


Development Strategy Of Tourism Objects In Thousand Islands Of Jakarta Special Region Province

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Article Info	ABSTRACT
Keywords: Strategy, Tourism development, profit jawa	This research is motivated by the lack of development of tourist attractions on the island of profit Java in the Thousand Islands Administrative Regency. The purpose of the study was to analyze and find out the strategy of the Thousand Islands Administrative Regency Tourism and Creative Economy Service Tribe in Developing Java Island Tourism Objects. Then using descriptive qualitative methods. The data sources used are primary data and secondary data. Data collection techniques through observation, interviews and documentation. The results of this study indicate that the development of tourist attractions by the Tourism and Creative Economy Office Tribe in the Thousand Islands Administrative Regency when viewed from the theory used, namely the theory of tourism development from Ketut Suwena & Gusti, on indicators Attractions have not gone well, facilities and accessibility are quite adequate, then also in developing services and additions are not maximally carried out by the Thousand Islands Administrative Regency Tourism and Creative Economy Office Tribe. The influencing factors consist of internal factors and external factors which are then continued by determining the strategies that should be carried out for success based on SWOT analysis obtained strategic issues, among others: Optimizing cooperation with third parties in the development of tourist attractions of Untung Java, optimizing the functions and programs of the Tourism and Creative Economy Service Unit in the development of tourist attractions on the island of Untung Java, increasing the use of technology in promoting and providing tourism information. And improve supporting infrastructure on the tourist attraction of the island of Untung Jawa which is managed by the government.
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INTRODUCTION

Indonesia's rich natural resources that stretch from Sabang to Merauke and the diverse cultural diversity owned by each region are important assets in increasing economic growth and community welfare. The alternative way to increase economic growth and community welfare is by managing and developing the tourism industry. Tourism is a complex activity because it can involve multi-dimensions, be it physical, social, economic, political, or cultural.

One of the many island tourist destinations that has a fairly high existence is the Thousand Islands. The Thousand Islands consist of 110 islands, and 11 of them are inhabited by residents. While other islands do not have residents but are only used for recreation, nature reserves, and cultural heritage.

The Thousand Islands are a group of small islands that have the potential for natural resources and coastal resources that are very good for the lives of its people and marine tourism. The natural marine potential in the Thousand Islands is a tourism industry opportunity that must be managed professionally and utilized as well as possible as a community-based world tourism destination so that marine nature is preserved.

The Covid-19 pandemic is a major barrier to tourists traveling in various regions. The government is making efforts to suppress the spread of Covid-19 by creating a PSBB (Large-Scale Social Restrictions) policy. However, the development of tourism potential in the Thousand Islands remains a priority for Jakarta, because Thousand Islands is included as one of the National Tourism Pairi Areas (KSPN) so that in 2022 there was an increase in the number of tourist visits reaching 316,669 (55% increase). Total tourist visits to the Thousand Islands experienced a sharp decline in 2020 and 2021. Several things are the reason for the decline in tourist visits, one of which is the health factor.

Then continued information from KOMPAS.com, April 14, 2024, that the number of tourists vacationing in the Thousand Islands actually decreased during the Lebaran holiday season in 2024, compared to the previous year. However, the Head of the Thousand Islands Class IV Kesyahbandaran and Port Authority Office (KSOP) of the Directorate General of Sea Transportation of the Ministry of Transportation Mu'min Rauf revealed that the decline that occurred was not so significant. In accordance with the above statement that indeed the number of tourist visits to the Thousand Islands has not been stable from the previous year, of course this is a problem that is immediately resolved. One of the factors that cause a decrease in tourist visits is the lack of attractiveness of tourist attractions, basically the attraction data is the determinant of tourists will visit the object of the tourist location.

But in this case, the participation of the local community is also very important in the development of tourist attractions in the thousand islands, one of which is the islands of Untungung Java, the islands of Untungung Java are islands that have their own charm, but the reality is that currently the number of visits has decreased at the location of the tourist attraction, of course this is a problem that needs to be fixed with the aim of increasing the number of tourist visits, so as to increase the original revenue of the thousand islands.

In addition to the number of tourist visits, the limited number of transportation is also still an obstacle for tourists to visit the thousand islands, this requires an important role for the local government to increase the number of transportation that aims to make it easier for tourists to visit the thousand islands.

Based on the above problems, this is where the importance of awareness and strategies from the Regional Government that carry out the development of the tourism sector. The tourism sector requires a strategy for tourism development that is planned or

organized so that its potential can be developed optimally. In advancing the tourism sector at the regional level, the role of the regional government as a driving force and then giving full authority to the Thousand Islands Regency Regional Tourism Office in determining strategies for developing tourist attractions in the Thousand Islands Regency, one of which is Untung Java Island.

The objectives of this research include: Obtaining data and information that explains and describes the process of developing tourist attractions in the Thousand Islands Special Region of Jakarta Province. To know the strategy of tourist attraction development in Thousand Islands of Jakarta Special Region Province.

METODE

The descriptive qualitative method with an inductive approach used in this research is a research method that collects data, real facts on the subject under study by studying the problems that occur in society and analyzing appropriately so as to provide a deep understanding and understanding of the object of research to find out what is going on. The use of descriptive qualitative methods with an inductive approach is expected to solve existing problems after obtaining a thorough and complete understanding of the object under study by measurement, and drawing conclusions according to the conditions of place and time. The source in research is the subject from which data can be obtained. To make it easier to identify according to Arikunto, data sources need to be classified into 3 (three) parts, namely²⁰ :

1. Person (person), resources that usually provide data in the form of oral answers through interviews or written answers through questionnaires.
2. Place (place), a data source that presents a display in the form of still and moving conditions.
3. Paper (symbols), data sources that present signs in the form of letters, numbers, images or other symbols. With this understanding, "paper" is not limited to paper as translated in English, but can take the form of laws, regulations or other data supporters suitable for the use of the documentation method.

The data collection techniques used in this research include: Interviews, Documentation, and Observation. Qualitative data analysis is carried out through three stages or processes, namely data reduction, data organization and data interpretation. In this study, researchers used data analysis techniques based on Miles, and Huberman (2005: 56), where researchers will collect the data needed through interviews and documentation. The data is then selected so that the discussion becomes focused in accordance with the research problem. Furthermore, the data that has been selected is presented in the form of a systematic description or narrative for easy understanding. The final step is that the researcher concludes the research results based on the research results that have been presented.

RESEARCH RESULTS AND DISCUSSION

Development of Untung Java Island Tourism Object in Thousand Islands

In order to discuss the implementation of tourism development in the Thousand Islands Administrative Regency, the concept used by the author is based on the theory put forward by Ketut Suwena & Gusti, where it is explained that there are 4 (four) things that will be analyzed, namely: Attractions, facilities, accessibility and additional services. Then to determine the right strategy using the SWOT concept (Strength, Weakness, Opportunity, and threats) proposed by Byson. The following is the concept used by the author and the results of interviews with various research sources (informants) to respond to research problems that researchers conducted in the Thousand Islands Administrative Regency.

Attractions

According to Ketut Suwena & Gusti (2017: 109) attractions are a significant component in attracting tourists. There are many reasons why people travel to an area. Some of the most common are to see the daily lives of local people, enjoy the beauty of nature, witness a unique culture or learn the history of the area.

Tourist attractions are also the attraction of a tourism object or the art of a particular region that can attract tourists / foreign tourists to visit the tourist attractions. A tourist attraction must have an attraction so that it is visited by tourists, attractions contained in a tourist attraction can be in the form of something to see / visual (something to see), something to do at a tourist attraction (something to do) or in the form of something that can be purchased (something to buy), therefore the researcher interviewed the Head of the Thousand Islands Administration Regency Tourism and Creative Economy Office.

Based on the results of the study that indeed the attractiveness of tourist attractions on Untung Java Island still needs development in order to increase the interest of domestic and foreign tourist visits, currently the attraction is indeed less attractive than other islands so that this affects the increase in the number of tourist visits to the Thousand Islands, especially Untung Java Island.

In accordance with the recognition of one of the tourists when visiting the island of Untung Java that he admitted that there was still a need for development or good management, meaning that he was still dissatisfied with the comfort of the tourist attraction of the island of Untung Java, al this is the importance of fast strategic steps taken by the government through the tourism and creative economy office.

Based on the results of observations made by researchers, it is indeed that the attractiveness of tourist attractions in the Thousand Islands, one of which is the island of Unjung Java, is still lacking, the need for rapid improvement in order to increase the number of tourist visits to the island of Untungung Java. In addition, cleanliness is still lacking, of course this is a problem that is not in accordance with one of the sapta charms of tourism, so that it has an impact on the discomfort of tourists when visiting.

Then in this case, the need to develop marine activity tourist attractions such as providing rides such as snorkeling, diving, banana boat, or jet ski to attract tourists who like water activities. Local uniqueness such as traditional dance, music performances, or

specialty food festivals. Photo Spot Development, building art installations, thematic parks, or Instagrammable selfie areas to attract millennial tourists.

Furthermore, it should be important to conserve the environment by keeping the beach and sea clean with programs such as “Beach Clean-Up Day” to attract tourists who care about the environment. Creating a marine conservation zone to preserve the coral reef ecosystem, thus becoming an additional attraction for nature lovers. And increase the involvement of local communities in tourism management, such as increasing the number of local food stalls, souvenir shops, or water sports equipment rentals.

Facilities

According to Ketut Suwena & Gusti (2017: 110) facilities (amenity) in general are all kinds of infrastructure and facilities needed by tourists while in tourist destinations. Facilities and infrastructure in question such as lodging, restaurants, transportation and travel agents.

Then in the field of tourism, facilities are one of the most important things to be owned by a tourist area in supporting tourism development in the area. Referring to the theory that the authors use in this study, namely that the facilities referred to here are facilities and infrastructure that support tourism activities. Facilities are tools that can be used to facilitate or facilitate humans in achieving certain goals, facilities are directly related and become the main support in an activity. Facilities can be in the form of moving objects. While infrastructure is everything that supports directly or indirectly all types of facilities, generally infrastructure is owned and built by the government in the form of immovable objects.

Based on the observations that researchers made when conducting research in the field that indeed the existing facilities are quite adequate, in this case there is a need for additions to be able to increase so that the impact on the interest of tourist visits increases, especially in the tourist attraction of the island of Untug Java.

Accessibility

One of the factors in the development of tourism is the existence of transportation access that makes it easier for tourists to be able to travel to a tourist area, so that to achieve this, the availability of transportation both land, sea and air must be owned by a tourist area.

Based on the results of interviews from several informants that heading to the island of Untungung Java using sea transportation from piers in Jakarta or Tangerang, such as Muara angke pier, Tanjung pasir pier and Saban swamp pier, then is the second choice if you want to be faster and cheaper, you can cross from Tanjung Pasir pier, Tangerang, the trip from this pier to the island of Untung Java takes about 30-45 minutes.

According to the recognition of tourists that getting to the island of Untung Java is quite easy then the price is also affordable, but in this case he hopes that there is a better boat so that the comfort and safety of passengers is more guaranteed to go to the island of Untung Java with the aim of enjoying vacation time.

Based on the results of observations made by researchers that indeed getting to the island of Untung Java is quite easy, this is certainly an attraction for tourists who will visit the island of Untung Java, if transportation to tourist sites is adequate, visitors feel happy to

take a vacation, then on the island of Untung Java also provides local transportation, this aims to make it easier for tourists who will get around on the island of Untung Java.

Additional Services

Additional or often called complementary services that must be provided by the government of a tourist destination both for tourists and for tourism actors. Services provided include: marketing, physical development (roads, drinking water, electricity, telephones and others) and coordinating all kinds of activities and with laws and regulations both at tourist attractions and on the highway. For example, tourists obtain information services at the Tourism Information Center (TIC), both in the form of direct explanations and printed materials such as brochures, books, leaflets, posters, maps and so on.

Based on the results of interviews from several informants, the information services provided to tourists who want to visit the island of Untungung Java have not been done well, this is also evidenced by the recognition of one of the tourists who visited the island of Untungung Java that the information that can be accessed is not fully complete and easy to obtain, then tourists who have visited hope that in the future the services provided can be improved, one of which is the ease of information related to young travel accessed through social media.

Based on the results of observations in the field, researchers observed that access to information has not been fully carried out properly, researchers also saw that access obtained through social media, one of which is Instagram, is incomplete, of course this is a task that needs to be improved in the service of ease of information obtained by tourists who will visit the island of profit Java.

Referring to the theory put forward by Yoeti (1997: 2-3), researchers observe that conditions in the field are not in accordance with the theory, in this case that tourism-related services are still difficult to obtain by tourists regarding the information needed to find out the condition of tourism in the Thousand Islands Administrative Regency, such as one of them Tourism Information center (TIC) has not been active, and also brochures or posters related to tourism information have not been updated for a long time. This is a weakness that will have an impact on the lack of interest of tourists visiting the Thousand Islands Administrative Regency, one of which is Untung Java Island.

Strategy of the Tourism and Creative Economy Office Tribe in Developing Untung Jawa Island Tourism Objects in the Thousand Islands Administrative Regency

In spurring economic growth and increasing employment opportunities, the tourism industry is made one of the sectors that must be taken into account by optimizing the utilization of its potential by looking at the effectiveness of the results of implementation and implementation in accordance with the provisions of the vision, mission and objectives of the organization. The tourism and Creative Economy Office of the Thousand Islands Administrative Regency has a strategic function in realizing efforts in tourism development. By not ignoring the principles of tourism and paying attention to the diversity, uniqueness and distinctiveness of regional and natural culture and the needs of its stakeholders.

One of the missions of the Regent of the Thousand Islands Administrative Regency is "Improving Services and Community Welfare, as well as the Management of the Thousand

Islands”, which then the Tourism and Creative Economy Office is given the task of outlining the mission, so it is necessary to set goals and objectives for the Thousand Islands Administrative Regency Tourism and Creative Economy Office. The goal set is “Increasing the number of tourist visits that are able to open new employment and business opportunities in the tourism sector and boost regional economic growth”. To support and realize this goal, the main (strategic) targets were formulated, one of which is the number of tourist visits that can improve the community's economy from the tourism sector.

Based on the results of interviews and observations, researchers know the strategies carried out by the Tourism Office to increase the number of tourist visits aimed at increasing community economic growth, one of which is in various ways, namely, providing facilities according to the needs of tourists and holding events that can entertain the community as well as educate so that people can foster a sense of caring for tourism and culture in the Thousand Islands Administrative Regency area. Then the Tourism and Creative Economy Office also promotes tourist attractions which aims to increase the number of tourist visits. But in this case the Tourism and Creative Economy Office also has obstacles in developing tourist attractions in the Thousand Islands Administrative Regency, namely budget allocations to facilitate the implementation of tourist attraction development. Then the researcher compared the results of the interview with the theory put forward by Triton 2011: 18 says that the preparation of a strategy requires stages, one of which is preparing an action plan, in this case the current reality is not in accordance with what the Tourism Office has done in developing strategies in developing superior tourist attractions. Then to find out the internal factors and external factors of tourist attraction development in the Thousand Islands Administrative Regency, researchers will explain as follows:

Internal and External Factors

Internal factors and external factors are factors that affect the organization and can arise both from within the organization and from outside the organization. So related to this, based on the results of research in the field and adjusted to the existing theory, the factors that influence tourism development towards increasing the number of tourist visits aimed at increasing community economic growth.

Internal Factors

Internal factors that influence the development of tourist attractions on the island of Untung Java in the Thousand Islands Administrative Regency, which can be seen in strengths and weaknesses.

1. Strengths (Strenghts)

The internal factors that influence the development of tourist attractions on the island of Untung Java, which researchers conducted, can be identified several factors that are strengths for the development of tourism objects in the Thousand Islands Administrative Regency by the Thousand Islands Administrative Regency Tourism and Creative Economy Service Tribe as follows:

- a. Potential resources on the island of Untung Java, especially the potential for marine tourism objects that are beautiful and have the potential to be used as superior tours

- b. The Thousand Islands Administration Regency Government and the Tourism and Creative Economy Service Tribe continue to make improvements, especially in terms of facilities / accessibility to support the management of the island's tourist attractions in the Thousand Islands Administration Regency.
 - c. There is cooperation carried out by the Thousand Islands Administration Regency Tourism and Creative Economy Office with stakeholders to develop the island's tourist attraction.
 - d. The Tourism and Creative Economy Office is committed to developing tourist attractions in the Thousand Islands Administrative Regency, one of which is the island of profit and loss.
2. Weakness
- a. Based on the analysis and discussion and the results of research conducted by researchers, the weaknesses contained in the development of tourist attractions by the tourism office tribe in the Thousand Islands Administrative Regency:
 - b. Limited supporting facilities and infrastructure available at the tourist attraction of the island of profit and loss managed by the local government
 - c. Inadequate competence of apparatus resources in developing tourist attractions in the Thousand Islands Administrative Regency
 - d. There is still a lack of attractions at natural attractions managed by the local government.
 - e. Management and budget allocation in the development of tourist attractions on the island of Untung Jawa is still limited / lacking

External Factors

External factors in the implementation of tourist attraction development by the Thousand Islands Administrative Regency Tourism and Creative Economy Office can be seen in opportunities (Opportunities) and also in threats (threats).

1. Opportunities

Based on the results of research that has been conducted by researchers, the opportunities that exist in the development of tourist attractions by the Thousand Islands Administration Regency Tourism Office are as follows:

- a. The tourism area of the Thousand Islands Administrative Regency, especially the tourist attraction of the island of Fortunate Java, has a strategic area that supports future tourism trends.
- b. The availability of transportation access to go to the Thousand Islands Administrative Regency, namely sea transportation.
- c. The existence of community empowerment around tourist objects managed by the local government through the Tourism and Creative Economy Service Tribe by providing food stalls without being charged retribution by tourism.
- d. Utilization of technology as a means to promote and access information on tourism with the construction of the Tourism Information Center (TIC) as well as social media and other websites.

2. Threats

Based on the results of research that has been conducted by researchers, the Threats that exist in the development of natural attractions by the Thousand Islands Administrative Regency Tourism Office are as follows:

- a. Declining number of tourist visits in the Thousand Islands Administrative Regency
- b. Declining regional revenue in the Thousand Islands Administrative Regency from the tourism sector
- c. The difficulty of progressing the Thousand Islands Administrative Regency due to the lack of maximum tourist attraction development

Strategies that should be used for the successful development of Untung Java Island tourist attraction in Kepulauan Seribu Regency

The technique used by researchers to analyze and develop strategies in discussing this subchapter is to use SWOT analysis techniques. SWOT analysis is used as a tool to analyze the problems contained in the formulation of problems related to influencing factors, namely internal factors and external factors in developing strategies used for the successful development of the island's tourist attraction, which aims to increase the economic growth of the community.

This SWOT analysis can then be arranged four main strategies, namely the SO (Strengths-Opportunities) strategy to take advantage of growing opportunities by using existing strengths. WO (Weakness-Opportunities) strategy to take advantage of opportunities to grow by overcoming internal weaknesses. ST (Strengths-Threats) strategy is to utilize strengths to avoid threats. Then the WT (Weakness-Threats) strategy where this strategy minimizes weaknesses and at the same time avoids external threats. Then the researcher can make a SWOT analysis matrix as in the following table.

Matriks SWOT		
1	2	3
	<i>STRENGTHS (S)</i>	<i>WEAKNESSES (W)</i>
Internal Factors	1. Potential resources on the island of Untung Java, especially the potential for marine tourism objects that are beautiful and have the potential to be used as superior tourism. 2. The Thousand Islands Administration Regency Government and the Tourism and Creative Economy Sub-Department continue to make improvements,	1. Limited supporting facilities and infrastructure in the tourist attraction of Untung Java Island managed by the local government. 2. Inadequate competence of apparatus resources in the development of tourist attractions in the Thousand Islands Administrative Regency 3. There is still a lack of attractions at natural

External Factors	<p>especially in terms of facilities/accessibility to support the management of the island's tourist attractions in the Thousand Islands Administration Regency.</p> <p>3.The existence of cooperation carried out by the Thousand Islands Administrative Regency Tourism and Creative Economy Office Tribe with stakeholders to develop the island's tourist attraction.</p> <p>4.The Tourism and Creative Economy Office is committed to developing tourist attractions in the Thousand Islands Administrative Regency, one of which is the island of profit and loss.</p>	<p>attractions managed by the local government.</p> <p>4. Management and budget allocation in the development of tourist attractions on the island of Untung Jawa is still limited / lacking</p>
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1	2	3
OPPORTUNITIES (O)	SO STRATEGY	WO STRATEGY
<p>1.The tourism area of the Thousand Islands Administrative Regency, especially the tourist attraction of Untungung Java Island, has a strategic area that supports future tourism trends.</p> <p>2.The availability of transportation access to go to the Thousand Islands Administrative Regency, namely sea transportation.</p> <p>3.The existence of community empowerment around tourist objects</p>	<p>1.Optimize cooperation with third parties in the development of tourist attractions for Java.</p> <p>2.Optimizing the functions and programs of the Tourism and Creative Economy Service Unit in the development of tourist attractions on the island of Untung Java.</p> <p>3.Increase the utilization of technology in promoting and providing tourism information</p>	<p>1. Improve supporting infrastructure on the tourist attraction of the island of Untung Jawa managed by the government.</p> <p>2. Increase the role of the community around the tourist attraction to be able to play a role in developing the attraction.</p> <p>3. Improve the ability of apparatus resources in the development of tourist attractions, especially the island of Untung Jawa in the Thousand Islands Administrative Regency.</p>

managed by the local government through the Tourism and Creative Economy Service Tribe by providing food stalls without being charged retribution by tourism.

4. Utilization of technology as a means to promote and access information on tourism with the construction of the Tourism Information Center (TIC) as well as social media and other websites.

THREATS (T)	STRATEGY ST	WT STRATEGY
a. Decrease in the number of tourist visits in the Thousand Islands Administrative Regency	Create a program for the development of tourist attractions in order to increase the number of tourist visits and increase local revenue from the tourism sector in the Thousand Islands Administrative Regency.	Maximize the attractiveness of the Javanese fortune tourist attraction managed by the Tourism and Creative Economy Office and add new attractions to the tourist attraction so that tourists are interested in visiting.
b. Declining local revenue in the Thousand Islands Administrative Regency from the tourism sector		
c. The difficulty of advancing the Thousand Islands Administrative Regency due to the lack of maximum tourist attraction development		

Source: Processed by researchers, 2024

Based on the identification of internal and external factors above, it is known that there are 8 (Eight) strategic issues that can be used as strategies for the development of natural attractions aimed at increasing tourist visits so as to increase the economic growth of the people of the Thousand Islands Administrative Regency as follows:

1. Optimizing cooperation with third parties in the development of tourist attractions for Java.
2. Optimizing the functions and programs of the Tourism and Creative Economy Sub-agency in the development of the tourist attraction of the island of Untung Java

3. Increase the utilization of technology in promoting and providing tourism information
4. Improve supporting infrastructure on the tourist attraction of the island of Untung Jawa managed by the government
5. Increase the role of the community around the tourist attraction to be able to play a role in developing the attraction 6.
6. Improving the ability of apparatus resources in the development of tourist attractions, especially the island of Untung Jawa in the Thousand Islands Administrative District
7. Creating a program for the development of tourist attractions in order to increase the number of tourist visits and increase local revenue from the tourism sector in the Thousand Islands Administrative Regency.
8. Maximizing the attractiveness of the untung java tourist attraction managed by the Tourism and Creative Economy Service Tribe and adding new attractions to the tourist attraction so that tourists are interested in visiting.

CONCLUSIONS

Based on the results of research and discussion, the researcher obtained the following conclusions: The development of tourist attractions by the Tourism and Creative Economy Office Tribe in the Thousand Islands Administrative Regency when viewed from the theory used, namely the theory of tourism development from Ketut Suwena & Gusti, on the Attraction indicator has not gone well, facilities and accessibility are quite adequate, then also in developing services and additions are not maximally carried out by the Thousand Islands Administrative Regency Tourism and Creative Economy Office Tribe. There are several internal and external strategic factors in the development of tourist attractions on the island of Untung Jawa in the Thousand Islands Administrative Regency, as follows: Internal factors, Potential resources on the island of Untung Java, especially the potential of marine attractions that are beautiful and have the potential to be used as superior tourism, the Government of the Thousand Islands Administrative Regency and the Tourism and Creative Economy Office continue to make improvements, especially in terms of facilities / accessibility to support the management of the tourist attraction of the island of Untung Jawa in the Thousand Islands Administrative Regency, There is cooperation carried out by the Tourism and Creative Economy Office of the Thousand Islands Administrative Regency with stakeholders to develop the tourist attraction of the island of Untung Java. The Tourism and Creative Economy Office is committed to developing tourist attractions in the Thousand Islands Administrative Regency, one of which is the island of Untung Java. Limited supporting facilities and infrastructure in the tourist attraction of the island of profit and loss managed by the local government, Inadequate competence of apparatus resources in the development of tourist attractions in the Thousand Islands Administrative Regency, Still lack of attractions on natural attractions managed by the local government. Management and budget allocation in the development of tourist attractions on the island of profit and loss is still limited / lacking.

External factors, The tourism area of the Thousand Islands Administrative Regency, especially the lucky island tourist attraction, has a strategic area that supports future tourism trends. The availability of transportation access to get to the Thousand Islands Administrative Regency, namely sea transportation. The existence of community empowerment around tourist attractions managed by the local government through the Tourism and Creative Economy Service Tribe by providing food stalls without being charged retribution by tourism. Utilization of technology as a means to promote and access information on tourism with the construction of the Tourism Information Center (TIC) as well as social media and other websites. The decline in the number of tourist visits in the Thousand Islands Administrative Regency, the decline in local revenue in the Thousand Islands Administrative Regency from the tourism sector, the difficulty of progressing the Thousand Islands Administrative Regency due to the lack of maximum tourist attraction development.

The strategies that should be carried out by the Thousand Islands Administrative Regency Tourism and Creative Economy Service Tribe in developing the island's tourist attraction are as follows: Optimizing cooperation with third parties in developing the island's tourist attraction, Optimizing the functions and programs of the Tourism and Creative Economy Service Tribe in developing the island's tourist attraction, Increasing the use of technology in promoting and providing tourism information, Improving supporting infrastructure on the island's tourist attraction managed by the government.

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