Sapta Pesona Implementation Strategy in Creating Tourism Awareness Based on the Characteristics of Enabara Beach in Aewora Village, Maurole District, Ende Regency.

Pasifikus Mala Meko[1], Christina Mariana Mantolas[2], Ambrosius Bai Budo[3]

Hospitality, State Kupang Polytechnic, Kupang, Indonesia

pasifikusm@gmail.com

Abstract— **The purpose of this study was to find a strategy for implementing Sapta Pesona based on the characteristics of the current conditions of Enabara Beach. This research method uses descriptive qualitative through research and development procedures developed by Borg and Gall. Based on the results of the research above, it can be concluded that the tourism potential of Enabara Beach is very promising both the beauty of the beach panorama, marine products, local wisdom that is owned can have a positive impact on the progress of the tourism sector both from an economic aspect for the surrounding community but needs to get attention from the development aspect from the environment, product attractions, security and order so as to create a tourism ecosystem that is safe, orderly, clean, cool, beautiful, friendly and memorable.**

Keywords: Implementation Strategy, Sapta Pesona, Ena Bara Beach

I. INTRODUCTION

Travel awareness is; form of community participation and support in encouraging the creation of a conducive climate for the growth and development of tourism activities in a place/region. Meanwhile, the purpose of holding tourism awareness is so that all stakeholders, including tourists, are able to implement the Sapta Pesona program in it. Sapta Pesona is a program to increase awareness, a sense of responsibility from all levels of society, both government, private and the wider community to want and know to act and make it happen in everyday life. The elements of Sapta Pesona consist of 7 elements including: Safe, Orderly, Clean, Cool, Beautiful, Friendly & Memories (Wisnu Hadi and Heni Widyaningsih, 2020)[2].

Indonesia's territory which is rich in natural beauty makes it a highlight for travelers or tourists. This is what makes the tourism sector in Indonesia the center of attention and is considered important. Various parties have a big responsibility in the tourism sector because they are considered to have a role to be able to manage it properly. One of them is Enabara Beach. Enabara Beach is one of the beaches in Ende Regency which has a beauty that is still very natural with the beauty of white sand beaches which make it the prima donna for domestic and foreign tourists including. This is indicated by the large number of tourists who come to carry out tourism activities. There are a lot of visits by tourists on weekends, especially during the Christmas and New Year holidays.

The large number of visits certainly has an impact on the area both from social, economic and environmental aspects. The existence of Enabara Beach is able to revive the local community's economy, but it is not matched by changes in social and environmental conditions. This is caused by the absence of good management of the beach so that it has an impact on changes in social and environmental conditions that require more attention from tourism stakeholders. As well as environmental conditions that have not been well organized and maintained. The large amount of trash thrown away by visitors makes the beach unfit for the five senses to enjoy. In addition, there is no arrangement of beauty around the beach, especially protective trees which are often cut down without regard to the function and aesthetics of shade trees to enhance the view of a beach. The large number of tourist visits causes the mobility of vehicles, both parking facilities and traffic flow which causes congestion on the road and the behavior of visitors who drive their vehicles with a high volume of vehicle noise, causing noise pollution which greatly disturbs the peace of local residents, including visitors who really want to enjoy the beauty of a quiet beach.

Based on these conditions, according to researchers, Enabra beach needs special attention, especially from social and environmental aspects so that the sapta charm concept needs to be applied to overcome these problems:

1. What is the condition of the natural tourism potential of Enabara Beach in Aewora Village, Maurole District?

2. What is the strategy for implementing sapta charm on the natural tourism potential of Enabara beach in Aewora Village, Maurole District?

The purpose of this study was to find a strategy for implementing Sapta Pesona based on the characteristics of the current conditions of Enabara Beach. This research method uses descriptive qualitative through research and development procedures developed by Borg and Gall (in Indah Agustina Wynarti 2018), exploration, implementation and dissemination [10]. The targeted output is the publication of the International Icast 2023 proceedings.

II.   REVIEW LITERATURE

Previous Research Overview

Research conducted by Wisnu Hadi, and Heni Widyaningsih, 2020. In the Journal of Tourism and Culture Volume 11 Number 2, September, with the title "Implementation of the Application of Sapta Pesona Wisata To Tourist Visits in Sambirejo Village, Prambanan District, Sleman Regency, Special Region of Yogyakarta." This was made for the purpose of knowing whether community activities in Sambirejo Village, Prambanan District, Sleman Regency in implementing the Sapta Pesona program have been going well or not so that the development of tourism objects can go in the right direction. For this type of research used is qualitative research, with the main objective to find data with the right interpretation to make an objective picture or description of a situation. While the data collection techniques that the authors use are observation, questionnaires, interviews, documentation, and literature study. Based on the research results, it can be seen that the Sambirejo Village area, especially in the Breksi Cliff tourism object, has implemented the Sapta Pesona program, which has been going well. Facts in the field from observational data and questionnaires from tourists that the implementation of Sapta Pesona Wisata runs synergistically with one another, where Sapta Pesona Wisata has 7 aspects namely: 1. Safe, 2. Orderly, 3. Clean, 4. Cool , 5. Beautiful, 6. Friendly, 7. Memories and the Sambirejo Village Government have a policy where the policy is to make the Breksi Cliff a vital tourist asset managed professionally by forming a Village-Owned Enterprise (BUMDES) so that it relates to the development of tourist objects based on on the Sapta Pesona Program as a reference. The government and the people of Sambirejo Village can understand the importance of implementing Sapta Pesona Wisata well because the impact is beneficial, namely economic welfare (2).

Furthermore, research conducted by Siska Wahyu Rahmawati, Sunarti and Luchman Hakim, 2017 in the Journal of Business Administration (JAB)|Vol. 50 No. September 2, 2017 with the title "Application of Sapta Pesona in Tourism Villages" (Analysis of Tourist Perceptions of Service Providers in Kungkuk Tourism Village, Punten Village, Batu City) Journal of Business Administration (JAB)|Vol. 50 No. September 2, 2017. Sapta Pesona began to be commonly used and campaigned as a condition that must be realized in every tourist destination, be it natural, cultural, artificial or of special interest. It is hoped that the Sapta Pesona concept can create a comfortable visiting for tourists so that it will create a good impression for every tourist who comes. One of the tourist destinations that is closely related to the community is the tourism village. In tourism villages, the application of the concept of conscious tourism and Sapta Pesona is important in the basis of its development because it can encourage public awareness to be a good host. In addition, the application of Sapta Pesona will also attract the interest of tourists visiting an area thereby increasing the position of the community as the greatest beneficiary of the development of tourism activities Satan (7).

Furthermore, Bartolomeus Herawan Mintardjo, 2022 in the Nawasena Journal Vol 1 No. 2 (August 2022) with the title Implementation of Sapta Pesona in Balekambang Park, Surakarta. Surakarta or commonly known as Solo City has a variety of amazing tourist destinations. One of them is Balekambang Park. Balekambang Park has an interesting history of development and has a large enough area to make it the infiltration and lungs of the city of Surakarta. In carrying out tourism activities, of course it is not good to miss one of the important concepts, namely Sapta Pesona. Sapta Pesona itself consists of 7 elements namely safe, clean, orderly, cool, beautiful, warm-hearted, and memorable. The realization of all the existing elements will certainly have a positive impact on managers and tourists for the sustainability of tourism activities in the long term [4].

Theoretical basis Strategy

According to Rangkuti (in M. Ryan Saputra and R. Rodhiyah, 2016) the process of preparing strategic planning in a SWOT analysis goes through 3 stages of analysis namely, (1) Data Collection Stage; This stage is the activity of collecting data and information related to internal factors and external factors of tourism objects. These internal factors are in the form of marketing, production, finance, and human resources. External factors are economic, political, social culture. In this stage the model used is using the Internal Strategy Factor Matrix and the External Strategy Factor Matrix. (2) Analysis Phase The values of the internal factors and external factors that have been obtained from the results of the Internal Strategic Factor Matrix and the External Strategic Factor Matrix are described in the form of a SWOT diagram by subtracting the Strength value from the Weakness value, and the opportunity value (Opportunity) with a threat value (Threat). All information is compiled in the form of a matrix, then analyzed to obtain a suitable strategy in optimizing efforts to achieve effective, efficient and sustainable performance. In this stage, the SWOT matrix is used, so that it can be analyzed from the 4 alternative strategies which are possible for the organization to move forward. Is it a Strengths-Oportunities (SO) strategy, a Weaknesses-Opportunities (WO) strategy, a Strengths-Threats (ST) strategy or a Weaknesses-Threats (WT) strategy. (3) Decision Making Stage; At this stage, a review was carried out on the four strategies that had been formulated in the analysis stage. After that, a decision is made in

determining the most profitable, effective and efficient strategy for the organization based on the SWOT Matrix and in the end a strategic plan can be developed which will be used as a guide in carrying out further activities. Tourism planning is very important because now and in the future there will continue to be shifts in tourism interest. Motives, interests, tastes, demands and behavior of tourists are constantly changing and need to be responded accordingly. With the limited availability of quality tourism products, coupled with increasing product and service competition in the tourism market. Planning for tourism development is absolutely necessary [8]. Good planning is expected to result in increased competitiveness of a tourism product. (Damanik and Weber, 2006:25) [3].

Implementation

Implementation is an action carried out by individuals or groups, to achieve the goals that have been set (Wibiyanto, in Bertolomeus H. Mintardjo, 2022 [4]. One of the determinants of the success of public policy is its implementation step in the field, or in other words implementation good policies will result in good policy performance. Even if a policy is planned perfectly, without good implementation, the policy has not yet become a policy that has an impact on society (Reni Ekowati, Marjono, in Bertolomeus H. Mintardjo, 2022) [4].

Travel Aware

Based on the Tourism Awareness Group Guidelines, conscious tourism is described as a form of public awareness to play an active role as a host (host) and as a tourist. One of the institutional forms that play a role in realizing and developing tourism awareness is the Tourism Awareness Group (Pokdarwis). Pokdarwis aims to increase the role of the community as actors in tourism development so that they can be good hosts and support the tourism development process based on value. Value Sapta Pesona through the use of the tourist attractions they have. (Wisnu Hadi and Heni Widyaningsih, 2020) [2].

Sapta Pesona (Seven charms)

Based on the Decree of the Minister of Tourism, Post and Telecommunications No. 5/UM.209/MPPT-89 concerning Guidelines for the Implementation of Sapta Pesona. Sapta Pesona is defined as a condition that must be realized in order to attract tourists to visit an area or region in Indonesia. Sapta Pesona consists of seven elements namely safe, orderly, clean, cool, beautiful, friendly, and memorable. In connection with the increased performance of tourism development, the Sapta Pesana Program was then refined and became an elaboration of the concept of Conscious Tourism as written in the Guideline for Tourism Awareness Groups (Bertolomeus H. Mintardjo: 2022). In this guidebook, each element of seven charms is defined as follows: 1) Safe (An environmental condition in a tourism destination that provides a sense of calm, free from fear and anxiety for tourists). 2) Order (An environmental and service condition in a tourism destination that reflects a high disciplinary attitude as well as consistent and regular and efficient physical and service quality). 3). Clean (An environmental condition as well as the quality of products and services in tourism destinations that reflect a healthy/hygienic state). 4) Cool (An environmental condition in a tourism destination which reflects a cool and shady condition which will give a comfortable feeling and "feel at home" for tourists. 5) Beautiful (An environmental condition in a tourism destination which reflects a beautiful and interesting situation that will give you a sense of awe and deep impression for tourists). 6) Friendly (An environmental condition originating from the attitude of the people in tourism destinations that reflects a friendly, open atmosphere and high acceptance of tourism). 7) Memories (A form of memorable experience at a tourism destination that will give tourists a sense of fun and beautiful memories) (Bertolomeus H. Mintardjo: 2022) [4].

Coastal Region

Regulation of the Minister of Maritime Affairs and Fisheries of the Republic of Indonesia No. 14/MEN/2009 concerning Maritime Partners stipulates that the management of coastal areas and small islands is a process of planning, utilization, supervision and control of coastal resources and small islands with several sectors.
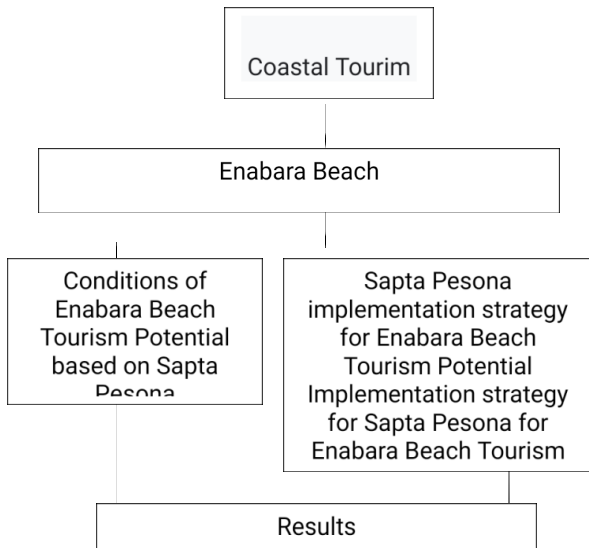
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    │ Conditions of    │   │    Sapta Pesona         │
    │ Enabara Beach    │   │ implementation strategy │
    │ Tourism Potential│   │  for Enabara Beach      │
    │ based on Sapta   │   │   Tourism Potential     │
    │ Pesona           │   │ Implementation strategy │
    └──────────────────┘   │  for Sapta Pesona for   │
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Figure 1. *Road Map* of research

III.   RESEARCH METHOD

This research is a qualitative descriptive research, in its completion using research and development procedures (Research and Development) developed by Borg and Gall (in, Wynarti 2018), namely, conducting exploration and implementation and dissemination [10]. Location and Time of Research. This research was conducted in Aewora Village, Maurole District, Ende Regency, especially in the tourist spot area of Enabara Beach. The research was conducted for six (6) months starting from March – September 2023.

Research subject

The research subject is the name of the person who can provide information in the form of the actual situation of the object of research such as; Village apparatus, community, and visitors.
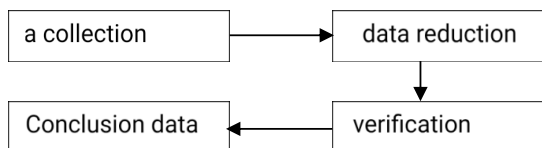
Research Instruments

To get valid data, an instrument is needed (Moleong, 2016). Researchers act as data collectors and as active instruments in efforts to collect data in the field. While other data collection instruments are various forms of assistive devices in the form of interview guides, tape recorders, stationery and other documents that can be used to support the validity of research results, but function as supporting instruments [5].

Data analysis technique

This data analysis technique requires qualitative research methods. Qualitative for observation and interview of tourism stakeholders and visitors. The analytical model used is the analytical model developed by Miles and Huberman namely data reduction, data display and conclusion drawing/verification. Heru Gunawan, 2022)

Figure 3. Qualitative Stages, Miles and Huberman (in Heru Gunawan)

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┌──────────────────┐          ┌──────────────────┐
│   a collection   │ ───────▶ │  data reduction  │
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│ Conclusion data  │ ◀─────── │   verification   │
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IV. RESULT AND DISCUTION

2. The tourism potential of Ena Bara Beach
  a. Natural Potential
 1) Tourist attractions
    • The only beach that has beautiful white sand in Ende Regency
    • Coastal boundaries that are still natural are far from concreting construction
    • Very natural, clear and clear water
    • Quiet away from residential areas and noise

- There are fishermen with boats and traditional fishing patterns
- There are various types of coral and various ornamental fish
- Having land that juts into the sea during high tide
- The beauty of Sunset in the afternoon with a view of Palu Island and Mount Rokatenda
- Community activities in search of fish and snails during low tide
- As a favorite place for recreation and bathing in Ende Regency
- Various seafood catches that can be brought home, such as various types of fish, squid, octopus, crabs, seaweed, snails, sea cucumbers etc.
- Spot beautiful photos
- Cheerful canoeing
- As a camping place
- As a location for study tour activities and other group or organizational activities
- Strategic location between Ende and Maumere Regencies along the Pantura route

2) Accessibility
- Road conditions that are not optimal either from the East (Maumere-Ende) or West (Ende City-Enabara Beach Tourism Location)
- Narrow road divider for two-way traffic
- Several points on the North coast line were heavily damaged due to abrasion and flooding
- A communication signal network that doesn't yet exist, especially in the Village area of tourist attractions and its surroundings

3) Aminity
- Toilets that cannot be used because they are damaged
- Not yet arranged parking area
- There is no barrier between the tourist area and the main road
- There are no facilities at all
- There is no trash can

4) Additional Services
- Availability of health facilities in the District (community healt center)
- There is the nearest Security Service in the District
- There is not yet a special institution from the community that has been formed to manage these tourist attractions

3. Sapta Pesona Implementation Strategy

a. Safe
An environmental condition in a tourism destination that provides a sense of calm, free from fear and anxiety for tourists. Safe also means free from fear and worry about the safety of his soul, body and property (things carried and attached to his body). Safe from threats, harassment and acts of violence or crime (stabbing, robbery, extortion and fraud). - Safe also includes the use of well-maintained facilities and infrastructure.
1) Calm down
    Tourists feel disturbed by the noise of motorized vehicles
2) Freedom from fear
    Feeling afraid to pass especially small children because of the crowds of vehicles
3) Anxious
    a) Feeling worried that the vehicle and luggage will be lost or damaged because there is no specific location arrangement for parking lots and security for parking locations and its surroundings
    b) Worried if there is a commotion caused by a fight due to MIRAS (drinked alcohol)
    c) Worried if their children drown because there are no beach security officers

b. Orderly
An environmental and service condition in a tourism destination which reflects a high attitude of discipline as well as consistent and regular and efficient physical and service quality). Order, is a condition or situation that reflects an orderly and orderly atmosphere and discipline in all social life. An orderly situation or atmosphere in dealing with tourists is more aimed at: - Orderly in terms of regulations where tourists will get an atmosphere of consistent and uniform implementation of regulations everywhere. - Orderly in terms of time where tourists will find everything that is sure to be on schedule. - Orderly in terms of

service quality where tourists will get high quality service quality. - Orderly in terms of information where tourists always easily get accurate information and understandable language.

1) Visitors park two-wheeled and four-wheeled vehicles haphazardly and irregularly up to the road body which also causes traffic flow to be obstructed
2) Accidents are prone to being caused by visitors speeding along with drunk alcohol
3) There are no rules for visitors, for the surrounding community and traffic signs for motorized vehicles around tourist areas that are adjacent to public roads
4) There are no warning boards, instructions and other information available at tourist sites in order to maintain tourist safety, preserve tourist attractions and information that makes it easier for tourists

c. Clean

An environmental condition and product and service quality in a tourism destination that reflects a healthy/hygienic condition. Clean, is a condition or situation that displays clean and healthy (hygienic) properties. Clean conditions must always be reflected in the environment and tourism facilities that are clean and neat, the use of equipment that is always well maintained, clean and free from bacteria or pests, healthy food and drink, and the appearance of service workers who are clean both physically and in clothing. - Clean in terms of the environment where tourists will find a clean environment and free from waste, waste pollution, pollution and other impurities. - Clean in terms of ingredients where tourists get clean ingredients, both food, drinks, and other ingredients used in the presentation process.

1) Plastic waste and leaves are scattered everywhere due to
2) Trash bins and waste management left by visitors have not been provided
3) There is no beach management of marine plant waste from tree trunks that are swept away by currents that pollute the beach

d. Cool

(An environmental condition in a tourism destination that reflects a cool and shady environment that will provide a comfortable and "at home" feeling for tourists.

Cool, is a condition or state of the environment that provides a fresh and comfortable atmosphere. Environmental conditions are created by efforts to create an atmosphere of environmental arrangement, landscaping, greening on tourist routes. Indoor coolness can be created by arranging and providing plant pots and maybe even making a garden

1) Far from air pollution and there are shady trees so that the atmosphere around the beach is very shady and cool during the day
2) However, there needs to be reforestation at several points that do not yet have shade trees
3) Feel at home: in general, visitors feel at home because the fresh air is far from pollution and the beach views are so beautiful and natural
4) There is no arrangement of existing trees, grass and wild plants that grow, thus limiting the visibility of tourists

e. Beautiful

An environmental condition in a tourism destination that reflects a beautiful and interesting situation that will give tourists a sense of awe and a deep impression. Beautiful, is a condition or situation that reflects an orderly, orderly and harmonious arrangement, so that it radiates beauty. Beautiful in terms of nature where tourists will get a beautiful environment

1) Be in awe of beautiful natural attractions like landscapes
2) Need to do a map

f. friendly

An environmental condition originating from the attitude of the people in a tourism destination that reflects a friendly, open atmosphere and high acceptance of tourism.

Friendly, is the nature and behavior of people who are familiar in association, respectful and polite in communicating, like to smile, like to greet, like to provide service and go easy on the feet to help selflessly, whether given by officials or officials, elements of government and tourism businesses who directly serves him.

1) Visitors feel comfortable with the hospitality of the surrounding community and tourism businesses (food and beverage traders) who directly serve them Open and intimate
2) However, there is no special service from officers or apparatus, elements of government who take part in handling tourism activities at these locations which are located directly at tourist sites

g. Memories

(A form of memorable experience in a tourism destination that will give tourists a sense of pleasure and beautiful memories that leave an impression on tourists) (Bertolomeus H. Mintardjo: 2022) [4.] In terms of memories, it includes: - Memories in terms of comfortable accommodation, where tourists during their stay will get comfort both in terms of the environment, room service,

food and beverage services and other services. - Memories in terms of enchanting cultural attractions where tourists will get an enchanting cultural memory, both in terms of variety, quality and continuity as well as the right time. - Memories in terms of delicious regional specialties where tourists will get something memorable from regional specialties that are delicious, hygienic, varied and attractive in their presentation. - Memories in terms of small, quality, charming souvenirs and reasonable prices.

1) There is no accommodation service yet

2) There is no special culinary

3) There are no souvenirs yet

4) There are no cultural events held in that place

5) For seafood, visitors buy from fishermen and process it independently

6) Memories are only obtained from the pleasure of getting good memories from the beauty of the panorama and service, the intimacy of the local community and food and beverage vendors around tourist attractions

4. Based on the description of the tourist conditions of Enabara Beach, it can be analyzed based on the SWOT Analysis Method (strength, Weakness, Opportunity, and Threat), Rangkuti (in M. Ryan Saputra and R. Rodhiyah, 2016 [8]. as follows:

Strength (S) of Aspect:
• The only beach that has beautiful white sand in Ende Regency
• Coastal boundaries that are still natural are far from concreting construction
• Very natural, clear and clear water
• Quiet away from residential areas and noise
• There are fishermen with boats and traditional fishing patterns
• There are various types of coral and various ornamental fish
• Having land that juts into the sea during high tide
• The beauty of Sunset in the afternoon with a view of Palu'e Island and Mount Rokatenda
• Community activities in search of fish and snails during low tide
• As a favorite place for recreation and bathing in Ende Regency
• Various seafood catches that can be brought home, such as various types of fish, squid, octopus, crabs, seaweed, snails, sea cucumbers etc.
• Spot beautiful photos
• Cheerful canoeing
• As a camping place
• As a location for study tour activities and other group or organizational activities
• Strategic location between Ende and Maumere Regencies along the Pantura route
• Far from air pollution and there are shady trees that make the atmosphere around the beach very shady and cool during the day
• Fresh air away from pollution and beautiful and natural beach views

Weaknesses (W) of Aspect:
1) Attractions
    • Tourism activities that can be carried out are still limited
    • There has been no creation or development of additional attraction products

2) Accessibility
    • Road conditions that are not optimal either from the East (Maumere-Ende) or West (Ende City-Enabara Beach Tourism Location)
    • Narrow road divider for two-way traffic
    • Several points on the North coast line were heavily damaged due to abrasion and flooding
    • A communication signal network that doesn't yet exist, especially in the Village area of tourist attractions and its surroundings

3) Aminity
    • Toilets that cannot be used because they are damaged
    • Not yet arranged parking area
    • There is no barrier between the tourist area and the main road
    • There are no facilities at all
    • Plastic waste and leaves are scattered everywhere due to the absence of trash bins and waste management left by visitors
    • There is no beach management of marine plant debris from tree trunks that are swept away by currents that pollute the beach
    • However, there needs to be reforestation at several points that do not yet have shade trees
    • There is no arrangement of existing trees, grass and wild plants that grow, thus limiting the visibility of tourists

- However, there is no special service from officers or officials, elements of government who are involved in handling tourism activities at that location
- There is no accommodation service yet
- There is no special culinary yet
- There are no souvenirs yet
- There are no cultural events held in that place
- For seafood, visitors buy from fishermen and process it independently

4) Ancillary (Additional service) **of Aspect:**
- The POKDARWIS (tourism awareness group) program has not been running well
- There is no information and security services centered on tourist sites
- The BUMDES (village-owned enterprises) program has not been optimally implemented because there are still internal conflicts regarding land at tourist sites.

Opportunity (O) of Aspect:
- Visitors feel comfortable with the hospitality of the local community and tourism businesses (food and beverage traders) who directly serve them. Open and friendly.
- Local government that supports development in the tourism sector
- There is progress in information and communication technology
- High desire from the community to be involved in tourism activities in order to increase the economy

Threat (T) of Aspect:
- Tourists feel disturbed by the noise of motorized vehicles
- Feeling afraid to pass, especially small children because of the crowds of vehicles
- Feeling worried that the vehicle and luggage will be lost or damaged because there is no specific location arrangement for the parking area and the security of the parking area and its surroundings
- Worried if there is a commotion caused by a fight caused by drink alkohol
- Worried if their children drown because there are no beach security officers
- The visitors parked their two-wheeled and four-wheeled vehicles haphazardly on the side of the road which also hampered the flow of traffic
- Lack of awareness that causes accidents due to visitors speeding along with alkohol drunkenness
- There are no regulations for visitors, for the surrounding community and traffic signs for motorized vehicles around tourist areas that are adjacent to public roads
- There are no warning boards, instructions and other information that can be found at tourist sites so that they can maintain the safety of tourists, preserve tourist attractions and provide information that makes it easier for tourists.
- Lack of awareness of tourists to maintain cleanliness

Description of Implementation Strategy Of Sapta Pesona In Enabara Beach: *Strenght-Oppurtunity, Analysis Strategy* **(SO)** *Of Internal Factor*
- The Village Government, POKDAWIS (tourism awareness group) and the local community jointly design (blue print) the design of tourist attractions in accordance with the characteristics and direction of sustainable development of tourist attractions **(SO)**
- Stipulation of PERDES (Village Regulation) for enforcement through collection of entrance fees for tourist attractions, collection of parking fees, and use of toilet facilities for sustainable management of tourist attractions from a capital aspect. **(SO)**
- Food development with seafood specialties
  POKDARWIS (tourism awareness group) empowers fishing communities and local traders to take advantage of the potential of the sea to be processed into food that can be served to tourists and to be supplied to the inn that will be built later **(SO)**
- Need to provide souvenirs with beach characteristics
  POKDARWIS (tourism awareness group) together with the community creates souvenirs with the characteristics of tourist attractions made from the sea, such as marine fossils or fishermen's catches that can no longer be used, such as: from dead coral, shells, snails, cuttlefish shells, white sand which are designed to be souvenirs and easy for tourists to bring as souvenirs **(SO)**
- Need to be supported by holding cultural events at the venue
  POKDARWIS (tourism awareness group) works together with indigenous peoples to carry out performances of musical instruments and dances as an annual event both in the form of studios or solos, or modern live music **(SO)**
- Provision of marine products for visitors who wish to buy from fishermen and process them themselves

POKDARWIS (tourism awareness group) encourages the surrounding fishing community to provide marine catches that can be processed directly by visitors to improve the economy of the surrounding community. **(SO)**

• Organized fishing events and boat races for tourists

PODAKWIS (tourism awareness group) together with the village government is working with the tourism office to organize an annual event by holding fishing competitions and special boat competitions for tourists to add new attractions that tourists can do and attract visits. (SO)

• Development of educational tours on coral cultivation, fish cages and seaweed

POKDARWIS (tourism awareness group) and the Village government work together with the Office of difficulties and finances to train the community and POKDARWIS (tourism awareness group) on coral, seaweed and caged fish cultivation which will later become superior products of educational tourism which will be taught and presented to tourists, especially tourists who enjoy seafood and tourists who want to learn about cultivation such as researchers and educational institutions. (SO)

Description of Implementation Strategy Of Sapta Pesona In Enabara Beach: *Weakness-Oppurtunity, Analysis Strategy* **(WO)** *Of Internal Factor*

• Need to improve toilet facilities and provide clean water

The Village Government budgets funds for POKDARWIS (tourism awareness group) to prioritize repairs to toilets and clean water installations so that they are suitable for use and POKDARWIS (tourism awareness group) works with local communities to maintain and provide water sources to flow in the water installations that will be provided **(WO)**

• It is necessary to provide and arrange a special parking area

Together the Village Government, POKDARWIS (tourism awareness group), and the local community determine the vehicle parking area for tourist attractions that are suitable according to the blue print design of tourist attractions in terms of land capacity and aesthetics **(WO)**

• Arrangement of guardrails between tourist areas and main roads.

POKDARWIS (tourism awareness group) together with the community erected a guardrail between the road and tourist attractions using materials from nearby natural resources such as bamboo and wood and determined entry and exit routes according to the initial design on the blue print. **(WO)**

• Provision of trash bins and their management, lopo-lopo (shelter)

POKDARWIS (tourism awareness group) works with the surrounding community to provide trash cans at several points that are easily accessible to tourists as well as a main storage tank for waste management to be sorted or burned. **(WO)**

• There needs to be reforestation at several points where there are no shade trees

POKDARWIS (tourism awareness group) works together with the Environmental Agency and the local community as well as educational institutions at the sub-district and village levels to carry out a reforestation program in tourist areas that require shade trees that are in accordance with the characteristics of the coastal area and periodically monitor and care for them. **(WO)**

• There needs to be an arrangement of existing trees, grass and wild plants that grow so that they don't limit the visibility of tourists

POKDARWIS (tourism awareness group) must have a fixed schedule once a month or more to clean, trim and mow grass and wild plants that grow around tourist areas **(WO)**

• There needs to be an accommodation service

If needed, it is necessary to build 1 accommodation with local architecture and natural materials as a stimulus for tourists who want to stay overnight. Or you can build bungalows for various collective activities or big events, you can also provide camping facilities for tourists who have an interest in camping on the beach. **(WO)**

• It needs to be supported by communication network facilities, both Telkomsel and the Internet network

POKDARWIS (tourism awareness group) and the Village Government are working together with the regional Communications and information services to propose the construction of BTS (base transceiver station) in tourist areas. **(WO)**

Description of Implementation Strategy Of Sapta Pesona In Enabara Beach: *Strenght-Treath, Analysis Strategy* **(ST)** *Of Eksternal Factor*

• There needs to be rules of conduct in the tourist location area

Collaborate with security, environmental and health parties to provide appeals through boards appealing to maintain security and order, order in the flow of traffic traffic signs, appeals to maintain cleanliness and preserve the environment. **(ST)**

• Need attention from the government regarding the condition of the North Coast tourist route

POKDARWIS (tourism awareness group) and the community through the village government encourage the regional and central governments to improve access to the north coast road of Ende Regency which is a priority **(ST)**

• Need to widen the road with sidewalks on the side of the road adjacent to tourist attractions for the convenience and safety of visitors.

Encourage local governments to be able to organize road shoulders with sidewalks adjoining tourist areas to make it easier and provide comfort for visitors **(ST)**
• Need to be equipped with traffic signs on roads adjacent to tourist areas
POKDARWIS (tourism awareness group) and the Village Government work together with the traffic police to build traffic signs and determine the Zebra Cross lane on the track on the main road directly adjacent to tourist attractions to prevent accidents and motorized vehicles driving at high speed. **(ST)**

Description of Implementation Strategy Of Sapta Pesona In Enabara Beach: *Strenght-Treath, Analysis Strategy* **(ST)** *Of Eksternal Factor***,**
• It is necessary to encourage POKDARWIS (tourism awareness group) as a tourism management institution
Ensuring that there is a work program design and its realization through division of tasks as well as periodic reports and evaluations to monitor the extent of POKDARWIS' (tourism awareness group) performance in the process of developing tourist attractions **(WT)**
• Security posts need to be built around tourist attractions to protect tourists from drinking alcohol, speeding and fighting.
POKDARWIS (tourism awareness group) and the Village Command must cooperate with the police to build a Security Post around tourist attractions to anticipate criminal acts or those that disturb the security and comfort of tourists around tourist areas. **(WT)**

CONCLUSION

Based on the results of the research above, it can be concluded that the tourism potential of Enabara Beach is very promising both the beauty of the beach panorama, marine products, local wisdom that is owned can have a positive impact on the progress of the tourism sector both from an economic aspect for the surrounding community but needs to get attention from the development aspect from the environment, product attractions, security and order so as to create a tourism ecosystem that is safe, orderly, clean, cool, beautiful, friendly and memorable.
SUGGESTION
1. There needs to be cooperation between the community, the Aewora Village government and customary stakeholders
2. It is necessary to encourage the participation of every tourism stakeholder to advance the place

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