



Analysis of the Potential Image Development on Sara'a Island in Talaud District

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Abstract: Indonesia has a lot of tourism potential, and one of the leading tourism potentials is marine tourism in Sara'a island, North Sulawesi. This research aims to analyze 1) the potential and tourism management systems in Sara'a Island; 2) Internal and external factors affecting the development of Sara'a Island; 3) The development strategy of Sara'a Island. This research employed a qualitative approach, utilizing the SWOT Analysis technique to assess internal and external factors affecting Sara'a Island's destination quality. These data were obtained from the regional heads (Regents), head of tourism offices, communities of tourism, and tourists. The data collections were direct observations techniques, interview. Data collection was carried out for one month in June 2023. The data were analyzed with SWOT Analysis. The findings revealed that with the intervention and good cooperation of stakeholders, a form of synergy is established in an effort to build islands that are in the 3T area, namely lagging, frontier, outermost, namely the island of Sara'a Island which has become an icon of the archipelago. In the last five years, the role of third parties has made the framework of Sara'a Island even more orderly and beautiful so that the management of this island is more organized. To be a well-known tourist destination, internal and external factors should be used to identify problems and guide future management for better outcomes. Eventually, the growing number of tourists visit in the area can hopefully boost the local economy.

Keywords: Tourism Potential, Development Strategy, Sara'a Island, SWOT.

1. Introduction

The potential for tourism in Indonesia is very large; each region also presents its uniqueness so that the tourism sector can increase foreign exchange, create jobs, and stimulate growth in the tourism industry. Good economic growth in an area or region can show that the area has developed every sector, both in managerial and organizational aspects (TribunManadotravel.com, 2021). Today's tourism has become a place that can support economic income from an area and is inseparable from the role of human life. Every region in Indonesia has its own tourist attraction that can attract a tourist to visit. In this era of globalization, the tourism sector has an important role to play in advancing and supporting national economic development, both through the aspects of tourism object development transformation and in the form of tourism marketing (Putri et al., 2023).

The condition of border areas in Indonesia, some of which have not been developed evenly by the government, the people who are in border areas must pay more attention to their needs so that this can improve the welfare and standard of living of the community (Ayustia & Nadapdap, 2023). Tourism development must always pay attention to the preservation and function of the environment, if it is not carried out it will have an impact that is detrimental to the tourist area, this can cause the level of tourist visits to decrease, and no one even visits (Tribunmanadotravel.com, 2021).

Based on Law Number 26 of 2007 concerning Spatial Planning, Border areas are included in strategic areas from the point of view of defense and security interests, including small frontier islands and military training areas. Apart from that, border areas are also strategic areas from the point of view of economic growth interests, but in the reality, the majority of border areas are still underdeveloped areas. Border areas are areas that geographically have direct borders, whether located on land, at sea, and in the air, with neighboring countries whose boundaries are determined according to the function of "security, prosperity and the environment" (beritasatu.com, 2023).

Government Regulation Number 50 of 2011 concerning (RIPPARNAS) National Tourism Development Master Plan for 2010-2025 has divided several National Tourism Destination areas (DPN) into 50 Destinations spread across 33 Provinces, 222 National Tourism Development Areas (KPPN) and 88 National Tourism Strategic Areas (KSPN). Based on these regulations, North Sulawesi Province is included in the Manado - Bunaken DPN with 7 National Tourism Areas where the Talaud Islands Regency has an opportunity to develop this region.

Talud Archipelago Regency is one of the regencies in North Sulawesi Province, Indonesia with the capital city of Melonguane. This district originates from the expansion of the Sangihe and Talud Island Regencies in 2002. The Talud Island District is located to the north of Sulawesi Island. This region is the northernmost region in eastern Indonesia, bordered by the Davao del Sur region, the Philippines to the north. The population was 109,150 people at the end of 2019. The Islands Regency is a maritime area with a sea area of around 37,800 km²

(95.24%) and a land area of 1,251.02 km². There are three main islands: Karakelang Island, Salibabu Island, and Kabaruan Island (Pemerintah Kabupaten Kepulauan Taulad, 2023).

The condition of the Talaud Islands is still one of the most underdeveloped areas in Indonesia and parts of the area are still isolated due to geographical factors with various limitations on basic, economic, social, and cultural infrastructure, communications, telecommunications, and information as well as security defense. Sara'a Island offers a myriad of charms and is the northernmost region in eastern Indonesia and is directly adjacent to the Davao and Mindanao regions, Philippines. This stretch of white sand in this beautiful beach area has made Sara Island a Tourism Icon of the Talaud Islands Regency. This island is known for its soft white sand like flour or also known as "powder sands". However, the development of tourism objects on Sara'a Island is still very minimal in terms of improving tourism supporting facilities, so direct observation is needed so that we can find out what things can be improved and what new things can improve facilities and tourist visits so that in the future Sara'a Island can also contribute to the development of this marine conservation area.

Tourism is etymologically the word tourism comes from Sanskrit which consists of two words namely "pari" and "wisata". Pari means "many" or "going around" while tourism means "going" or "traveling" on that basis, the word tourism should be interpreted as a journey made many times or in circles from one place to another. In English, the term tourism is synonymous with the word "tour", whereas for the plural meaning of the word "tourism" the word "tourism" or "tourism" is used (Yoeti, 1996).

Tourism potential is a collection of resources owned by a community or a place that can be transformed and developed into a tourist attraction or a finished product. However, tourism potential should not be understood exclusively from a resource-based perspective. The importance of operational factors is one of the important aspects in paying more focused attention to tourism potential. Anything that is interesting and produces experiences for tourists, both passively and actively, for example, beauty of the beach, mountain atmosphere, eclipses, art performances, sports events, carnival, horseback riding, mountain climbing, surfing, chatting with the community, and chatting with the community.

Everything that can facilitate tangible and intangible tourism activities, for example transportation services, accommodation, food and drink, toilets, guides, information, etc. Everything that is the main support for the implementation of tourism activities and non-tourism activities, for example: road networks, airports, terminals, ports, clean water, electricity, and telecommunications. (Wirawan, 2021). Suswanto (2004) identified three critical components to drive tourist development in Indonesia. First, effective promotion is critical, necessitating integrated marketing activities both domestically and abroad. Second, accessibility is critical, requiring multi-sectoral development to improve tourism infrastructure and make it easier for visitors to reach their locations. Finally, well-defined tourism regions should be formed to add clarity and organization to development activities. These factors, when combined, provide a complete strategy for boosting Indonesia's tourist sector and ensuring its growth and competitiveness on the global stage. The current political context has a considerable impact on the formation of public policy in the sphere of tourism. According to Yoeti in 1996, four fundamental components are required to build a strong tourist destination: attraction, accessibility, amenities, and supplementary services. The term 'tourist attraction' refers specifically to the accessibility and range of supplementary amenities and services offered on Sara'a Island in the context of this study.

2. Methodology

This research uses a qualitative approach with a descriptive format. Qualitative research with a descriptive format aims to explain a condition, various situations, or various variables that appear in society which are the object of the research based on what happened (Bungin, 2011) with secondary and primary data exploration. Primary data is obtained through data assessment from online repositories such as Google Scholar. This paper applies a non-systematic literature review. The secondary data is in the form of scientific writings, tracing statistical data (specifically in national border areas). This study does not involve stakeholders, meaning that this paper only aims to collect preliminary data related to the potential for natural resources and border tourism based on literature data. The study area is Sara'a Island, Talaud Islands Regency.

The sampling method used in this study is purposive sampling in which the informants are determined based on the research theme (Sayogi, 2018). The data collection methods used are observation, interviews, and documentation. This research was conducted using an in-depth observation method to find out the advantages and disadvantages of Sara'a Island tourism objects, Talaud Islands Regency. Then in this research, in-depth interviews were conducted. The data analysis was carried out by informants, namely the Regional Head (Regent), the Head of the Tourism Office, the Tourism Community, Tourists, and the Community, so that they would obtain valid data. Furthermore, this research carried out data reduction so that clear data is obtained to describe the tourism object as a whole so as to get recommendations for tourism development.

Table 1. Informant data.

No	Position	Serial number Informant	Information
1	Regional Head (Regent)	Informant 01	
2	Head of the Tourism Office	Informant 02	
3	Tourism Community	Informant 03	
4	Traveler	Informant 04	
5	Local Community	Informant 05	

Source: Researcher (2023).

Primary data were obtained directly based on the results of interviews with informants such as the Regional Head (Regent) and the Head of the Tourism Office, Tourism Community, Tourists, and the Community, while secondary data was obtained from other supporting data obtained through reading materials, library materials and research reports related to the problems of this research.

Table 2. Data Processing and analysis

Research purposes	Data Type	Data source	Data Analysis Method	Output
To identify tourism attributes/components (Attraction, Amenity, Accessibility, Ancillary Services) in Sara'a Island, Talaud Islands	Primary Data: Observation/Direct observation Secondary Data: Tourism Department Report Document, Bappeda Report.	Talaud Islands Tourism Department, BAPPEDA, Community / Tourists	Descriptive Qualitative Analysis	Information on the development of marine tourism on Sara' Island, Talaud Regency, seen from the perspective of Attraction, Amenity, Accessibility, and Ancillary Services.
To analyze internal and external factors that become strengths, weaknesses, opportunities and threats for marine tourism development in Sara'a Island, Talaud Islands Regency.	Primary Data: Observations and Interviews Secondary Data: Literature review of previous research	Government of the Talaud Islands Regency	Qualitative Approach,	Internal and External Factors Sea Tourism Sara'a Island, Talaud Archipelago Regency
To formulate a Marine Tourism Development Strategy on Sara'a Island, Talaud Archipelago District	Primary Data: Results of interviews / questionnaires with respondents	Head of Region (Regent), Head of Tourism Office, Tourism Community, Tourists	SWOT Analysis	Formulate Marine Tourism Development Strategy.

Source: Rangkuti (2016).

3. Results and Discussion

Topography of Talaud

Talaud Archipelago Regency is one of the regencies in North Sulawesi Province, Indonesia with the capital city of Melonguane. This district originates from the expansion of the Sangihe and Talaud Island Regencies in 2002. The Talaud Island Regency is located in the north of Sulawesi Island. This region is the northernmost region in eastern Indonesia, bordering the Davao del Sur region, and the Philippines to the north. The total population is 109,150 people at the end of 2019.

The Talaud Islands Regency is a maritime area with a sea area of around 37,800 km² (95.24%) and a land area of 1,251.02 km². There are three main islands in the Talaud Islands Regency, namely Karakelang Island, Salibabu Island, and Kabaruan Island. The condition of the Talaud Archipelago Regency is still one of the most underdeveloped areas in Indonesia, and parts of the area are still isolated due to geographical factors with various limitations on basic infrastructure, economic, social, cultural, transportation, telecommunications and information as well as security defense.

General description of the area Location, Area, and Territory Boundaries of the Talaud Islands Regency which is an integral part of North Sulawesi Province, with the capital city of Melonguane and has a distance of about 271 nautical miles from the provincial capital of North Sulawesi (Manado). This district is located between

3°38'00" – 5°33'00" North Latitude and 126°38'00" 127°10'00" East Longitude. The Talaud Islands Regency consists of 19 sub-districts which are divided into 142 villages and 11 sub-districts. As an archipelago, the Talaud Islands Regency is known as the Maritime Area with a sea area of around 37,800 km² and a land area of 1,251.02 km² with a coastline of 367.7 km. There are five clusters of islands in the Talaud Archipelago Regency consisting of 17 islands and of them three main islands namely Karakelang Island, Salibabu Island, and Kabaruan Island. The boundaries are as follows: Republic of the Philippines (Mindanao Island) in the North; the Pacific Ocean in the East; South Sangihedi Archipelago Regency; and the Celebes Sea in the West. The total population in (2015) reached 108,428 people, the number of family heads was 24,744 families and a population growth rate (2010-2015) of around 0.54% with a total population density of 70.29 people / km². The percentage of the male population is 55,961 and female with a ratio of 104.24. The Labor Force Participation Rate (TPAK) is 96.68% and the Open Unemployment Rate (TPT) is around 3.32% and the coordinates are 4.31178°N 126.78085°E (Pemerintah Kabupaten Kepulauan Taulad, 2023).

Pulau Sara'a

Sara'a Island has become one of the tourist icons on Earth Parodisa, a stretch of fine white sand with clear blue sea gradations, will welcome tourists. This island is directly adjacent to the Pacific Ocean (Tribunmanadotravel.com, 2021). "Sara Island offers a myriad of charms, starting from its white sand beaches which are clean and not polluted with trash, to the many interesting photo spots," Deputy Regent of Talaud Islands Regency, Moktar Parapaga told the BTV coverage team, Wednesday (25/1/2023). (Beritasatu, 2023). The development of tourism potential is based on the 4A concept, namely Attraction, Accessibility, Amenities, Ancillary Services. Explanation regarding the identification of potential tourist attractions. The following are the results of the identification of potential tourist attractions:



Fig 1. Wooden house of Sara'a
Source: Researcher (2023)

Attraction

Talaud is an area known as Paradise "Parodisa" which is known as Heaven. The beauty of Sara'a Island has become a magnet for tourists who have visited. Sara'a Island is divided into two, namely Small Sara'a Island and Large Sara'a Island. On Pulau Sara'a Kecil we can enjoy the beauty of the very beautiful underwater world because this island is specifically for tourists who want to do diving and snorkeling, but if you want to relax at the accommodation, Pulau Sara'a Besar is ready to accept tourists who want to do tourism activities. Because there are already available facilities that can support tourist trips. There are kayaks, electric bicycles, ATVs, and suspension bridges. Natural attractions include the beauty of beautiful beaches, biodiversity of marine life, white sand, and blue sea water. Tourist attractions in Talaud have become one of the leading tourism products in this area of the Philippine border.



Fig 2. Wooden house of Sara'a
Source: Researcher (2023)

Accessibility

The Talaud Islands Regency is 271 miles from the Provincial Capital of North Sulawesi. Access to the Talaud Islands Regency can use air and sea transportation to use ships and sea with the aim of the Capital City of Melonguane. Travel by plane has an uncertain flight schedule depending on the number of passengers, for now there are two flights every week (Friday and Sunday) with a travel distance of about one hour because it will make the first transit to Naha Airport (Sangihe) and continue the journey to Melonguane Airport (Talaud) using atr (wings) type aircraft at a cost of IDR 1,000,000-1,700,000. Meanwhile, sea vessels operate fully within a week with a distance of approximately fourteen hours using the Barcelona and Glory marry ships with an estimated cost of around Rp. 650,000 for one trip. The journey from the airport to Sara'a Island's location is about 25 minutes and takes approximately 25 minutes. The trip can be reached using a speedboat accommodation at a cost of Rp. 35,000/person to get to Sara' Island.



Fig 3. Chill area front of the beach.
Source: Researcher (2023).

Amenities

Accommodation available on Sara'a Island, there are 5 cottages that function as lodging with clean water, electricity and are priced at around Rp. 500,000, - / night, on the shoreline there are also 5 wood houses that can be used to relax with a direct view of Sara'a Island, there are public toilets if you want to clean your body after activities around the beach. There is information management (informants) related to Sara'a Island who are on standby.



Fig 4.Sara'a Island.
Source: Researcher (2023).

Ancillary Services

The development of tourism in the Talaud Islands Regency will also not develop if there is no organizational interference in it, for now the Talaud Islands Regency has one organization under the auspices of the Talaud Regional Government and the Talaud Tourism Office, namely the Regional Development Promotion Agency (BPPD) wherein its membership includes various aspects of members ranging from academics, legislature members, contactors, expert staff and special staff, to the local community, all synergizing in making the Regency the Talaud Islands are more developed and advanced to create memorable tourism for tourists visiting this eastern Indonesian border area. There is a large hall that can accommodate 100 pax in the room, a ring road that can be used to get around Sara'a Island, as well as an outbound vehicle that is currently not being maintained so it cannot be used which will be fixed later.

Planning Factors

According to the Head of the Talaud Islands Regency Tourism Service, tourism development in this area is supported by the creation of policy directions, namely referring to the "master plan" and the Regional National Medium Term Development Plan "RPJMD", however, as time goes by and changes in Regional Heads and Heads of Departments and Agencies have undergone changes which have disrupted sustainable tourism development in Talaud so that many considerations have been taken but cannot be implemented. do it.

Environmental Factors

Climate change greatly affects the resilience of building structures in the Talaud Islands Regency. The Talaud Islands Regency is prone to earthquakes, rainy seasons, and summers which can damage buildings supporting existing tourism facilities. Water quality also causes damage to several objects such as iron-based materials which can easily rust and wood materials which become weathered quickly due to factors from seawater which has a high salt intensity. Electricity also sometimes goes out due to fuel suppliers who are often late to enter PLN.

Regulatory Factors

Until now, regulations and policies from Sara'a Island have not been realized in regional regulations and regent regulations governing regional levies in increasing local revenue in Talaud Islands Regency so that until now tourism has not made a major contribution to increasing local revenue. However, several attempts have been made to get Sara'a Island to receive a recommendation to have a letter with a legal umbrella, this is just waiting for the KPKN to sign the MOU agreement with the Regional Government in Talaud.

Border Area Factor

The Talaud Islands Regency is a 3T (Disadvantaged, Frontier and Outermost) area, namely an area that borders directly on the Philippines, coupled with the geographical situation which is located far from the capital of Manado Province, making this area difficult to access and reach. Network and electricity limitations caused by climate factors as well as uneven infrastructure development, and network limitations also caused if the Palapa Ring is disrupted, resulting in loss of internet network access. Currently, the Talaud Islands Regency and Sara'a Island are the location of the Marine Conservation area under the auspices of the Ministry of Maritime Affairs and Fisheries.

SWOT analysis

SWOT analysis is the systematic identification of various factors in order to determine the right formulation and carry out the best company strategy. This analysis is based on logic that can maximize strengths and opportunities, but it can simultaneously minimize weaknesses and threats from the identification of internal and external factors (Rangkuti, 2016). From the identification of internal and external factors. (Rangkuti, 2016). SWOT Matrix Analysis is an analysis used to organize strategic factors based on strengths, weaknesses, opportunities, and threats. The SWOT (Strengths-Weakness-Opportunities-Threats) matrix is a matching tool for developing 4 types of strategies, namely SO (Strengths-Opportunities), WO (Weaknesses-Opportunities), ST (Strengths-Threats), WT (Weaknesses-Threats). SO strategy uses internal strengths to take advantage of external opportunities. The WO strategy aims to improve internal weaknesses by exploiting external opportunities. ST strategy uses power to avoid and reduce the influence of external threats. The WT strategy is a defensive tactic directed at reducing internal weaknesses so as to avoid external threats as shown in Table 3.

Table 3. SWOT matrix.

External Factors / Internal Factors	Strengths-S	Weakness-W
	<ol style="list-style-type: none"> 1. Destination object with folklore stories that invite curiosity about this beautiful island. 2. There is a WiFi network available. 3. Becoming a Lopri (Priority Location) in long-term development based on a Presidential Decree. 4. Even though the Regency has network access on Sara'a Island, it already has a 4G-based network that can be accessed quickly 5. It has white sand which has the softness of flour 6. Still very beautiful and well maintained 7. Become a stopover for maleo birds and canaries 	<ol style="list-style-type: none"> 1. There is no legal umbrella that covers third parties in the development process of Sara'a Island. 2. Lack of promotions carried out by the Tourism Department 3. Publications related to tourism information are still limited and not up to date. 4. Tourism potential data held by regional governments is still very minimal. 5. Human resources still lack awareness in developing tourism on Sara'a Island. 6. Lack of training for the community so that they have less potential in terms of management.
Opportunities-O	SO Strategy	WO Strategy
		<ol style="list-style-type: none"> 1. The resulting strategy in utilizing this opportunity is to increase

<ol style="list-style-type: none"> 1. Become the main tourism icon in the 3T border area of Talaud Islands Regency. 2. Become a leading tourist attraction by offering the beauty of the beach as well as views and tranquility that are different from other areas. 3. Can be a diving spot location that is of interest to many diving enthusiasts. 4. 4. Become a contributor to local revenue levies in supporting the welfare of the Talaud community. 	<ol style="list-style-type: none"> 1. The first thing to do is identify tourist attractions that have the potential to develop and be of interest to tourists. 2. The second thing is identifying products that have a high selling value and packaging these products into superior products that are characteristic of Sara'a Island which can attract tourists. 3. 3. The third thing is looking for investors or third parties to work on the potential development of the tourism sector so that development can go well. 	<p>Regional Original Income (PAD) in supporting community welfare.</p> <ol style="list-style-type: none"> 2. Lack of awareness of the technical department in developing tourism in terms of publishing tourism information through websites and social media as well as empowering the community in processing handicrafts so that they can be used as special souvenirs, there is still a lack of awareness among tourism business actors in making tour packages that can be sold to tourists who come to visit. 3. Therefore, training regarding the development of tourism on Sara'a Island must be carried out to the Tourism Office so that development will continue to increase and it will be easier for tourists who come to get information related to tourism.
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Threats-T	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. The condition of the Regency which has sloping or flat plains so that it is very threatening if a natural disaster occurs. 2. Disposing of waste directly into the sea will result in environmental pollution. 3. 3. Infrastructure development which is considered to be slow established, will make people immigrate. 	<ol style="list-style-type: none"> 1. Institutional strategy to issue a regulation in carrying out tourism activities and make improvements in the field of facilities, especially basic infrastructure. 2. Strategies that use opportunities function to reduce weaknesses, for example such as accessibility from one object to another is still difficult to reach, the lack of facilities and infrastructure so that when there are tourists visiting public facilities that can be found such as public facilities in tourist attractions such as: restrooms, roads, electricity and telecommunications which are the main infrastructure, there are still many that have not been facilitated for the community, there are still many certain areas that are still difficult to get internet, the quality of human resources is considered to be lacking 3. Reducing weaknesses is important in advancing tourism activities in Melonguane. 	<p>The strategy used to reduce weaknesses and avoid threats that must be considered is to provide training to the local community to improve the quality of human resources, invite the community to work together in development and publish about things and facilities that can be found on Sara'a Island, make regulations that can be agreed upon by the community in order to create an image of an ideal tourist destination.</p>

Source: Researcher (2023).

4. Conclusion

The existing condition of ecotourism on Sara'a Island is currently entering the stage of the third party involvement in developing tourism in the Talaud Islands Regency. This finding can be proven by (1) The existence of the third party role in the development of the Sara'a Island tourist attraction, (2) the Initiative and enthusiasm of the local community who is the third party in the development of the Sara'a Island. He is also the chairman of the Talaud BPPD who is known as MrGodlife, (3) There has been a regular increase in the number of local tourist visits in the last year, (4) Promotion from the Tourism Office to the local community in introducing Sara'a Island to tourism. wan via social media.

Strategies that can be implemented in developing Ecotourism on Sara'a Island based on the results of the SWOT Analysis include (1) Strength Opportunities (SO) strategy, namely the strategy of creating and developing

quality ecotourism products including (a) Creating special training related to improving human resources starting from general introductions related to services and hospitality; (b) Adding tourist attractions so that tourists have a high sense of wanting to visit Sara'a Island; (c) Making ecotourism packages and marketing them through brochures to e-brochures on social media, Facebook, Instagram, WhatsApp business, TikTok; (d) Weakness Opportunities (WO) Strategy, namely a strategy to increase tourism resources on Sara'a Island, in a sustainable manner including; (a) training to become a local tour guide in the field of ecotourism, (b) training of general public for local communities. Weakness Threats (WT) strategy, namely (a) a marketing strategy that can be implemented is collaborating with travel agencies, (b) inviting influencers, celebs, and YouTubers to promote Sara'a Island.

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