



Development Strategy of Air Panas Pemapak in Biatan Bapinang Village, Berau

Nur Asriatul Kholifah^{1*}  · Dharwati P. Sari^{2*} , and Nurhidayah¹

¹ Architecture, Mulawarman University, Jalan Sambaliung No. 9, Samarinda, East Kalimantan, Indonesia

² Civil Engineering, Mulawarman University, Jalan Sambaliung No. 9, Samarinda, East Kalimantan, Indonesia
nurasriak@gmail.com

Abstract. Pemapak hot spring tourist attraction located in Biatan Bapinang village is the only natural hot spring tourist attraction in Berau Regency. This tourist destination has great potential as a tourist destination due to its strategic location, the unique taste of salty and hot water, and the presence of rivers that can take advantage of the biological environment and traditions overgrown with mangrove plants. This research aims to develop the tourist attraction of Asin Pemapak hot spring in Biatan Bapinang Village by developing the tourism area. The use of qualitative descriptive methods in data collection. Data collection is mainly done through fieldwork, documentation, and interviews. Data processing was done using SWOT analysis to create a development strategy based on internal and external factors. Based on the data, a development strategy is made that aims to increase the number of visitors and make design recommendations such as adding attractions and adding or improving amenity and facilities.

Keywords: Hot Spring, Tourism Village, Village Potential, Village Development

1 Introduction

The development of the tourism sector is one of the sectors that has the potential to create very progressive growth in developing countries, especially in Indonesia [1]. Supported by the fact that Indonesia has a rich cultural heritage, beautiful landscapes, and so on. The management of tourism potential is expected to be able to have a positive impact with major changes in the lives of people around tourist objects [2].

As a tourist attraction that has a variety of diversity, Berau Regency is utilised as a tourist attraction (marine tourism) that has the potential to be exploited for economic purposes. Some of the attractions in Berau Regency include Derawan Island, Labuan Cermin Lake, Kakaban Island, Kehe Daeng Lagoon, Maratua Island, and several other attractions. Some of these attractions have not been well managed because the area is far from the centre of the capital like a rural area.

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Biatan Bapinang Village is one of the villages in the administrative area of Biatan District, Berau Regency, East Kalimantan Province. This village has several potential resources that can be developed, both in terms of natural resources and human resources. In terms of natural resources, Biatan Bapinang village has diverse potential, ranging from agricultural potential (palm oil), livestock (goats and cows), to natural potential that can be developed into tourist attractions. One of the natural potentials that can be developed into a tourist spot is the existence of hot springs. Pemapak Hot Spring Tourism is a mainstay tourist attraction in Biatan District, precisely in Biatan Bapinang Village.

A very big opportunity by Biatan Bapinang Village, Pemapak Hot Spring tourism with salt water is the only one in Berau Regency, thus it is very attractive to tourists and is included in the category of assisted tourism by the Berau Regency government. The number of tourist visits to this location is quite high but still mostly local tourists.

Tourism development is a strategy in advancing tourist destinations to be better than before with complete facilities and infrastructure with the aim of attracting visitors to travel [3]. Tourism area management steps are to utilise the potential of natural and cultural beauty in the tourism area to encourage tourism development by paying attention to the preservation of cultural values, customs, quality and beauty of the natural environment and the preservation of environmental functions [4].

2 Materials and Methods

2.1 Research Methodology

Qualitative descriptive method used in this research. Data collection by primary means, namely field surveys, interviews, and documentation. While secondary, namely literature studies and precedent studies related to hot spring tourism objects. After data collection, data analysis is carried out in the form of SWOT analysis and design data analysis so that it can produce a design recommendation. This data analysis technique uses descriptive analysis regarding the analysis used to analyse data by describing [5]. This analysis can be done through the process of systematically searching and compiling the data obtained. SWOT analysis to analyse the problems contained in the area, both internal (strengths and weaknesses) and external areas (opportunities and threats) to tourist attractions [6]. This analysis will identify internal factors in the development of Pemapak Hot Springs tourism and external factors that arise from outside Biatan Bapinang Village. So, by using SWOT analysis, an appropriate and suitable strategy will be obtained in the development of Pemapak Hot Springs tourism in Biatan Bapinang Village, Berau Regency, namely by maximizing existing strengths and opportunities, and by minimizing weaknesses and threats.

2.2 Research Location

This site is located at the Pemapak Hot Spring tourist destination in Biatan Bapinang Village, Biatan Sub-district, Berau Regency with a land area of approximately 3 (three) hectares. In addition to bordering other villages in one sub-district, Kampung Biatan

Bapinang also borders with another sub-district, namely Tabalar Sub-district and with another regency, namely East Kutai Regency. Prior to the sub-district expansion, Biatan Bapinang Village was included in the Tubaan Sub-district (now Tabalar). The area of Kampung Biatan Bapinang is 123.52 km² or occupies 12.97% of the total area of Kecamatan Biatan according to BPS data [2].

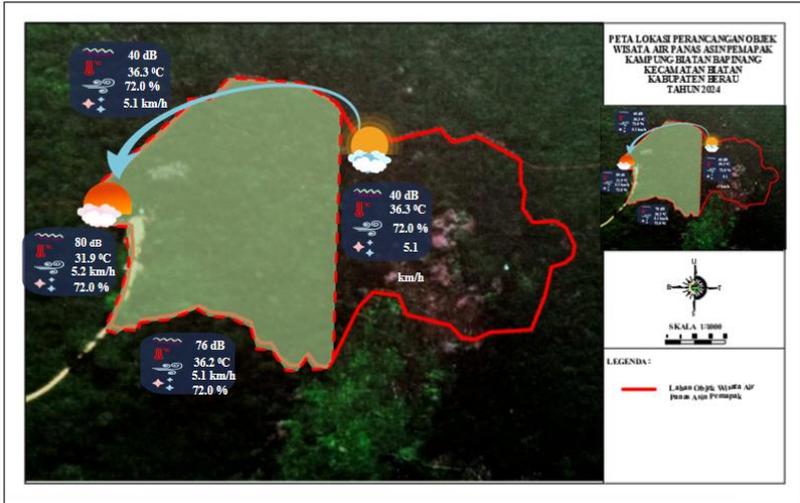


Fig. 1. Research Location

3 Results and Discussion

Based on the results of field surveys, documentation, and interviews, the internal and external factors contained in the Pemapak Hot and Salty Water tourist attraction were obtained. Internal and external factors are the preparation of all factors owned by Air Panas Asin Pemapak by dividing the two parts, namely internal and external factors. To find out what internal and external factors are owned by the Pemapak Hot Salty Water tourist attraction in Biatan Bapinang Village, Berau Regency, among others, as follows:

Table 1. The factors of Pemapak Hot Salty Water as a tourist attraction

Internal Factor
Strength - S
1. Its strategic location, located between 2 (two) main destination locations for the community, namely the Tanjung Redeb City Centre and the other location is the Labuan Cermin Lake tourist destination.
2. The uniqueness of this tourist attraction is that besides hot water, it also tastes salty.
3. There is a cool water flow.
4. In terms of biological environment, there are many mangrove trees.

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5. Having local customs and culture that can be maximised for example through cultural performances of dance, music, and so on can be used as performances in tourism activities.
 6. The existence of umkm and tourism that go hand in hand that can improve the economy of the local community.
 7. Accessibility to bathing tourism objects is quite adequate.
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Weakness - W

1. The cleanliness of the Pemapak Hot Springs tourist attraction is still not well maintained and poorly maintained.
 2. There are several facilities that have been damaged, such as selling stalls and the rinse room area.
 3. There is no signage for the position of the wc which makes it difficult for visitors to find the wc.
 4. There is no place of worship/musholla.
 5. The absence of lodging facilities and the lack of availability of stalls for the community to sell.
 6. Not providing resting/relaxing places such as pondopo or shelters.
 7. Lack of parking area.
 8. Inappropriate placement of wc/toilet because it is very close to the bathing area.
 9. The area is very arid because it lacks vegetation.
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Opportunities - O

1. The only hot spring tourist attraction in Berau Regency.
 2. The existence of regulations made by the government managing Pemapak Hot Spring tourism.
 3. The number of tourists is increasing, namely archipelago tourists and students / students at holiday times.
 4. Market segmentation of the Pemapak Hot Springs tourist attraction for all groups.
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Threats - T

1. Lack of tourists' awareness of cleanliness at the Pemapak Hot Springs tourist attraction.
 2. The existence of wild animals that may appear because the tourist attraction is located in the open nature, namely the forest.
 3. The existence of tides because it is located in an area near the coast.
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After knowing the internal and external factors contained in the Hot Asin Pemapak Water tourist attraction in Biatan Bapinang Village, Berau Regency. Furthermore, the decision-making stage is carried out using a SWOT matrix. Where it will produce development strategies that are expected to realise goals and produce development strategies that are used as guidelines for the preparation of programmes and plans.

Table 2. The results of SWOT analysis

Strategy S-O	Strategy W-O
1. Develop the Pemapak Hot Springs tourist attraction by designing a natural tourist pool.	1. Provide an appeal to tourists and tourist attraction managers not to litter by creating a regulation board in the required area.
2. Maintain the natural pool of the	2. edesign or repair facilities that are

Strategy S-O	Strategy W-O
<p>attraction by keeping the springs and karts as the source of the hot water and its salty taste.</p> <p>3. Continue to preserve the biological environment by maintaining existing mangrove / mangrove trees, and this can be used as a view of the tourist attraction. By designing a tracking bridge that can attract visitors to be able to explore the Pemapak Hot Springs tourist attraction area.</p> <p>4. Designing an outdoor stage to support as a place for traditional and cultural performances from the local community.</p> <p>5. By providing trader stalls to increase sales of MSME (Small and Medium Community Enterprises) products.</p> <p>6. Provided a vehicle to be able to explore the tourist area in the form of a 4-wheel vehicle (dompok).</p>	<p>damaged.</p> <p>3. Make signage regarding the placement of toilets, bathrooms, changing rooms, and other facilities so that visitors can easily find these places.</p> <p>4. Provide a place of worship in the form of a prayer room.</p> <p>5. The design of lodging and food courts / stalls as visitor facilities.</p> <p>6. Designing or increasing the number of gazebos / shelters on the object.</p> <p>7. Provide a special parking area that is large enough for motorbikes and cars.</p> <p>8. Redesigning the placement of wc/toilets.</p> <p>9. Design the garden area.</p>
Strategy S-T	Strategy W-T
<p>1. Provide waste bins and waste management for handicrafts.</p> <p>2. Carry out maintenance</p> <p>3. Design facilities with a higher elevation than the ground or water surface.</p>	<p>1. Must continue to maintain, maintain existing facilities at tourist attractions and improve service quality.</p> <p>2. Design a park that is easy to maintain by tour managers.</p>

Based on the SWOT analysis table above, it can be concluded that this SWOT analysis can produce several strategies. Where the results of this strategy can be used to design the design of the Pemapak Hot Salty Water tourist attraction area. This can be used to develop and increase visitors / tourism to these attractions.

4 Conclusions

The development of Pemapak Hot and Salty Water Tourism Objects can be concluded that the development strategy produced to achieve goals in increasing visitor attractiveness. The development of the Pemapak Salty Hot Springs tourist attraction is by doing conservation (preservation) through hot springs, cold water, mangrove forest destinations and art stage designs. Education (education), namely providing learning to visitors on the importance of protecting the environment for common welfare, namely through waste management with TPS3R design and handicraft making. Economy through the

design of trader stalls, stalls and lodging to increase the income of local residents. Community participation, namely participating in the development of tourist attractions. Tourism (recreation) in the form of game rides designed as recreational areas such as fountain pools, flying foxes, atvs, parks, campgrounds and fountain pools.

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