

DEVELOPING STRATEGY OF MUDE HERUN TOURIM 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 lowing of Human sources, unawareness of community about tourism, uncomplete the facilities and accesibilites. The techniques of data collection used in this research were observe, 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 goverment and other institute to develop the strategy. Beecause 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 welth such as the scenery, nature cultural like traditional ceremony, traditional dance, and biodiversity like flor and fauna, waterfall and sea.

Sikka regency is a populer tourism place i Flores. There are many places visiteed by visitos or tourists, such as: Bikon Blewut Museum, Kajo Wuluh beach, Koka beach, Bliran Sina studio and exceteral. 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 small island in the middle of sea. And the last tourism object is Bliran Sina Studio. It is a tourists place every time. Ther are many kinds of woven cloths to trading.

One of tourism object never been known in Sikka regency is Mude Herun beach. It is located in 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 road. In Mude Herun beach area, has two tourist attraction suh as: Puot cape and Watu Irun Bura beach. The interesting of Puot cape is white sand, floor stone and green trees. It is s usually visited by local people on every Sunday and holidays, tourists and other visitor. Watu irun Bura is a vulcano mounth which located in side Mude Herun area as a memorize of tourist attraction in 1984 is finded by a teacher from Sikka village but, the security of this object is unpeacefull for tourist destination because it has a spooky place wherever it can broken by wave 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 visitors tourism object.

In Mude Herun beach is unprepare tourist attraction facilitis such as: swimming pool, spead boat, swimming tools, toilet, cottage, stall, homestay and eceteral to support. The rubbish is disturb of visitors pleasant beacuse of unawareness of everybody to care. there is not complete facilities to swith the visitors activities. In other hand, the accomodation like street and accomodation is disadvantage for them because of the distance to tourism object is far and the coast to teehre is expensive. The colaboration between commuinty 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 happines with the environment in the social, cultural, natural and scientific dimensions.

Based on the opinion, it can conclude that Tourism is an activities which conduced with leave a first stay to tourism purpose forr moment time to getting the suriousity, resting, bussinss and other purpose. According to Oka A. Yoeti Tourism is classiflicated according to locate, influence of payment balance, reason and gols 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

- 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 aattraction

Tourist attraction is a first point to tourist or visitors destination in tourism. there are various goals to get, like happynes, sports, busssiness and exceteral. The tourist attractoinsinclude: Security, Orderly, Cleanliness, coolness, beauty, memorize, infrastructure and accesibilities. 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 developnig a tourism, there are many aspect should be noticed, such as: attraction, accesibilities, facilities, institute and promote aspect. (*M. Liga Suryadana (2019))* Attraction, Accesibilities, Facilities, Institutions and Promote.

d) Strategy

The concept of strategy adopted in the basis of this article is strategy concept accccording to Naldi Hendra (2012) means an overall 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 accesibilities.

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

takecarer beach, students, fisherman, commuity, visitors and local government.

- b) Secunder data. The data in this artikel get from goverment like population condition, economy sector, educationl 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 accesibilities.

2) Interview.

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

3) Documentation.

It is the document was obtained from local communiities interview, village govermen, 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 arrnging adata sequencees,orgainizing into a basic pattern, category and description unit.collected data like notes field and reearcher comments, pcture, photos, duments, reorts, biographis, articles, etc (Afifudin 2021). The activities inn 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 hils 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 toseventh. 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 accidnet that occur is safety when the visitors came.
- 3) Unusing tictket to enter

b) Weaknes

- 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 naamely: 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 greenttre 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 scenary 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 mounth wich finded in 1984 by a tecaher from Sikka village, its name is Watu Irun Bura. There some point intersted in for visitors to come such as: bg white mounth and fresh area but, it was disadvantage for visitors beacuse 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 suc as: swimming pool, swimming tools, cottage, gerbage place, clean water, lamp, toilet and exceteral but in Mude Herun beach un succses 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 researarch 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 tirdh year. every aspect, sometimes has similar strategy but the others is different. The strategy is conducted are:

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

Every strategy is brought in to spesific aspect namely:

NO	ASPECT	DEVELOPING STRATEGY		
		Year 1	Year 2	Year 3
1	Security	Socialitation	Preparing of security guard, improve security object and keep up attraction facilities	Evaluation
2	Order	Observate the object and prepare the material	Keep up the order place and improve new facilities	Evalation and care the environment
3	Cleanliness	Socialitation and supplay the cleanliness facilities	Improve the facilities	Keep up the environment

4	Coolness	Supply and planting the green tree	Caring process and increase planting activities	Evaluation
5	Beauty	Socialitation and modify the beauty place	Increase the beauty place	Evaluation
6	Memorise	Search the memorize place	Keep up the memorize place	Socialitation

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 haas a tourist attraction that has a potential to attract tourist both from with in a village and outside and even foreigner occasionally visiting. there is a tourism object nmely Mude Herun beach.
- 2) It has two tourist area as atourist attraction, they are Puot cape and Watu Irun Bura beach.
- 3) Puot is visitors place in every Sunday and Holiday and then Watu Iru Bura is unvisited by visitor becuse of spooky place. It hs each own tourist attrction but unattention from goverment to develop.

The strategy is onducted suc as:

- 1) Develop the tourit attraction namely: security, order, cleanliness, coolness, beaauty and memorize.
- 2) Improvement of Infrastructure and thers supporting facilities
- 3) Increase promote sector
- 4) Increase institutte sector.

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