



Development Strategies Kramat Beach Tourism in Taliabu Island Regency, North Maluku, Indonesia

Sunaidin Ode Mulae¹  and Hamka Naping² 
and Ansar Arifin³ 

¹Departement of Anthropology, Hasanuddin University, Makassar, Indonesia

²Departement of Anthropology, Hasanuddin University, Makassar, Indonesia

³Departement of Anthropology, Hasanuddin University, Makassar, Indonesia

sunaidin.odemulae@unkhair.ac.id

Abstract. This study aims to formulate development strategies for the Kramat Beach tourism destination located in Kramat Village, Taliabu island Regency. The main issue addressed is the low number of tourist visits, which necessitates strategic efforts to enhance the destination's attractiveness for both local and non-local tourists. This research employs a qualitative approach using the Community-Based Tourism (CBT) framework combined with SWOT analysis. The findings indicate that Kramat Beach possesses substantial natural tourism potential, including white sandy beaches, panoramic views of the two Kramat Islands, coral reefs, and clear seawater, complemented by local vegetation such as coconut and Terminalia catappa trees that enhance visitor comfort. Development strategies are implemented through digital promotion via social media platforms (YouTube, Instagram, and Facebook) and the provision of supporting amenities such as gazebos, night lighting, and aesthetically designed photo spots. The SWOT analysis positions Kramat Beach in Quadrant I (Aggressive Strategy), with an IFAS score of 2.70 and an EFAS score of 2.85, indicating strong internal strengths and high external opportunities. Consequently, the SO strategy becomes the primary focus, supported by WO, ST, and WT strategies, aimed at enhancing competitiveness, extending tourists' length of stay, and promoting sustainable, community-based tourism development. The study concludes that Kramat Beach in Kramat Village, Taliabu island Regency, has considerable tourism potential for further development. This potential includes pristine white sandy beaches, clear seawater, marine biodiversity, and scenic views of surrounding small islands that support nature-based and marine tourism. In addition, the destination's proximity to the regency capital provides easy access for tourists and represents a strategic advantage for regional tourism development.

Keywords: Development Strategy; SWOT Analysis; Kramat Beach; Taliabu Island.

1 Introduction

Tourist arrival growth in North Maluku Province, as outlined in the Regional Tourism Master Plan (RIPDA) of North Maluku Province (2007), indicates a declining trend in both domestic and international tourist visits during the 2004–2007 period. Average domestic tourist growth rates were -1.45% (2004), -6.84% (2005), -0.52% (2006), and -70.76% (2007). Meanwhile, international tourist growth rates were 11.25% (2004), -22.10% (2005), -8.84% (2006), and -93.37% (2007). These statistics demonstrate that over four years, tourist arrivals in North Maluku Province did not show significant growth and instead experienced a substantial decline. The average growth rate of domestic tourists was -19.89% , while international tourists declined by -28.27% , with the sharpest decrease occurring in 2007. This trend indicates that the tourism sector during this period had not developed optimally and required more targeted development strategies. The decline in tourist arrivals affected all regencies in North Maluku Province; however, Taliabu island Regency experienced the least impact. This condition is closely related to its status as a newly established autonomous region, officially formed through Law No. 6 of 2013 following the parliamentary approval on December 14, 2012, as a result of its separation from the Sula Islands Regency. The relatively low impact of declining tourist visits in Taliabu island can be attributed to the fact that during the observed period, the region was still part of the Sula Islands Regency and had not yet developed independently as a tourism destination. Moreover, as a newly autonomous region, tourism had not yet become a primary development priority, resulting in limited tourism activities and visitation intensity. Nevertheless, this condition also indicates that Taliabu island Regency holds significant opportunities for future tourism development. The low number of tourist visits in previous periods does not necessarily reflect low tourism potential but rather highlights constraints related to infrastructure, promotion, and destination management. Therefore, a well-directed and sustainable tourism development strategy is required, particularly through the utilization of natural and cultural tourism potential, enhanced community participation, and strong support from local government policies.

Taliabu island Regency possesses a wide range of unique tourism potentials, including natural, cultural, historical, artistic, agro-tourism attractions, waterfalls, beaches, islands, and coral reefs. The tourism sector contributed 11.38% to the Gross Regional Domestic Product (GRDP) in 2015 through accommodation and food services (Jafar et al., 2017). Furthermore, tourism has become a productive sector that contributes to increasing local revenue, with its contribution showing a positive growth trend between 2012 and 2015. From a novelty perspective, this study offers a clear contribution, as no previous research has specifically examined the tourism potential of Kramat Village with a focus on Kramat Beach integrated with destination development strategies. Therefore, this research presents originality both in terms of research location and the tourism object studied, which remains relatively underexplored academically. This study views Kramat Beach as a future tourism destination with the potential to generate economic benefits for local communities if developed appropriately. Accordingly, the research addresses two main questions: (1) what is the tourism potential of Kramat Village, particularly Kramat Beach, in West Taliabu District; and (2) how can community-based development strategies be formulated to ensure positive and sustainable economic impacts for local residents.

2. Literature Review

Previous studies indicate that tourism research in North Maluku Province, including Taliabu island Regency, has been conducted using diverse approaches and focuses but remains fragmented. Generally, existing studies fall into three main themes: (1) sustainable tourism and Community-Based Tourism (CBT), (2) tourism promotion and institutional roles, and (3) tourism's contribution to regional economies. According to Leiper (1979) said that the phenomenon tourism as a system, which is functioning under various environments. Example human, social, cultural, physical, political and legal environment. Five elements in every whole tourism system are at least one tourist, one tourist generating place (where trips begin and end), at least one tourist destination place, at least one transit route, and at least one tourism industry. Tourism is a quite unique and distinct aspect of leisure consumption. Its many forms and expressions leave an indelible impression on individuals and societies. Tourism is essentially a form of individual expression, a consumption activity that is quite distinct from others. Due to the necessity of physical relocation from a usual environment to a novel one, where production and consumption take place, it has some essential features from which theory can be developed. Tourism is made possible at the international scale by political, capitalism, mobility, and technological affordances, which enable freedom of movement, flows of financial exchange and an ethics of hospitality. (McCabe, 2024).

At the regional level, Umasugi (2023) provides a macro-level overview of tourism potential in North Maluku, including Morotai Island, Halmahera, the Sula Islands, and Taliabu island. The study emphasizes that despite high tourism potential, development remains dominated by infrastructure-oriented approaches, while sustainable tourism principles—particularly community empowerment, environmental conservation, and socio-cultural protection—have not been optimally implemented. At the local level, studies in Taliabu island Regency have primarily focused on promotion and the role of local government institutions. Eva et al. (2017) reveal that tourism promotion

efforts remain limited and uneven, with destinations such as Kramat Beach not yet systematically integrated into tourism planning and policy frameworks. Meanwhile, Jafar et al. (2017) identify tourism as a leading sector contributing significantly to regional revenue and GRDP growth in Taliabu island Regency, although challenges related to infrastructure and supporting industries persist. However, these studies have not sufficiently explored destination development strategies and community involvement in ensuring tourism sustainability. Outside the North Maluku context, Sugiyarto and Amaruli (2018) highlight the importance of culture and local wisdom in tourism development through SWOT analysis, demonstrating that culturally based tourism can enhance destination attractiveness and economic value for local communities. Although conducted in Central Java, these findings provide valuable conceptual references for tourism development in Taliabu island.

In summary, tourism studies in Taliabu island and North Maluku remain fragmented in terms of approach, focus, and analytical scale. This study addresses this gap by integrating Community-Based Tourism (CBT) and strategic analysis to formulate comprehensive development strategies for Kramat Beach.

3. Methodology

This study employs a qualitative research approach to explore social phenomena in their natural settings (Creswell, 2014). Qualitative research emphasizes the researcher's involvement in the field and interaction with participants (Denzin & Lincoln, 2018). Data were collected through in-depth interviews, field observations, and documentation. Interviews were conducted with tourism managers, tourism awareness groups, village officials, and local government representatives. Observations involved direct field assessments to capture actual conditions and ongoing tourism activities. Documentation, including photographs of tourism facilities and infrastructure, was used to support and validate primary data. The qualitative approach is used to generate descriptive data derived from tourists, tourism managers, local residents, village authorities, and regional government officials. Data collected through qualitative methods consist of words and images rather than statistical figures and are based on qualitative evidence. The qualitative approach does not rely on statistical procedures but is grounded in qualitative evidence, including written or spoken narratives, observed behaviours, and visual materials. Qualitative research aims to describe and analyse phenomena, events, social activities, attitudes, beliefs, perceptions, and patterns of thought at both individual and group levels (Sugiyono, 2010).

This study employs a qualitative research method combined with SWOT analysis to examine the tourism potential and development strategies of Kramat Beach. The qualitative approach is used to generate descriptive data derived from tourists, destination managers, local communities, village authorities, and regional government representatives. SWOT analysis was applied to identify internal strengths and weaknesses as well as external opportunities and threats, providing a strategic framework for destination development planning. Data analysis followed the stages of data reduction, data display, and conclusion drawing (Miles et al., 2014).

4. Results and Discussion

Geographically, Kramat Beach is located in Kramat Village, relatively close to Bobong, the capital of Taliabu island Regency. The destination is accessible by land transportation as well as by sea. The local population consists predominantly of Muslim communities originating from Buton, Bugis, and indigenous Siboyo groups, whose long-standing presence has shaped the social and cultural landscape of the village. Kramat Beach exhibits diverse natural tourism potential, particularly white sandy beaches, clear waters, small surrounding islands, coral reefs, seagrass beds, and marine biodiversity, making it suitable for marine and ecotourism activities such as snorkeling and diving. In addition to natural attractions, Kramat Village also offers cultural and historical tourism potential, including local traditions, culinary heritage, and historical narratives related to the early development of the regency capital.

From an infrastructure perspective, Kramat Beach benefits from adequate road access and proximity to the regency capital (approximately 2 km). However, accommodation facilities such as hotels, resorts, or homestays are not yet available, resulting in tourists returning to Bobong for overnight stays.

Destination management remains relatively simple and community-based, with limited institutional support, training, and tourism product diversification. Tourism products such as integrated tour packages, cultural performances, souvenirs, and guiding services have not yet been developed, highlighting the need for innovation and capacity building to support sustainable tourism development. The Kramat Beach tourism destination in Kramat Village possesses highly diverse natural potential, particularly white sandy beaches, marine environments, and surrounding small islands. The diversity of flora and fauna, including fish, squid, coral reefs, seagrass beds, and underwater ecosystems, further enhances its ecotourism value. In addition, the destination's coastal location contributes to its scenic natural landscapes, which are highly attractive to visitors. These natural resources constitute the primary foundation for the development of tourism activities such as snorkeling, diving, and ecological tourism. In addition to natural attractions, Kramat also possesses significant cultural and historical tourism potential. Local traditions, arts, and culinary heritage serve as attractions capable of appealing to local, domestic, and international tourists. Historical tourism in Kramat Village is closely related to the area's role as the early center of development of the capital of Taliabu island Regency, integrating historical values with the surrounding natural landscape and local culture. This cultural and historical potential can be further developed into educational tourism packages and engaging cultural attractions.

From an infrastructure perspective, the Kramat destination is supported by adequate road networks and transportation access. Its location, approximately 2 km from Bobong, the regency capital, allows tourists to reach the destination with relative ease. However, accommodation facilities such as hotels, guesthouses, resorts, or homestays are not yet available, resulting in tourists returning to Bobong for overnight stays after enjoying tourism activities in Kramat. The management of the Kramat tourism destination is currently conducted in a relatively simple manner by the local community, relying on limited skills and knowledge without adequate assistance or training from the local government. Tourism products such as tour packages, exploration or adventure activities, local culinary offerings, handicrafts, souvenirs, cultural performances, and

tourism services such as guiding or spa facilities are not yet available. This simple form of management utilizes residents' home areas as spaces for tourism activities, making innovation and creativity essential for the sustainable development of the destination. From an infrastructure perspective, the Kramat destination is supported by adequate road networks and transportation access. Its location, approximately 2 km from Bobong, the capital of Taliabu island Regency, enables tourists to access the destination with relative ease. However, accommodation facilities such as hotels, guesthouses, resorts, or homestays are not yet available, resulting in tourists returning to Bobong for overnight stays after enjoying tourism activities in Kramat.

At present, the management of the Kramat tourism destination remains relatively simple and is primarily carried out by the local community, relying on limited skills and knowledge without sufficient assistance or training from the local government. Tourism products, including tour packages, exploration or adventure activities, local culinary offerings, handicrafts, souvenirs, cultural performances, and tourism services such as tour guiding or spa facilities, have not yet been developed. This simple management approach utilizes residents' home areas as spaces for tourism activities, highlighting that innovation and creativity are essential for the sustainable development of the destination.

The visual documentation of conditions and tourism activities at Kramat Beach illustrates various atmospheres from morning to evening, including natural landscapes, tourism attractions, facilities enjoyed by visitors, and an areal overview of Kramat Village. Figure a depicts tourists enjoying tourism facilities while viewing the surrounding seascape and nearby islands. Figure b shows a nighttime scene in which local visitors enjoy the evening atmosphere while consuming local specialties such as fried bananas and *saraba* beverage. Figure c presents a tourism attraction at Kramat Beach with a scenic view of the island located offshore. Figure d illustrates daytime activities where local tourists enjoy natural attractions and white sandy beaches. Figure e displays a morning view highlighting the pristine white sand of the beach, while Figure f provides an aerial map of Kramat Village.

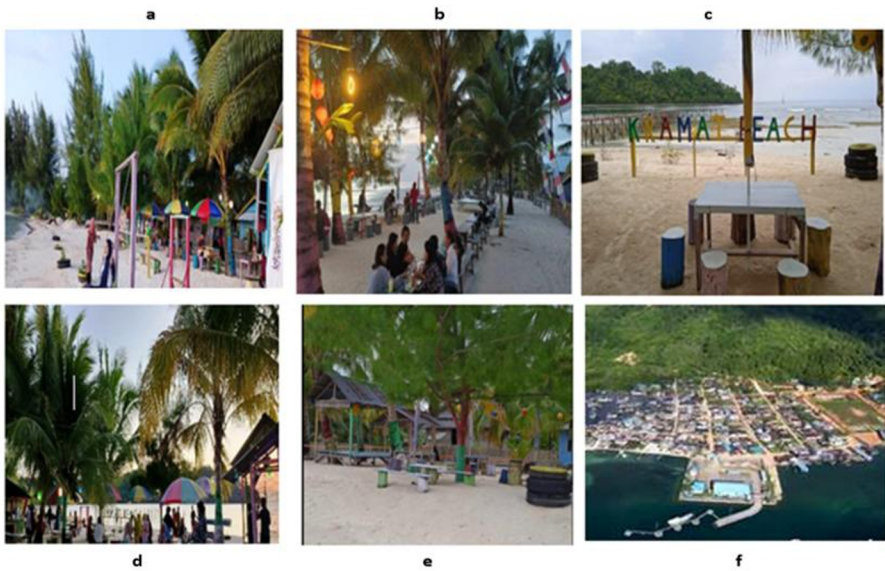


Figure 1. Tourism Attractions of Kramat Beach
Source: Field Documentation, 2025



Figure 2. Landscape of Kramat Island. Source: YouTube, 2025

The analysis of development strategies for the Kramat Beach destination can be systematically organized into an internal SWOT matrix (Internal Factor Analysis Summary/IFAS) and an external SWOT matrix (External Factor Analysis Summary/EFAS), as presented below:

IFAS (Internal Factor Analysis Summary) EFAS (External Factor Analysis Summary)	Strengths (S) List of internal strengths S1. Natural scenic beauty S2. Authentic local culture S3. Not yet affected by mass tourism S4. Marine biodiversity	Weaknesses (W) List of internal weaknesses W1. Limited accessibility W2. Inadequate supporting facilities W3. Suboptimal tourism promotion W4. Untrained tourism human resources
Opportunities (O) List of external opportunities O1. Growing trend of special-interest tourism O2. Government support	SO Strategies Utilizing strengths to take advantage of opportunities SO1. Promotion of nature- and culture-based tourism (ecotourism and cultural tourism). SO2. Development of special-interest tourism packages (e.g., snorkeling, traditional village tourism). SO3. Collaboration with travel bloggers, content creators, and digital tourism platforms.	WO Strategies Overcoming weaknesses by utilizing opportunities WO1. Enhancing local human resource capacity (training for tour guides and homestay management). WO2. Encouraging local and central government involvement in improving access and basic infrastructure. WO3. Utilizing social media and digital marketing for cost-effective and wide-reaching promotion
Threats (T) List of external threats T1. Risk of environmental degradation T2. Dependence on the primary economic sector T3. Emergence of competing destinations in surrounding areas	ST Strategies Using strengths to mitigate threats ST1. Strengthening local regulations (village regulations) to protect the area from exploitation. ST2. Community education on conservation and sustainable tourism. ST3. Establishment of tourism awareness groups.	WT Strategies Minimizing weaknesses and avoiding threats WT1. Formulation of a Regional Tourism Development Master Plan (RIPPDA). WT2. Building partnerships among government, local communities, and third parties (CSR programs, NGOs).

		WT3. Development of a “Tourism Village” program supported by basic infrastructure assistance.
--	--	---

Source: Author, 2025

Based on the SWOT analysis matrix presented above, the development strategies for the Kramat Beach tourism destination are formulated by integrating internal factors (Internal Factor Analysis Summary/IFAS) and external factors (External Factor Analysis Summary/EFAS) as follows:

Table 2. IFAS (Internal Factor Analysis Summary) – Kramat Beach

No.	Internal Factors	Weight	Rating (1–4)	Weighted Score (Weight × Rating)	Description
1	Coastal natural beauty	0.25	4	1.00	Major strength
2	Diversity of flora and fauna	0.15	3	0.45	Ecotourism attraction
3	Proximity to the regency capital	0.15	3	0.45	Good accessibility
4	Adequate basic infrastructure	0.10	3	0.30	Supports visitor comfort
5	Lack of accommodation facilities	0.20	1	0.20	Significant weakness
6	Simple management practices	0.15	2	0.30	Requires capacity building
Total		1.00		2.70	

Source: Author, 2025

Table 3. EFAS (External Factor Analysis Summary) – Kramat Beach

No.	External Factors	Weight	Rating (1–4)	Weighted Score (Weight × Rating)	Description
1	Increasing tourist interest	0.30	4	1.20	Major opportunity
2	Government support	0.20	3	0.60	Moderate opportunity
3	Advances in promotional technology	0.15	3	0.45	Moderate opportunity
4	Competition from other destinations	0.15	2	0.30	Moderate threat

5	Risk of environmental degradation	0.10	2	0.20	Potential threat
6	Limited funding	0.10	1	0.10	Major threat
Total		1.00		2.85	

Source: Author, 2025

Explanation data above that Weight reflects the relative importance of each factor (the total weight of internal or external factors equals 1.00). Rating assesses the strength of positive factors or the severity of negative factors on a scale of 1–4 (1 = very weak/problematic, 4 = very strong/high opportunity). Weighted score is calculated by multiplying the weight by the rating. The total IFAS score of 2.70 indicates that the internal condition of the destination is relatively favourable, although several weaknesses remain. The total EFAS score of 2.85 suggests that external opportunities are relatively high, despite the presence of certain threats. Based on the IFAS score of 2.70 and the EFAS score of 2.85, the Kramat Beach tourism destination is positioned in Quadrant I (Aggressive Strategy) of the SWOT matrix. This position indicates that Kramat Beach possesses relatively strong internal capabilities as well as substantial external opportunities; therefore, the most appropriate development strategy is to maximize internal strengths in order to capitalize on existing opportunities.

Furthermore, the development strategy for the Kramat Beach tourism destination can also be examined in Table 4, which presents the development strategy matrix as follows:

Table 4. SWOT Matrix for the Development of the Kramat Beach Tourism Destination

IFAS EFAS	Opportunities	Threats
Strengths	SO Strategies • Optimizing the natural beauty of the coastline, white sandy beaches, and marine biodiversity as core attractions through digital promotion. • Developing marine tourism and community-based ecotourism. • Integrating Kramat Beach into an integrated tourism package due to its proximity to the regency capital.	ST Strategies • Creating destination differentiation by highlighting unique natural and cultural features to address inter-destination competition. • Strengthening coastal and marine environmental conservation to maintain the quality of tourism attractions. • Maintaining environmental quality and visitor comfort to remain competitive.
Weaknesses	WO Strategies • Developing community-based accommodation such as homestays with support from the local government. • Enhancing local human resource capacity through training in tourism management and services.	WT Strategies • Establishing tourism management institutions (<i>Pokdarwis</i>) to strengthen destination governance. • Building partnerships with government, private sector, and relevant institutions to address funding and infrastructure limitations.

	• Developing thematic tourism packages (nature, culture, and culinary tourism) to increase tourists' length of stay.	• Formulating environmental risk mitigation plans and sustainable tourism management strategies.
--	--	--

Source: Author, 2025

Explanation data above that SO Strategy is Primary (aggressive) strategy, as both strengths and opportunities are high. WO Strategy is Improvement and development strategy. ST Strategy is Competitive and sustainability-oriented strategy. WT Strategy is Defensive strategy and institutional strengthening.

Based on the results of the SWOT analysis presented in the SWOT matrix table, the development of the Kramat Beach tourism destination is influenced by various internal and external factors. Internal factors indicate that Kramat Beach possesses key strengths, including the natural beauty of its white sandy beaches, rich marine biodiversity, and a strategic location due to its proximity to the capital of Taliabu island Regency. However, the destination also faces several weaknesses, such as limited accommodation facilities, the absence of integrated tourism packages, and destination management that remains relatively simple and is carried out by the local community without adequate institutional support and capacity-building programs.

Meanwhile, external factors reveal substantial opportunities, including the increasing interest of tourists in nature-based and marine tourism, supportive policies from the local government, and advancements in information technology that facilitate digital tourism promotion. Conversely, several threats must be anticipated, such as competition with other tourism destinations in North Maluku, limited funding, and the potential degradation of coastal and marine environments. Therefore, the development strategy for Kramat Beach is primarily directed toward the implementation of the SO strategy as the main approach, by leveraging internal strengths to capitalize on external opportunities. This approach is further supported by WO, ST, and WT strategies to address existing weaknesses and minimize potential threats in a sustainable manner.

5. Conclusion

The findings of this study indicate that Kramat Beach in Kramat Village, Taliabu island Regency, possesses significant tourism development potential, supported by its white sandy beaches, clear seawater, marine biodiversity, and scenic island panoramas. Its proximity to the regency capital further enhances accessibility and represents a strategic advantage for regional tourism development. However, tourism development at Kramat Beach faces several challenges, particularly limited supporting facilities, lack of accommodation, inadequate tourism services, and simple community-based management without sufficient institutional and training support. The IFAS and EFAS results place Kramat Beach in a strategic position with stronger internal strengths and external opportunities than weaknesses and threats, suggesting that an aggressive development strategy is most appropriate.

Therefore, it is recommended that local governments strengthen policy support, funding, and technical assistance, particularly in developing community-based accommodation and tourism infrastructure. Capacity building for local human resources, integrated tourism package development, enhanced digital promotion, and environmental sustainability measures are essential to ensure long-term benefits for local communities and future generations.

References

1. Bantu, Eva, *et.al.* The Role of Public Relations in Promoting the Tourism Potential of Pasir Anjing Beach, Taliabu Island Regency, North Maluku Province. e-journal "Acta Diurna" Volume VI. No. 2. (2017).
2. Creswell, J. W. Research design: Qualitative, quantitative, and mixed methods approach (4th ed.). Thousand Oaks, CA: Sage Publications, (2014).
3. Creswell, John W.. Research Design Qualitative and Quantitative Approach. London: Sage. 1994
4. Denzin, N. K., & Lincoln, Y. S. (Eds.). The SAGE Handbook of Qualitative Research (5th ed.). Los Angeles, CA: Sage. (2018).
5. Jafar, R., et al. Analysis of tourism sector potential and its contribution to regional original revenue in Taliabu island Regency, North Maluku. Ecosystem Journal, 2(2), 782–791. (2017).
6. Leiper, Neil. Tourism Management 2nd edition. Peason Education Australia, Frenchs Forest NSW 2086. (2003).
7. Miles, M. B., Huberman, A. M., & Saldaña, J. Qualitative data analysis: A methods sourcebook (3rd ed.). Thousand Oaks, CA: Sage Publications. (2014).
8. Miles, Matthew B., A. Michael Huberman, and Johnny Saldaña. *Qualitative Data Analysis: A Methods Sourcebook*. 3rd ed. Thousand Oaks, CA: SAGE. (2014).
9. McCabe, Scott. 2024. Theory in tourism. *Annals of Tourism Research*. journal homepage: <https://www.journals.elsevier.com/annals-of-tourism-research>. (2024).
10. Mus, Aliong. Local wisdom-based development on Taliabu Island: its potential and actualization for regional development. *ETHNOHISTORY Journal*, Vol. 2, No. 1, (2016).
11. Pelly, Usman. *et., al.* Antropologi Pariwisata. Perdana Publishing dengan CASA Mesra Publisher: Medan. (2020).
12. Sugiyarto, *et. al.*, Tourism Development Based on Culture and Local Wisdom. (Diponegoro University, Semarang, Indonesia), *Journal of Business Administration* Volume 7, Number 1, March 2018, pp. 45-52. (2018).
13. Sugiyono. Qualitative, Quantitative and R&B Research Methods. Bandung: Alfabeta, CV. (2010).
14. Sitorus, A. S. Pengaruh promosi dan personal selling terhadap minat beli konsumen pada pt aras dinamika abadimedan. *Jurnal Ilmiah AMIK Labuhan Batu*, 2(1), 51-59. (2014).
15. Umasugi, Mohbir. Sustainable Tourism Development in North Maluku Province. *Journal of Public Administration and Local Governance*. JPALG Vol 7 (1) (2023): pp. 7-18 DOI:10.31002/jpalg.v7i1.7433. (2023).
16. UNWTO. Tourism and the Sustainable Development Goals: Journey to 2030. Madrid: World Tourism Organization. (2018).
17. Wulandari, Satria, dkk.. Pariwisata, Masyarakat dan Kebudayaan: Studi Antropologi Pariwisata Pantai Marina di Pajukukang Bantaeng, Sulawesi Selatan. *PUSAKA Journal of Tourism, Hospitality, Travel and Business Event*, Volume 2, No.1 (2020) 9-17 ISSN 2656-1301 (Online) 2656-1336 (Print). (2020).
18. Yoeti, Oka, A. Anatomi Pariwisata. Bandung, Angkasa. (1996)
19. Youwe, Damaris M. Analisis Potensi Retribusi Objek Wisata Pantai Base-G di Kota Jayapura, *Jurnal Kajian Ekonomi dan Studi Pembangunan*, Vol 1, No. 2, tahun. (2014).
20. YouTube, https://www.youtube.com/watch?v=sFPD_eLmhnU&t=6s) 2025/3/15

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

