

TOURISM OBJECT DEVELOPMENT STRATEGY SOSOPAN SIMPANGLOLO HOT WATER

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ABSTRACT: This study aims to analyze the strategy for developing one of the tourist objects in Nagari Rabi Jonggor, Gunung Tuleh District, West Pasaman Regency. The Sosopan Simpanglolo Hot Springs is one of the health tourism destinations that is unique, different from other hot springs. This study shows that by using the quantitative SWOT analysis method which emphasizes the Internal Factor Analysis Summary (IFAS) matrix which includes strengths and weaknesses with a resulting score of 3.60. As for the External Factor Analysis Summary (EFAS), which includes opportunities and threats with a resulting score of 2.75. This shows that the Sosopan Simpanglolo Hot Springs has a sufficiently strong internal capacity to continue efforts to develop supporting infrastructure for tourism objects, by improving access to road facilities to tourist objects it will be able to increase internal resources which are its strengths. In its external capacity, Sosopan Simpanglolo Hot Springs can respond and take advantage of existing opportunities by encouraging the growth and development of the tourism industry and utilizing the natural potential of tourist attractions, to attract tourists to increase external resources which become opportunities by minimizing threats that exist at the location of tourist attractions. The results of this research study are expected to have implications for all parties to pay serious attention to the development of the Sosopan Simpanglolo Hot Springs tourist attraction.

Keywords: *Strategy, Development, Sosopan Simpanglolo Hot Springs, IFAS, EFAS Nagari Rabi Jonggor*

1. INTRODUCTION

In the current era of globalization, the tourism sector is the largest and strongest industry in financing the global economy. The tourism sector will become the main driver of the world economy in the 21st century and become one of the globalized industries [1]. Tourism is a new type of industry capable of producing rapid economic growth in providing employment, increasing income, living standards and stimulating other productivity sectors [2]. The term "tourism" is a noun (noun) which means: Related to travel for recreation, travel, tourism. According to RI Law No. 10 of 2009 concerning Tourism, Tourist Attraction is anything that has uniqueness, beauty and value in the form of diversity of natural, cultural and man-made assets that are the target or destination of tourist visits. Tourist objects are places or natural conditions that have tourism resources that are built and developed so that they have an attractiveness and are cultivated as places visited by tourists [3]. Tourism development is an attempt to develop or

advance tourist objects so that these attractions are better and more attractive in terms of places and objects in them to be able to attract tourists to visit them [4]. The tourism industry is one of the contributors to regional original income (PAD). However, many tourism industry activities cause environmental damage and disrupt ecosystems, [5].

Tourism development planning is determined by the balance of potential resources and services owned as supply and demand or tourist interest as demand. The offering components consist of: a) attractions (potential natural and cultural beauty and forms of tourism activity); b) transportation (accessibility); c) information service; and d) accommodation and so on [6].

Hot springs or hot springs are springs that are produced as a result of groundwater escaping from the earth's crust after being geothermally heated. The water that comes out is above 37 °C (human body temperature), but some hot springs release water with a temperature above the boiling point [7]. Hot water is more able to dilute mineral

solids, so water from hot springs contains high levels of minerals, such as sulfur, alum, calcium, lithium, or radium. Hot springs are one of the manifestations of geothermal energy that can be utilized directly. Bathing in hot mineral water is believed to cure various diseases. Based on these reasons, people build hot springs for recreational and medicinal purposes. A tourist object generally has basic elements which include: tourist attraction, tourist infrastructure, tourist facilities, infrastructure and community/environment. These basic elements are the basis for growing tourist interest in tourism activities [8-9].

The Sosopan Simpanglolo Hot Springs in Nagari Rabi Jonggor, Gunung Tuleh Subdistrict, West Pasaman Regency is a tourist attraction that has a unique appeal as a health tour for traditional natural therapy treatment, different from other hot spring attractions in West Sumatra Province because that tourists deliberately come to visit this hot spring. Based on the observations of researchers, the hot springs are far from residential areas, which are in the upper reaches of the Simpanglolo river. Accessibility is inadequate because there is no asphalt road leading to the location. Until now, it is known that tourists come to this hot spring location by walking from Jorong Sitabu as far as ± 15 km through hilly roads and rivers around the Simpanglolo forest area. With these limitations, the attention of the government and the local community is needed in developing this hot spring tourist attraction.

To be able to find out the strategy for the development of the Sosopan Simpanglolo Hot Springs tourist attraction, it is better to analyze the information data on the tourist attraction. SWOT analysis is an analysis of strengths, weaknesses, opportunities, threats faced by a company or organization. Through this analysis the leader or manager can create a quick overview of the strategic situation of the organization, using SWOT analysis in this study can assist researchers in providing fairly sharp analytical results and can become an instrument by looking at the factors that form the basis or the basis for preparing the best strategy [9]. SWOT analysis. is an analysis of the strengths, weaknesses, opportunities and threats that the company has and faces [10]. SWOT analysis plays an important

role in two ways, namely the preparation of plans that will affect decisions on finance, branding, marketing strategy, and product diversification. Analysis and diagnosis of strategic advantage is a process in which strategy formulation examines the factors of strategic advantage. a company, to determine where the company's strengths and weaknesses are so that strategists can make effective use of environmental opportunities and face environmental challenges [11].

Based on the background and problem formulation above, the research examines the Sosopan Simpanglolo Hot Spring Tourism Object Development Strategy, with the aim of identifying and analyzing the SWOT Analysis of tourist attraction development based on internal factors (strengths and weaknesses) and external factors (opportunities and threats).

2. RESEARCH METHOD

2.1 Location and Time of Research

This research was conducted for 30 days, from 04 May 2023 to 04 June 2023. Geographically, Gunung Tuleh District is bordered to the north by Mandailing Natal District, to the south by Pasaman Regency, to the west by Lembah Melintang District, and to the east. bordering Pasaman Regency and Talamau Regency. The Sosopan Hot Spring research location is included in the Nagari Rabi Jonggor area. Precisely located in the upper reaches of the Simpanglolo river in the Simpanglolo hill valley in the border area of Gunung Tuleh District, West Pasaman Regency and Ulu Pungkut District, Mandailing Natal Regency, North Sumatra. Location of Hot Springs is ± 6 km from Simpanglolo. If from the West Pasaman Regency Center the location of the baths is ± 60 km.. The area of Gunung Tuleh District is 453.97 km² and is located at an altitude of 26-1875 meters above sea level, crossed by 14 rivers. In GunungTuleh District, there are two nagari namely: Muaro Kiawai and Rabi Jonggor. According to BPS data for West Pasaman Regency, processed from Gunung Tuleh District in Figures for 2020, Nagari Robi Jonggor has an area of 289.98 square kilometers [12]. Astronomically, the Polite Hot Springs are located at 0° 28'26"N and 99°42'56"E [13]

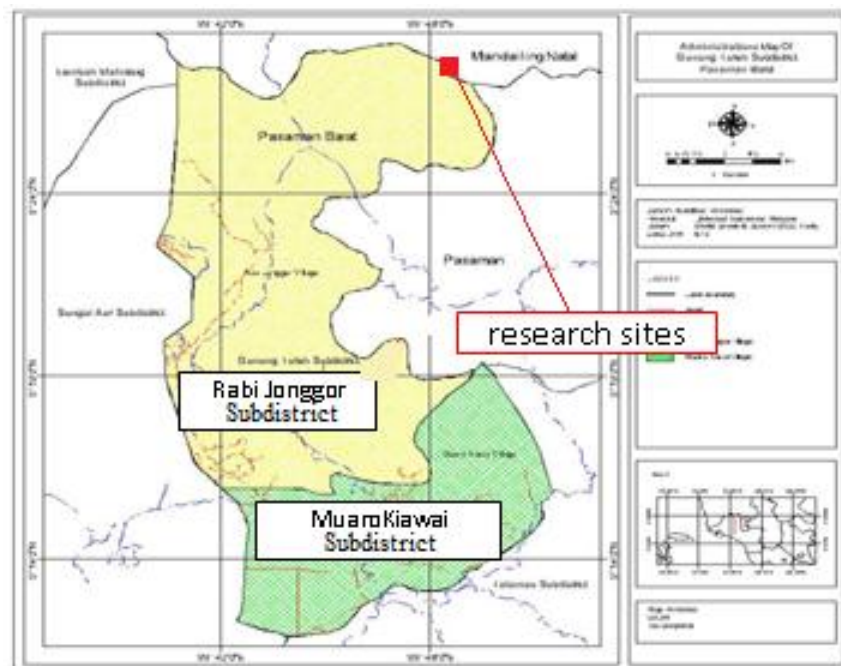


Fig 1. Administrative Map of Gunung Tuleh District

2.2 Research Methods

This research uses Quantitative SWOT Analysis. According to Sugiyono (2016) it is explained that the research method is basically a scientific way to obtain data with specific purposes and uses [14]. This quantitative SWOT analysis method is used to find out the analysis of internal factors and external factors that are owned and faced in the tourism object development strategy by using the IFAS and EFAS matrices first. There are four possible alternative strategies that can be developed in the SWOT matrix analysis, namely: (1) SO Strategy, which is made based on planning by making the most of all strengths and opportunities, (2) ST Strategy, which is made based on planning by using strengths to overcome threats, (3) WO strategy, which is implemented based on taking advantage of opportunities by minimizing weaknesses and (4) WT strategy, which is made based on defensive activities and trying to minimize weaknesses by avoiding threats (Tambunan, 2020) [15]. The IFAS matrix is used to find out how big the role of internal factors is in a tourist attraction. The IFAS matrix describes the internal condition of an object which consists of strengths and weaknesses which are calculated based on ratings and weights. While the External Factor Evaluation Matrix (EFAS) is used to analyze the factors in the form of opportunities and threats faced by tourist objects.

Table 1. SWOT Matrix

I EFAS	IFAS	Strength (S) Determine 5-10 factors of internal strength factors	Weaknesses (W) Define 5-10 factors of internal weakness
	Treats (T) Define 5-10 external threat factors	SO strategy Create a strategy that uses strengths to take advantage of opportunities	WO strategy Create strategies that minimize weaknesses to take advantage of opportunities
	Treat (T) Define 5-10 external threat factors	ST Strategy Create strategies that use strengths to overcome threats	SW Strategy Create strategies that minimize weaknesses and avoid threats

Source: [16]

SWOT analysis with EFAS and IFAS matrices can use the following formulation:

$$\text{Value} = \text{Weight} \times \text{Rating} \quad [17].$$

The subjects of this study used tourists from Sosopan Simpanglolo Hot Springs and the

surrounding community. Data obtained from the results of interviews and questionnaires.

The SWOT analysis of tourism object development has several stages as follows: a) Compile internal factors (IFE) and external factors (EFE) by determining which indicators are measured on each side of strengths, weaknesses, opportunities and threats. b) Give weight to column 2, with a scale of 1.0 (very important) to 0.0 (not important). All of these weights do not exceed the total score = 1.00. These factors are weighted based on the influence of strategic position c) Determine the rating in column 3 for each factor on a scale ranging from 5 (very strong) to 1 (weak) for all the indicators that have been made. d) Calculate the score in column 4 by multiplying the weight and rating that has been determined. e) Subtract the total score of the indicators of strengths and weaknesses and also reduce the indicators of opportunities and threats. This total value shows how the variables in the analysis react to internal strategic factors. f) The results of reducing the IFAS and EFAS indicators are poured into the quadrant matrix to see in which position the Sosopan Simpanglolo Hot Springs tourism object development strategy lies. From this analysis it will be known how the strategy for developing the Sosopan Simpanglolo Hot Springs tourist attraction can attract tourists to visit tourist sites. With the formulation of a SWOT analysis, problems can be grouped, and facilitating a strategic approach to the development of tourist attractions.

3. RESULTS AND DISCUSSION

Nagari Rabi Jonggor is one of the 19 main nagari in West Pasaman Regency, West Sumatra Province. Nagari Robi Jonggor is in Gunung Tuleh District, most of Nagari Rabi Jonggor is a forest area. Under these conditions, Nagari Rabi Jonggor has a lot of natural tourism potential that can be developed. The geographical location of Nagari Rabi Jonggor which is in a mountainous area and protected forest, makes this nagari have many beautiful natural attractions. Data from Nagari Rabi Jonggor, there are at least 17 natural tourist objects in the Nagari, one of which is the Sosopan Simpanglolo Hot Spring [18].

Sosopan Hot Spring is a hot spring, which the locals call Sosopan. The Sosopan Hot Spring tourist attraction is actually more accurately referred to as health tourism. Since tens of years or even hundreds of years ago this location has been used by residents of Simpanglolo and residents of the surrounding villages or Jorong-Jorong [19].

Tourists are interested in visiting hot springs because they have a specific purpose, namely health tourism. Visiting tourists are willing to stay a few days temporarily at the location of the tourist attraction by utilizing the huts that have

been built by the community and the government at the location of the baths. The Sosopan Simpanglolo Hot Spring is believed to be inherited by people from generation to generation curing various diseases such as skin diseases (itching, scabies, eczema, and skin redness) and rheumatism.

The benefit of hot water containing sulfur is its ability to treat itching on the skin. Based on information in the journal *The Antibacterial Properties Of Sulfur*, it was stated that sulfur has antibacterial properties that can inhibit bacterial growth. If you look at other studies, sulfur has been known as an antibacterial agent that can be administered orally to treat various problems with bacterial infections. The presence of pressure on hot sulfur water can have a relaxing effect on muscles and joints. When done regularly, soaking in sulfur water can help improve blood circulation, thereby maintaining stamina so you don't tire quickly [20]. Tourists visit because they assume that hot sulfur water is beneficial for health, for sick people who can't afford to walk to a hot spring, they are willing to pay a fortune of around Rp. 3,000,000,- so that it can be transported by other people who are willing to offer their services and labor. This hot spring is well known to the public, tourists who visit are not only local people but also from outside the area.

The Sosopan Simpanglolo Warm Water Bath is a bath that forms naturally in the form of basins resembling ponds. There are three large pools with different water colors, substance content, and water temperature levels around 37⁰C-42⁰C. The temperature of this hot water can be adjusted by flowing river water into the pool so that the water is not too hot.

There are several hot water points with 7 (seven) flavors around this area, water one two and three have a bitter, astringent and sour taste if the three waters are mixed with water it will turn black as well as water four, five, six and seven. There are sweet, bitter and salty tastes. Springs originate or are produced from the discharge of groundwater from within the earth's crust which has experienced geothermal heating before.

In addition, the location of the baths has a very beautiful natural view of the still beautiful mountain valleys. As far as the eye can see the green expanse of the Simpanglolo tropical rain forest looks naturally lush. However, there are obstacles that tourists pass when passing through the forest

This Simpanglolo, such as the possibility of disturbance by wild animals, and bad weather. Because there is no permanent road made of asphalt or cast concrete to get there. So the road taken by tourists from Jorong/Sitabu Village to the hot springs location is no longer using a car or motorized vehicle, but can be reached on foot

through the forest and the edge of the Simpanglolo river for \pm 15 km with \pm 4-5 hours for novice tourists. But for the local people, because they are used to it, and know the way to the Sosopan Simpanglolo hot spring, they can get to the bathing location within \pm 2 hours from

Jorong Sitabu. Tourists who want to visit are usually accompanied by local people who already know the way to this hot spring. They offer porter services to get to the location of the hot springs.

Table 2 SWOT Analysis of Sosopan Simpanglolo Hot Springs

SWOT indicator	Score	Rating	Weigth
Strength	Result (0-1)	1 to5	BxR
1. The natural beauty of the hot spring location	0,80	3	2,40
2. Unique and interesting tourist objects	0,80	4	3,20
3. Hot water quality	0,60	3	1,80
4. Utilization of hot water for treatment	0,80	5	4,00
5. Potential sources of geothermal energy	0,40	3	1,20
TOTAL		18	12,60
Weakness			
1. Information, communication, promotion is weak	0,40	4	1,60
2. Limited Human Resources for managing tourism objects	0,60	4	2,40
3. Access to the road network is inadequate to the location	0,40	5	2,00
4. Inadequate infrastructure facilities	0,60	3	1,80
5. Regional budgets are still limited for the development of tourist objects	0,40	3	1,20
TOTAL		19	9,00
IFAS VALUE	3,60		
Opportunity			
1. The growth of the tourism industry	0,75	3	2,25
2. The positive opinion of tourists to other people	0,75	4	3,00
3. Tourist attractions by exploiting existing potential	0,50	2	1,00
4. Potential and interest of tourists	0,50	3	1,50
TOTAL		12	7,75
Threat			
1. Landslide natural disaster	0,75	2	1,50
2. Wild beast disturbance	0,50	2	1,00
3. Weather does not support	0,75	2	1,50
4. The behavior of the public and tourists in the tourist area	0,50	2	1,00
TOTAL		8	5,00
EFAS VALUE	2,75		

Source: Research Results, 2023

The results of the analysis of tourism object development using the Quantitative SWOT method in table 2 above, show that internal factors (IFE) and external factors (EFE) are positive. In addition, external factors are lower than internal factors. This means that the

development of the Sosopan Simpanglolo Hot Springs tourist attraction has strengths and opportunities to be developed. The relationship between internal factors and external factors can be seen in Graph 1 below

Grafik 1, Matrix IFAS dan EFAS



Source: 2023 Research Results

Through SWOT analysis for the Sosopan Simpanglolo Hot Spring tourist attraction development strategy with the quantitative SWOT method, it is possible to classify the Internal Factor Analysis Summary and External Factor Analysis Summary (IFAS and EFAS) in the research area.

With the statement of the results of the analysis that, the Sosopan Hot Spring Tourism Object is feasible to be built and developed. Because it has a fairly strong internal capacity. In its external capacity, Sosopan Simpanglolo Hot Springs can respond and take advantage of existing opportunities, by encouraging the growth and development of the tourism industry and utilizing the potential of tourist attractions in attracting tourists to increase external resources which become opportunities by minimizing threats that exist at the location of tourist attractions. With efforts to maintain the environmental preservation of tourist objects properly, maintain the uniqueness of tourist objects, development and improvement of supporting infrastructure will be able to increase internal resources which are their strengths, and minimize existing weaknesses.

4. CONCLUSION

From the research I conducted at the Sosopan Simpanglolo Hot Springs tourist attraction, Nagari Rabi Jonggor, Gunung Tuleh District, it can be concluded that the Tourism Object Development Strategy with quantitative SWOT analysis in this study obtained Sosopan Simpanglolo Hot Springs is feasible to develop, given its unique characteristics which is different from hot springs in other areas. Even though there are limited access roads to the location of the tourist attraction, and still inadequate supporting infrastructure, tourists will be interested in visiting the location of the tourist attraction, given the purpose and benefits of this hot spring tourist attraction for health which is located in the valley of the Simpanglolo forest hills. has enchanting natural beauty. This is evidenced by the IFAS and EFAS matrices which are in quadrant one with scores that are both close to number 3 which means high. So, Sosopan Simpanglolo Hot Springs has a strong enough internal capacity to be developed and built in a sustainable manner, as well as improvements to further increase internal resources which are its strengths with community participation and local government assistance.

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