DEVELOPING STRATEGY OF MUDE HERUN TOURISM OBJECT IN PRUDA VILLAGE WAIBLAMA SUBDISTRICT SIKKA REGENCY

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Abstract
Pruda village has a tourism object that always visited to spare time on every Sunday and holiday. There is some purpose that conducted by visitors namely: to refreshing, to improve religion income, to business and exceteral. One of the tourism object in Pruda village is Mude Herun beach that located in Waiblama subdistrict – Sikka regency. It is about 75 km from city center. Mude Herun beach has some unique tourist attraction namely: cape, floor stone, white sand, green tree in the middle of sea there and others beautiful scenery. The development strategy in this object is unimprove yet, because loving of Human sources, unawareness of community about tourism, uncomplete the facilities and accesibilites. The techniques of data collection used in this research were observate, interview and study document. The data were analyzed by using technique analysis data. The result finding show that condition of Mude Herun tourism object is suitable as a tourism place that has nature scenery in two place are: Puot and Watu Irun Bura beach, The unconcern of local people, local government and other institute to develop the stratagy. Because of that, the effort to develop the tourist object is directed according to criteria are the priority of the strategy. There were four aspect to develop, namely: Tourist attraction sector, accesibilities sector, facilities, institute, and promote sector.

Keywords: Tourism; Developing; strategy

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INTRODUCTION
Tourism is one of the potential sector in term of developing a country. This is because, tourism is considered capable of having a positive impact like a driver of growth and property in terms of development in an area. Current tourism development is an important role of developing an area because the potential for tourism currently is growing rapidly namely: natural wealth such as the scenery, nature cultural like traditional ceremony, traditional dance, and biodiversity like flora and fauna, waterfall and sea.
Sikka regency is a popular tourism place in Flores. There are many places visited by visitors or tourists, such as: Bikon Blewut Museum, Kajo Wuluh beach, Koka beach, Bliran Sina studio and excetera. Mostly visitors can spare time on Sunday and holidays. Bikon Blewut Museum is an old history building, Kajo Wuluh beach is a cape beach and an interesting object, Koka beach is an beautiful tourism object in Paga that has a small island in the middle of the sea. And the last tourism object is Bliran Sina Studio. It is a tourists place every time. There are many kinds of woven clothes trading.

One of the tourism objects never known in Sikka regency is Mude Herun beach. It is located in Pruda Village Waiblama subdistrict Sikka regency and it is about 25 km from Nangahale and Talibura village by using vehicles one hour and through steep and potholed roads. In Mude Herun beach area, there are two tourist attractions such as: Puot cape and Watu Irun Bura beach. The interesting of Puot cape is white sand, floor stone and green trees. It is usually visited by local people on every Sunday and holidays, tourists and other visitors. Watu Irun Bura is a volcano mountain which located in side Mude Herun area as a memorial of tourist attraction in 1984 is found by a teacher from Sikka Village but, the security of the object is unpeaceful for tourist destination because it has a spooky place wherever it can be broken by waves and changed as a birds and snake lives. It is a dangerous place, and the visitor could not come there. They choose Mude Herun beach as a tourist object.

In Mude Herun beach is unprepared tourist attraction facilities such as: swimming pool, speed boat, swimming tools, toilet, cottage, stall, homestay and excetera to support. The rubbish is disturb of visitors pleasant because of unawareness of everybody to care. There is not complete facilities to switch the visitors activities. In other hand, the accommodation like street and accommodation is disadvantage for them because of the distance to tourism object is far and the coast to thehe is expensive. The collaboration between community and local government is difficult to gather.

**LITERATURE REVIEW**

**a) Tourism**

Tourism means traveling that is done repeatedly or around (Muljadi A. J, 2012). Other meaning of Spillane (2015) said that tourism is travel from one place to another, a moment time, conducted individually or in groups as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions.

Based on the opinion, it can conclude that Tourism is an activity which conducted with leave a first stay to tourism purpose for moment time to getting the curiosity, resting, business and other purpose. According to Oka A. Yoeti Tourism is classified according to location, influence of payment balance, reason and goals destination and object, they are:

a. According to geographical location where tourism develops: Local tourism, Regional tourism, Natural tourism, Regional –international tourism.

b. According to influence of payment balance, there are two point namely: In and Out tourism.
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c. According to reason and goals destination, namely: bussines and vocation tourism.
d. According to visiting time, there are two point namely: seasonnal and Occasional tourism
e. According to Object namely: Cultural tourism, Recuperational tourism, Commercial tourism, Sport tourism, Political turism, Social tourism, Religion tourism.

b) Tourism attraction

Tourist attraction is a first point to tourist or visitors destination in tourism. there are various goals to get, like happynes, sports, bussiness and exceteral. The tourist attractoinsinclude: Security, Orderly, Cleanliness, coolness, beauty, memorize, infrastructure and accessibilities. With tourism development, this is need to be mantained. This article take the concept that, a tourism is something that has consumptive value four tourist and is unique to be enjoyed as an area worth visiting.

c) Development

In this articel, there are several expert opinion that can be used as a basis, namely about the meaning of development. According to Bakarudin (2008) development is an effort be conducted by human as subject to give the change occur in an object. Development also can be interpreted as a change toward complex.

Tourism object development is an effort to increase tourism object in order to it is the best and more interesting which look by place or things in the of it for getting the tourist willingness to visit. In developng a tourism, there are many aspect should be noticed, such as: attraction, accessibilities, facilities, institute and promote aspect. ( M. Liga Suryadana ( 2019 )) Attraction, Accessibilities, Facilities, Institutions and Promote.

d) Strategy

The concept of strategy adopted in the basis of this article is strategy concept acccording to Naldi Hendra (2012) means an overal approach that realated with the ideas implementation and an activities execution within a certain time. the strategy is conducted are increase the human sorce about tourism, collaboration with others sector, cconduct training about tourism, increase the facilities, infrastructure and accesibilties.

RESEARCH METHODS

a) Location

The location is taken is in Mude Herun beach is located in Pruda vilage Waiblama subdistrict Sikka regency. it is an protect tourism in beauty.

b) Types of data

Qualitatif data is the data that is not number form but relevant information form to the description form of word about the attractiveness of Mude Herun beach.

c) Data source

a) Primary data is data obtained with the collected way by researcher and direct obyek researched, namely: from summary of interview result by
takecareer beach, students, fisherman, community, visitors and local government.

b) Secondary data. The data in this artikel get from goverment like population condition, economy sector, educational sector and the other literature that can support.

d) Data collecting method

1) Observation
Observation in this artikel is direct obeservattion in around Mude Herun beach. What the tourist attraction present there, how the attending of infrastrucutre and acceasibilities.

2) Interview.
In this artikel, has been arranged guide interview that will be propose to visitor, takecareer beach, students, community, fisherman and local government.

3) Documentation.
It is the document was obtained from local communiities interview, village goverment, vilage goverment archive and photos of Mude Herun tourism object. The documentation has been conducted in these research is tourist attraction.

e) Data Analysis Technique
After collecting data, the researcher do the next step that is analysis data.it is the process of arranging adata sequencees,orgainizing into a basic pattern, category and description unit.collected data like notes field and reearcher comments, picture, photos, documents, reorts, biographis, articles, etc ( Afifudin 2021). The activities in data analysis namely: Data Reduction, Data Display and Concluson rawing/ Verification.

RESULTS AND DISCUSSIONS

A. An Overview about Pruda village

Pruda village is an area located in the souhern part of the sea, Waiblama sub-district, which is 63 km from the city center which has a village area of 29 km. Its situation is mostly lowlands and hills that are used by community to live.

The land status of Pruda village is mostly of people owner. Part of the land have not been certified and the right to use the building will increase a lot, considering the developing importance of land status to one and more area developing, the customary land and others will decrease.

Pruda village has protected types of flora and fauna. types of fauna found in this area in including cows, goats, chickens and several types of birds, and flora found in this area include mango, banana, guava, coconut, chocolate and others.

B. Finding and discussion.

Based on reseracher fiinding, there are two interesting place to visit namely: Puot cape and Watu Irun bura beach. The tourist attraction in Puot are cape, white sand, floor stone and green tree and the tourist attraction in Watu Irun Bura is white month.
where, on long time ago it is as a beautiful small mounth. Now, it is not saftye beach because has a fear place and as birds and snakes live. The special time to visit by visitors on Sunday and holiday is Puot cape. The fresh and cool place is ussualy present by students.

In these research, the author collect the daata using free interview with some question from first informan to seventh. The first step of author question to answer are:

1) The condition of Mude Herun beach specially tourist attracton
2) How the facilities, infrastructure and accesibilities.

There are some point in finding in tourist attraction such as:

1) Security

Based on the first opinion that, there are some weakness in developing oof Mude Herun beach turism object.

a) Strength
   1) Mude Herun beach h to door
   2) The problem, crime and acciddent that occur is safety when the visitors came.
   3) Unusing tictket to enter

b) Weakness
   1) There is no security
   2) Using under big grss and big tree to toilet
   3) Using under big tree and big grass to rest.

2) Orderly

Based on the second informan statement that, there is also strength and weakness namely:

1) Mue herun has large area from Eat to West
2) There is a special place to save boats.
3) Free visiting tto every door. It means that not using ticket for visitors to enter.

3) Cleanliness

Based on irth staement, Mude Herun beach is unclean condition which difficult to improve cleanlines. There are some factors unsupport to improve namely: rubishes and carrions and not cleaning service.it is need to noticed by every one.

4) Coolness

Forth statement is Mude Herun beach is a cool beach which always invite the visitors to come becuse greentrre grew in the middle nd cost of sea. The visitors more choose recreation in coast of sea than others. The responsibility to keep up the beach is perfect.

5) Beauty

Beautiful in Mude Herun beach is wonderful with scenery that a state or athmosphere that display the interesting environment pleasing to see. It give a deep
depression for tourist or visitors. there are green tree growth in the middle of sea, cape, large white sand, floor stone.

6) Memorize

Memorize in Mude herun beach is a vulcano mouth which finded in 1984 by a teacher from Sikka village, its name is Watu Irun Bura. There some point interest in for visitors to come such as: bg white mouth and fresh area but, it was disadvantage for visitors because of spooky place that can disturb activities visitors. it has broken by big wave and change be a cave which as sankes and bird life.

In other tourism object, infrastructure must be prepared firstly to support the visitors traveling such as: swimming pool, swimming tools, cottage, garbage place, clean water, lamp, toilet and exceteral but in Mude Herun beach un success yet. The awareness of local people and local goverment about tourism facilities is poor. There is also accesibilities is not support for visitors because of distance of coast.

In research finding, there are some information from informan about the strategy to develop Mude Herun beach. The opinions said that, the developing strategy in Mude herun beach is conducted in three years namely first year to third year. Every aspect, sometimes has similar strategy but the others is different. The strategy is conducted are:

1) Develop the human sources about tourism
2) Increase the infrastructure and accesibilities
3) Increase promote sector.

Every strategy is brought in to specific aspect namely:

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<td>Year 1</td>
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<td>1</td>
<td>Security</td>
<td>Socialitation</td>
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<td>2</td>
<td>Order</td>
<td>Observate the object and prepare the material</td>
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<td>Socialitation and supply the cleanliness facilities</td>
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<th>Supply and planting the green tree</th>
<th>Caring process and increase planting activities</th>
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CONCLUSION

Based on the researcher finding and understanding in research regarding, the Developing Strategy of Mude Herun beach tourism object in Pruda village, Waiblama subdistrict, can be conducted as follow:

1) Actually, Pruda village has a tourist attraction that has a potential to attract tourist both from within a village and outside and even foreigner occasionally visiting, there is a tourism object namely Mude Herun beach.

2) It has two tourist area as a tourist attraction, they are Puot cape and Watu Iru Bura beach.

3) Puot is visitors place in every Sunday and Holiday and then Watu Iru Bura is unvisited by visitor because of spooky place. It has each own tourist attraction but unattention from government to develop.

The strategy is conducted such as:

1) Develop the tourist attraction namely: security, order, cleanliness, coolness, beauty and memorize.

2) Improvement of Infrastructure and other supporting facilities

3) Increase promote sector

4) Increase institute sector.
BIBLIOGRAFI


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