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## Marine Tourism Development Strategy in Mapaddegat Beach, Mentawai Island Regency

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### KEYWORDS

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### ABSTRACT

Tourism development is directed at encouraging economic growth, increasing regional income, empowering the community's economy, expanding employment opportunities, creating business opportunity, and creating community welfare. Mentawai Island Regency, West Sumatra Province has many marine tourism objects, one of which is Mapaddegat Beach, which is in the North Sipora District. The right strategy is needed so that more tourists are interested in visiting Mapaddegat Beach attractions. The method used is descriptive qualitative with SWOT analysis. The results show the need to form a tourist village, and it is hoped that it can become an actor in developing the coast. Increase the awareness of the government and local communities in the development of Mapaddegat beaches. by planning the construction of A3 Attractions, Accessibility, and Amenities, as well as implementing a sustainable tourism program.

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## INTRODUCTION

Indonesia is a maritime country with the largest archipelago in the world, with a water area of about 5.8 million km square, or 75% of the entire territory of Indonesia. The number of islands in Indonesia is 17,500 and is surrounded by a coastline of 81,000 kilometers equipped with various kinds of underwater wealth. Thus, the Indonesian government through the Ministry of Tourism and Creative Economy has established a policy that marine tourism is one of the priorities for the development of Indonesian tourism products (Muljadi and Andri, 2014).

In marine tourism, Indonesia is one of the ten most popular surfing destinations in the world, one of which is the island of Bali which has become the center of surfing adventures since 25 years ago. Another area that has an attraction for surfing is the Mentawai Islands Regency (Muljadi and Andri, 2014). Mentawai Islands Regency, West Sumatra Province, has many tourist attractions, mangrove forests, coral reefs, small islands, and unique cultural traditions, which can be used as basic capital in economic development. Many tourist activities can be done in this area such as diving, fishing, snorkeling, and surfing. There are 400 surfing locations with different levels of difficulty, 49 points of which are favorites for foreign surfers, one of which is on Sipora Island. Although 2010 it was destroyed by the tsunami, Sipora Island was revived and re-established as a location worth visiting for surfers. The proof that the Mentawai waves have potential and attractiveness is when the Mentawai International Surfing Competition was held in April 2013, attended by 43 international surfers, 16 top Asian surfers, four surfers from the Ripcurl Raider Team, three invited surfers

from world surfers, and 20 local surfers. One area in the Mentawai Islands Regency that has the potential to be developed for marine tourism is Mapaddegat, North Sipora District.

In-depth observation of the Mapaddegat Beach tourist attraction, it does have various potentials to be developed as a marine tourism destination. However, the supporting facilities for the development of marine tourism are still very limited and inadequate, such as roads, lodging, art shops, communication networks, and culinary places. The next obstacle is the regulation of the management and utilization of surfing tourist attractions, as well as regulations on retribution for recreation and sports.

Based on the background above, the problems that will be studied are what are the potentials of Mapaddegat village and how is the strategy for developing Mapaddegat Village to become a marine tourism destination. Thus the purpose of this research is to find out the potential of Mapaddegat village and describe the right strategy for its management so that it develops into a sustainable tourist destination.

The definition of strategy according to David (2011) is a shared means with long-term goals to be achieved. Business strategies include geographic expansion, diversification, acquisition, product development, market penetration, tightening, divestment, liquidation, and joint ventures. Strategy is an action potential that requires top management decisions and a large number of company resources. So a strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set. Another definition of strategy put forward by Rangkuti (2013), is a comprehensive master plan, which explains how the company will achieve all objectives based on the mission that has been previously set.

Munasef in Hadiwijoyo (2012) states that tourism development is all activities and coordinated efforts to attract tourists, and provide all facilities and infrastructure, goods and services, and facilities needed to serve the needs of tourists. In developing potential tourism facilities, it must go through a process of research, inventory, and evaluation, to suit the wishes of the potential market and to determine the right and appropriate development (Marpaung in Hadiwijoyo, 2012). The development of tourism potential implies efforts to further increase the resources owned by a tourist attraction by developing physical and non-physical elements of the tourism system to increase productivity, carried out by rearranging various potentials and natural and biological resources in an integrated manner. The hope of developing a tourist area is an alternative that can encourage both economic potential and conservation efforts.

## **METHOD**

This study uses a qualitative descriptive method, which aims to be able to understand and find the phenomenon to be studied in a certain period. Data collection was obtained through observation and interviews. Field observations were deepened through in-depth interviews with several informants who were considered to know and understand the problems being studied. Researchers are human instruments, must interact with data sources, have broad insight, and can ask questions, analyze, and construct research objects to be clear and have meaning (Sugiyono, 2014).

## **RESULTS AND DISCUSSION**

### **The Origins of Mapaddegat Village.**

Mapaddegat is one of the hamlets in Tuapejat Village, North Sipora District, Mentawai Regency, West Sumatra. The original name of this Mapaddegat village is Belek Paddegat. In short, the first person who lived in Mapaddegat came from the sea in a canoe, and suddenly found the arrow in the canoe falling into the sea, the person spontaneously said: "belek padegat" in Mentawai language, be "Belek Padegat" the name of the

village. Then the name of Belek Padegat village changed to Mapaddegat, as stated by the Head of Mapaddegat Hamlet (interview on Thursday 27 February 2020)

### **Tourist Attractions on Mapaddegat Beach**

Tourist attractions play an important role, and are sought after by tourists in the tourism system, as marine tourism, Mapaddegat Beach has several attractions:

1. Surfing

Mapaddegat Beach has a good surfing location and is famous for its telescope waves (the waves resemble tubes). The location of the telescope waves on the beach of Mapaddegat is 100 meters from the seashore. To get to the telescope wave, use a surfing board or a speedboat.

2. Snorkeling

Mapaddegat Beach has a good snorkeling location, close to the telescope waves, the water is very clear, the coral reefs are very beautiful, and many fish can be seen clearly when snorkeling.

### **Accessibility to Mapaddegat Beach**

Ease of accessibility to reach Mapaddegat beach.

1. Land access to Mapaddegat beach

Land access to Mapaddegat beach is currently good, and new roads and bridges have been built by the Mentawai Islands Regency government. The road to Mapaddegat beach can be passed by tourists using two-wheeled or four-wheeled vehicles.

2. Sea Access to Mapaddegat Beach

Sea access to Mapaddegat beach has been smooth, and the government and the private sector have provided sea transportation, and some ships. These ships are used to carry passengers from Padang to the Mentawai Islands Regency.

### **Amenity at Mapaddegat Beach**

On Mapaddegat beach, there are already homestays equipped with public facilities, such as toilets, gazebos, art studios, cafeterias, and other facilities. Homestay is also used for the Mentawai Enchantment Festival event organized by the Mentawai Islands Regency Tourism and Youth Tourism Office. This beach is open to the public, so all tourists who come to visit are free of charge.

### **Discussion**

1. In the Law of the Republic of Indonesia No. 10 of 2009 concerning tourism, it is stated that tourist attractions are everything that has uniqueness, convenience, and value in the form of the diversity of natural, cultural, and man-made wealth which is the target of tourist visits. Mapaddegat Beach has a lot of potential to be developed, white sand beaches, blue seas, beautiful coral reefs, and good waves for surfing. This beach also has a long river, which can be used as a riverside tour by boat, while enjoying the view of the trees along the river. There is also another tourist attraction that can still be developed, the rice fields in the Mapaddegat village. The waves at Mapaddegat Beach are famous for being very good for surfing, classified as the second best waves after Hawaii, and favored by foreign and local tourists. However, not all tourists can surf there, due to quota restrictions, one wave spot can only be played by five to ten people. Limiting the quota for surfing activities, making riverside and rice fields an alternative tourist attraction that can be developed on Mapaddegat Beach.

2. Accessibility

Accessibility is the ease of reaching tourist destinations with various modes of transportation, both air, sea, and land. The results of the study (2019) prove that accessibility greatly influences the decision of potential tourists to visit a country or tourist destination. The land route on Mapaddegat Beach is quite

good, from 0 kilometers in the Tuapejat area to the beach the road has been concreted, so tourists who use motorbikes or cars are more comfortable visiting. In addition to land routes, inter-island ships as sea access from the city of Padang to Mapaddegat are provided by the government and the private sector. These ships serve island-to-island crossings such as Siberut, Sipora, and Sikakap which take eight hours. There is also a fast boat for crossing from Padang to Mentawai and vice versa with a travel time of three to four hours.

### 3. Amenity

Amenity is the availability of various facilities that can provide comfort, and satisfaction for tourists while traveling in a tourist destination. Facilities are information services, tour guides, local community attitudes, public facilities, and convenience facilities. Various facilities to support tourist destinations on Mapaddegat Beach have been built by the Mentawai Regency government, including homestays, places for performing arts, dances, and culture, as well as other public facilities such as toilets, gazebos, and other facilities. Some people's houses are used as homestays, although they are still simple and the facilities do not meet the standards.

### 4. Mapaddegat Beach Development Strategy

Tourism development is all activities and coordinated efforts to attract tourists, and provide all facilities and infrastructure, goods and services, and facilities needed to serve the needs of tourists. The Mentawai Regency Government has developed Mapaddegat Beach as a local community-based tourism village so that the community can participate in managing all the existing potential. As a community-based tourism village, the community itself carries out beach development with facilities provided by the local government. The involvement of all stakeholders in the development of marine tourism on Mapaddegat Beach is to improve the economy and community welfare.

## Mapaddegat Beach Development Strategy SWOT Analysis

SWOT analysis ((Strength, Weakness, Opportunities, Threats) is a tool used to develop the company's strategic factors (Rangkuti 2014). Various EFAS (External Strategic Factors Analysis Summary) factors were found covering opportunities and threats, as well as various IFAS (Internal Strategic Factors Analysis Summary) factors covering the strengths and weaknesses of Mapaddegat Beach Development Strategy. This matrix can describe how the external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses it has, resulting in four sets of possible alternative strategies. The results of observations and interviews at Mapaddegat Beach showed that

### Strength

1. Natural tourist attraction.
2. Have many wave points for surfing, snorkeling, and diving.
3. White sandy beach and clear seawater.
4. Sunset
5. The tourist location is very strategic

### Weakness

1. The amenities are not sufficient.
2. Tourist visits depend on sea access (uncertain whether)
3. Lack of government attention to tourism development on Mapaddegat beach.
4. Lack of community involvement in the development of Mapaddegat Beach.
5. Lack of tourist attractions on Mapaddegat beach

### Opportunity

1. Local people have the opportunity to open a place to sell souvenirs.

2. Opportunities for local communities to provide speed boat facilities, surfboards, snorkeling equipment, buoys, and swimming goggles
3. Opportunity to open a photography business.
4. Opportunities for private entrepreneurs to open lodging and cafes.
5. Local communities can provide parking services.

#### **Threats**

1. Long-term risk to beach sand and coral extraction activities.
2. High waves and bad weather
3. Lack of maintenance of homestay facilities
4. Pollution and environmental damage due to unruly tourist visits.
5. Lack of tourist attractions, thereby reducing the interest of tourists to visit.

Based on the strengths, weaknesses, opportunities, and threats from the analysis of the internal and external environment, an alternative strategy is formulated that can be used in the development of Mapaddegat Beach.

#### **S-O (Strength-Opportunity) Strategy.**

The S-O strategy is a strategy that uses the internal strengths of Mapaddegat Beach to take advantage of external opportunities. The strategies are:

1. Provide a place for selling souvenirs in cooperation with the Tourism Office and local communities, so that tourists can buy souvenirs that serve as promotional tools as well.
2. Opportunities for local people to open speedboat rental services and snorkeling equipment, to meet the needs of tourists who come for surfing and snorkeling.
3. Opening swimming equipment services such as buoys and swimming goggles, to meet the needs of swimming and diving equipment for tourists who come to swim and dive.
4. Opening photographer services with existing tourist spots and meeting the needs of tourists who want to take pictures with better and more satisfying results.
5. Opening inns, cafes, and facilities for tourists who come to visit and want to stay.
6. Opening parking services to maintain the safety of tourist vehicles, by utilizing a strategic location close to the beach and crowds.

#### **W-O (Weakness-Opportunity) Strategy**

The W-O Strategy is strategy aimed at overcoming the internal weaknesses of Mapaddegat Beach by taking advantage of external opportunities.

1. Increase local community awareness by taking advantage of business opportunities, such as selling souvenirs, cafes, lodging, and others. This effort will certainly increase the income of the local community.
2. Increase government and community awareness in planning and development of A3 Attractions, Accessibility, and Amenities, as well as implementing sustainable tourism programs (Sustainable Tourism).
3. Creating an integrated parking area at tourist attractions, by providing a special parking area for two-wheeled and four-wheeled vehicles, so that visitors' vehicles can be parked neatly and safely.

#### **S-T (Strength-Threat) Strategy**

The S-T strategy is a strategy that uses the strength of Mapaddegat Beach to avoid the impact of external threats. S-T strategies that can be carried out in the development of Mapaddegat Beach are

1. The community is involved in making regulations prohibiting the taking of beach sand and coral, and prohibiting the destruction of coral reefs, as well as regulations for protecting the beach environment, as well as imposing fines for all those who violate the rules.
2. Installation of taglines around the beach as a way to remind tourists and the public not to take beach sand and damage coral reefs and protect the beach environment.
3. Make a mutual agreement between the community and the café entrepreneur to keep the environment clean, and dispose of waste in the place provided. The application of fines for violating the agreement. The proceeds of the fine are used for operational costs for cleaning the beach. Through this agreement, it is hoped that the coastal environment will be maintained, clean, cool, and comfortable.

### **W-T (Weakness-Threat) Strategy**

The W-T strategy is a strategy aimed at reducing the internal weaknesses of Mapaddegat Beach and avoiding external threats by:

1. Improving amenities that have not been adequate to meet the needs of tourists. Development planning A3 Attractions, Accessibility, and Amenities, as well as implementing sustainable tourism programs (Sustainable Tourism), for the convenience of tourists and the preservation of the environment.
2. Conducting socialization with the community about the dangers of taking beach sand. all stakeholders are involved in terms of attractions, amenities, accessibility, and implementing sustainable tourism programs (Sustainable Tourism) so that the tourist attraction of Mapaddegat Beach can be maintained and is much more developed than before.
3. Increase the awareness of the government and the community in the development of Mapaddegat Beach tourism. Involving all stakeholders both in terms of attractions, amenities, accessibility, and implementing sustainable tourism programs (Sustainable Tourism), the Mapaddegat Beach tourist attraction will be maintained and much more developed than before.

### **CONCLUSION**

Based on the analysis and discussion that has been described, it can be concluded that the development of Mapaddegat beach as a tourist attraction is as follows:

1. In terms of local government policy, the Department of Culture, Tourism, Youth, and Sports has designated Mapaddegat Hamlet as a tourist area. The determination of the tourist village was followed by the formation of the Mapaddegat Tourism Village organization. The determination of the tourist village is followed by the formation of the Mapaddegat Tourism Village organization which becomes a tourism actor that manages the potential in its territory.
2. Mapaddegat hamlet is a very potential area for the development of the tourism sector, because of the tourist attractions of surfing, rivers, rice fields, sunset views, and many more potentials that have not been explored by the government or local communities. The community has formed a tourist village group and is ready to welcome tourists with their hospitality.
3. There are several weaknesses in terms of transportation to the wave point, the lack of accommodation facilities, restaurants, and public facilities, and other supporting facilities, and the lack of qualified human resources to manage Mapaddegat Hamlet. It has a negative impact on tourist visits.

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