of increasing the abilities and skills of members in managing the tourism business sector and other creative economic businesses. In improving our Pokdarwis human resources, we have sent a comparative study to the Kubu Gadang in Padang Panjang, in order to improve the quality of human resources in managing tourist villages

So, in increasing human resources to improve the welfare of rural communities through forming this BUMDes.

b. Provide sustainable socialization to the community

Based on the results of the author's observations in the field with Ms. Tuti Tarti as BUMDes Apar Mandiri on November 18, 2021, stating that:

The apar village bumdes independent apar village as the manager of the apar tourism village was formed before apar was set as a tourist village in 2019, the main program of the apar bumdes itself is to make apar a tourist village that involves the community directly as the core of tourism development. Initially in the form of a tourist village, our

bundes apar always carried out socialization to the community about tourism, apart from the community we also worked with Pokdarwis and village institutions as well as the surrounding community.



Source: Apar Village Government, 2021

Figure 3. Community Outreach

As the apar village community, they have been involved in the process of developing this apar tourism village tourist area, one of which is in providing an understanding of tourism.

Discussion

Rangkuti's (2015) SWOT analysis is the identification of various factors systematically to formulate strategies that are expected to be able to solve problems. This analysis is based on a logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. Meanwhile, according to Ratna Kartika Wijati (2017), the S-O strategy (Strength Opportunity), the W-O strategy (Weaknesses Opportunity), the ST strategy (Strength Threats) and the W-T strategy (Weaknesses Threats). This strategy was made based on the kind of thinking of the village government in the city of Pariaman.

1. S-O Strategy (Strength Oppurtunity).

First, there is tourism promotion by utilizing information media. Apar Tourism Village has taken various ways to promote its tourism, one of which is by posting various creative content in the form of videos and photos to social media (Instagram, Facebook and YouTube) to be better known by tourists. In addition, it always strives to make tourism villages into digital villages where with the development of the current digital era, apar tourism villages promote apar tourism

villages through other social media. So, with a tourism promotion held to inform, persuade, so that the tourists concerned have the desire to come to visit the area that has been promoted.

Second, government coordination in providing facilities and infrastructure. One of the tourism management in Apar village is nature tourism, namely turtle conservation, whose management is carried out directly by the provincial government, of course there is communication between the city and the province. So, this turtle hatchery already has facilities that support visitors who visit this turtle conservation, such as a turtle nesting incubation room, hatchery and quarantine room. The manager also provides an information room for visitors who want to know more information about the turtles in this Conservation Center. Tourism amenities in Apar Village are still limited, for the fulfillment of accommodation facilities, restaurants, parking spaces are still lacking. Then for shopping purposes, such as minimarkets, there are not enough bathrooms for tourists, so the facilities in this tourist village are still inadequate.

2. W-O Strategy (Weaknesses Opportunity)

First, government policies need to be firm in implementing a better tourist village. The management of tourism businesses according to the Apar Village Regulation No. 5 of 2021 and in accordance with the Apar Village Regulation of North Pariaman District concerning Village-Owned Enterprises (BUMDes), that the management of village-owned tourism businesses and tourist attractions is managed by the Apar Mandiri BUMDes, including the mangrove park, turtle breeding, new science high school. There is no government policy in controlling the development of the tourist village area in Apar Village, while the local regulation governing the development of this tourist village is still in the form of a draft from the Pariaman government. There is a need for employee commitment to comply with existing regulations, one of which is Perko No. 32 of 2019 concerning guidelines for determining tourist village areas. So, the goal in developing this tourist village is only to provide the welfare of the village community.

Second, cooperation with the trade office in providing a village minimarket business. There is a partnership between the apar village and the cooperative, small and medium enterprises in the city of Pariaman. The existence of planning for cooperation with this service is accompanied by guidance and development by tourism merchant businesses by taking into account the principle of mutual need, mutual strengthening and mutual benefit. The existence of minimarkets in business network managers can provide great benefits for the apar village community. This has been discussed with the Pemko with the Apar village community, the minimarket business in this Apar village, will be a boost for the income of the Apar village community for sure.

3. S-T Strategy (Strenght Threats)

First, it is necessary to support CBT (Community Based Tourism) in improving tourism management in Apar Village, Pariaman City. In improving the management of this apar village, there is already an active role as a driving force for Sapta Pesona called Pokdarwis Desa Apar. This Pokdarwis will later realize the CBT (Community Based Tourism) program which prioritizes local communities as tourism actors. This goal is to make it easier to carry out and develop activities in this apar village tourism. So, Pokdarwis already exists to form this CBT

program, it's just a matter of implementing it in developing the apar tourism village.

According to Vivi and Aldri's research (2019), it is stated that in an effort to increase people's happiness, it is necessary to have green open spaces (RTH) and a work culture that is aware of tourism. But in reality green open space is not a development priority in Solok Regency. This can be seen by not being maintained and not managing green open spaces properly. Maintaining a green open space requires a tourism-aware work culture from all relevant parties, but not all parties understand the importance of a tourism-aware work culture. It can be concluded that the importance of a tourism-conscious work culture, especially in managing Mangrove Park well in the apar tourism village, which is known as nature tourism.

Second, prepare easy access for the apar tourism village. The existence of access to this apar village tour is in planning with good access to this pariaman, making it easier for tourists to visit apar tourism, this does not yet exist and we will prepare access for this tour. In addition, preparing lodging for tourists who want to stay in apar tourism, because so far there is none and will be prepared in 2022. So, transportation for pick-up services for tourists entering and leaving this apar tour which does not yet exist until now. So, with good accessibility, making it easy for tourists to visit by using various types of transportation.

4. W-T Strategy (Weaknesses Threats)

First, providing trainings to improve the quality of human resources. The purpose of the Pokdarwis institution is to develop and carry out activities to increase the knowledge and insight of Pokdarwis members in the tourism sector. This lack of understanding about tourism, so there is education provided in the field of tourism, management in the development of tourist villages, understanding of services to tourists. In addition, Pokdarwis also carries out activities in order to improve the abilities and skills of members in managing the tourism business sector and other creative economy businesses, one of which Pokdarwis participates in comparative studies in improving the quality of human resources in the management of tourist villages.

Second, provide sustainable socialization to the community. The independent apar BUMDes was formed before apar was designated as a tourist village in 2019, the main program of the apar BUMDes itself is to make apar a tourism village that involves the community directly as the core of tourism development. Initially in the form of a tourist village, our bumdes apar always carried out socialization to the community about tourism, apart from the community we also worked with Pokdarwis and village institutions as well as the surrounding community.

Furthermore, based on the SWOT results above, it can be concluded according to Ratna Kartika Wiyati (2017) that a strategy that uses internal strengths by maximizing existing potential, the goal is to reduce the weaknesses or threats of the strategy. One of them is providing socialization and training in improving the quality of performance. This will create good services for tourists by promoting tourism in the apar village and creating cooperation as a supporter in providing tourism infrastructure in the apar village. Based on the results of Citra's research (2017) that the strategy for developing coastal resources has been well done in empowering fish farming communities, conserving coral reefs, training to improve tourism services, providing fish auction places, procuring capital and cooperation for community businesses in making handicrafts, law

enforcement or awig-awig along with sanctions, limiting the entry of fishery products from outside the region.

Then in their research Aldri and Afriva (2021) stated that the need for tourism at this time is something that is needed by various individuals, families and communities. One of the efforts to increase the satisfaction of community visits is to build tourism that is aware of the work culture between tourism officials and the community in a tourist location. According to Hidayat (2016), in completing the supporting infrastructure for natural tourism activities, especially ecotourism, such as roads, bridges, cleaning facilities, and others. (2) carry out intensive promotions (3) make special policies in the development of ecotourism. From the results of this study, it is expected to optimize the benefits for increasing visits and improving the welfare of the surrounding community.

CONCLUSION

The strengths possessed in the development of the Apar tourism village as an ecotourism attraction in Pariaman City are as follows: (1) The existence of clear rules in the management of the Apar tourism village, (2) Coordination of the existing Apar village tourism development, (3) The creation of a tourism business apar village. The weaknesses in the development of the Apar tourism village as an ecotourism attraction in Pariaman City are as follows: (1) Lack of public awareness in developing the Apar tourism village, (2) Inadequate human resources, (3) Unsupported facilities and infrastructure. Opportunities in the development of the Apar tourism village as an ecotourism attraction in Pariaman City are as follows: (1) Realizing the apar village into independent tourism, (2) creating community welfare in optimizing the tourism potential of the apar village. The threats in the development of the Apar tourism village as an ecotourism attraction in Pariaman City are as follows: (1) The decrease in the source of income for the village original income (PAD), (2) Not yet maximized in developing the economic cooperation network of various parties.

Strategies that can be carried out in the development of the Apar tourism village as an ecotourism attraction in Pariaman City are as follows. S-O (Strengths Opportunities) strategies are: (1) The existence of tourism promotion by utilizing information media, (2) Coordination of the government in providing facilities and infrastructure. The WO (Weaknesses Opportunities) strategy, namely: (1) Government policies need to be firm in implementing a better tourist village, (2) Cooperation with the trade office in providing a small village minimarket business. The ST (Strengths Threats) strategy is: (1) CBT (Community Based Tourism) support is needed in improving tourism management in the Apar village, Pariaman city, (2) Setting up easy access for the Apar tourism village. The WT (Weaknesses Threats) strategy is: (1) Providing training in improving the quality of existing human resources, (2) Providing ongoing socialization to the community.

Based on the findings obtained, there are still many obstacles in the development of the Apar tourism village as an ecotourism attraction, the authors suggest the following:

1. To the Apar Village Government, there must be cooperation for tourism-related institutions in Apar Village which is still not optimal in its implementation, it is necessary to have a tourism institution that is indispensable as a forum for community involvement in managing tourist villages. These institutions can be in the form of Tourism Awareness Groups

(Pokdarwis), Village Owned Enterprises (BUMDes) or empowering existing community groups, such as youth organizations, PKK, MSMEs, and other groups.

2. With regard to tourism promotion, it is necessary to expand promotion through print media, electronic media, and social media so as to expand the apar tourism village. In addition, it is also necessary to develop tourist travel service facilities in collaboration with the tourism and cultural services of the city of Pariaman. Then, there must be cooperation in developing mini market business facilities in the apar tourism village through cooperation with the Pariaman city cooperative service. In terms of policy, Kota Pariaman is still in the form of a draft of the City Government Tourism Development Master Plan for 2020-2025 (RIPPARKOT). For this reason, it is hoped that the government will immediately issue RIPPARKOT. In addition, the government has not led to a tourism approach. Thus, assistance is needed to the Apar Village community through awareness socialization of tourism and Sapta Pesona so that people understand more about their tourism potential. The hope is that in the future Apar Village will continue to develop and excel in the field of tourism to preserve traditions and culture and prosper the surrounding community. So, it is necessary to involve the local community or community leaders from Apar Village in the process of developing a tourist village area.

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