

Natural Attraction Development Strategy of Ane Epiah Kali Ayndrat Waterfall in Syakwa Village, Miyah District, Southwest Papua

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KEYWORDS	ABSTRACT
ane epiah waterfall, development strategy, natural SWOT, tourism, tourists	This study aims to find out the potential of Ane Epiah Kali Ayndrat Waterfall and its tourist attractions; analyze the strengths, weaknesses, opportunities and threats of the tourist attractions; and to formulate a strategy for developing the Ane Epiah Waterfall tourist attraction based on a SWOT analysis. The data of this study were collected through literature review methods, observation and in-depth interviews with Pokdarwis, the government tourism office, and traditional stakeholders related to waterfall tourism. Meanwhile, the data were analyzed descriptively, and to determine the strategy for developing tourist attractions, a SWOT analysis was conducted. The results of this research reveal that Ane Epiah Waterfall has great potential to be developed as a tourist attraction and destination. The existence of this waterfall is supported by surrounding attractions such as the Kamundan River, an ecotourism site where people enjoy fishing and rafting; the Aysheyuoh River, a popular bathing spot; the waterfall forest area, which serves as a playground for Cendrawasih (birds of paradise); jungle adventures featuring the flora and fauna of Siakwa; a water source for flocks of birds; and the cultural tourism attraction of Miyah Tribe, including farming, sago harvesting, hunting, culinary experiences, and Noken crafts. The development of Ane Epiah Waterfall must be community-based, integrating three key dimensions: economic, environmental (sustainability/conservation), and socio-cultural. The development and management of tourist attractions should be carried out by local communities as the main actors under the concept of community-based tourism (CBT).

INTRODUCTION

Indonesia has abundant natural resources, making it a diverse and attractive tourist destination. One of the tourism potentials that has not been widely explored is the Ane Epiah Kali Ayndrat Waterfall in Syakwa Village, Miyah District, Southwest Papua. The natural beauty that is still pristine and the uniqueness of the local culture make this waterfall a strong candidate to be developed into a leading tourist destination. However, developing tourist destinations in remote areas like this requires a mature and sustainable strategy.

The development of nature-based tourism in Indonesia often faces challenges such as limited infrastructure, minimal promotion, and lack of local community participation. A study by Devy (2017) emphasized the importance of comprehensive planning in the development of nature tourism objects to ensure sustainability and economic benefits for local communities. In addition, research by Salsabila and Fauzi (2021) showed that active community participation in the development of tourist villages can improve the social and economic welfare of local communities.

The strategy for developing nature tourism must consider the analysis of existing potentials and challenges. Budiani et al. (2018) in their study of Sembungan Village emphasized the importance of a community-based approach in developing sustainable tourism. This approach not only improves economic welfare but also ensures the preservation of culture and the environment. In addition, Laroza et al. (2023) in their study of

Liki Island in Papua highlighted the need for thorough preparation to achieve sustainable coastal tourism, including the involvement of local communities and the development of adequate infrastructure.

Effective promotion is also key to attracting tourists. Research by Altab et al. (2018) on marine ecotourism in Lampung shows that the right promotional strategy can increase the number of tourist visits and have a positive impact on the local economy. In addition, the role of Village-Owned Enterprises (BUMDes) in developing community-based tourism, as discussed by Susenohaji et al. (2019), can be an effective model in managing and promoting new tourist destinations.

This study aims to formulate a development strategy for the Ane Epiah Kali Ayndrat Waterfall Natural Tourism Object by identifying the potential, challenges, and opportunities that exist. With an integrated and sustainable approach, it is hoped that this destination can provide a real contribution to the development of the tourism sector in Southwest Papua and improve the welfare of the local community.

1. Natural Tourism Potential in Indonesia

Indonesia has abundant natural resources, making it a diverse and attractive tourism destination. Devy (2017) emphasized that the development of natural tourism objects and attractions must consider local potential and involve local communities to achieve sustainability and economic prosperity.

2. Challenges in Developing Nature Tourism

The development of nature tourism often faces challenges such as limited infrastructure, lack of promotion, and minimal participation of local communities. Arisandi (2020) in his study of the Curug Psuk Waterfall in Central Bengkulu identified that the lack of supporting facilities and difficult accessibility were the main obstacles in developing nature tourism destinations.

3. Strategy for Developing Natural Tourism Destinations

The strategy for developing natural tourism must include a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to formulate effective steps. Cornelis et al. (2019) in their research on Mount Fatuleu in Kupang Regency emphasized the importance of careful planning and the involvement of all stakeholders in the development of natural tourism objects.

4. Sustainable Tourism Management

Sustainable tourism management is key to preserving local nature and culture. Rosidah et al. (2024) highlighted that developing tourism objects that focus on nature conservation and active community participation can strengthen the local economy and ensure environmental sustainability.

5. The Role of the Community in Tourism Development

The participation of local communities in the development of nature tourism is very important for the success and sustainability of the destination. Juanda et al. (2021) in their study of the Telaga Warna Nature Tourism Park emphasized that community involvement in the management of tourist attractions can improve the quality of services and environmental conservation.

6. Promotion and Marketing of Tourist Destinations

Effective promotion through various media, including digital, can increase tourist visits. Rusmana et al. (2018) in their research on Leles Camping Grounds in Mount Ciremai National Park emphasized the importance of targeted marketing strategies to attract visitors.

7. Tourism Potential and Feasibility Analysis

Analysis of the potential and feasibility of nature tourism is needed to determine the appropriate development strategy. Juanda et al. (2021) conducted an assessment of tourism potential in Telaga Warna Nature Tourism Park and suggested the development of facilities and more intensive promotion to increase tourism appeal.

8. Case Study of Nature Tourism Development

Case studies of nature tourism development in various regions can be a reference in formulating effective strategies. Arisandi (2020) in his study of Curug Psuk Waterfall provides an overview of the challenges and opportunities in developing nature tourism in the area.

9. Government Policy in Tourism Development

Government policies that support the development of natural tourism greatly influence the success of tourist destinations. Cornelis et al. (2019) emphasized that regulations and local government support are important in the development of natural tourism objects such as Mount Fatuleu.

10. Environmental Conservation in Nature Tourism

Environmental conservation must be a priority in the development of nature tourism to maintain the sustainability of the ecosystem. Rosidah et al. (2024) emphasized that sustainable tourism management must pay attention to local nature conservation to support the community's economy.

METHOD

This study uses a qualitative approach with a descriptive method. This approach was chosen to describe the actual condition of Ane Epiah Kali Ayndrat Waterfall, including the potential, challenges, and opportunities for developing tourism objects. In addition, this study also uses a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to formulate a comprehensive development strategy. Data collection techniques include: Field Observation, In-depth Interviews with related parties, such as local communities, village heads, tourists, and Tourism Office officials, Documentation and Literature Study. Data validity is carried out through triangulation of methods and sources. Data from observations, interviews, and documentation are compared to ensure consistency. Opinions from local communities, government, and tourists are also compared to gain a broader perspective. Data are analyzed qualitatively with the Milles and Hubberman (1994) approach with the following steps: Data Reduction, Data Presentation and Conclusion Drawing. SWOT analysis is used to identify strengths, weaknesses, opportunities, and threats that influence the development of Ane Epiah Waterfall as a tourist destination.

FINDING AND DISCUSSION

Findings

1. Tourism Potential of Ane Epiah Waterfall

Based on the results of observations, Ane Epiah Waterfall has a main attraction in the form of natural beauty that is still pristine, surrounded by tropical forests rich in flora and fauna. This waterfall has a stable water discharge throughout the year, making it an ideal destination for nature tourism. In addition, the friendly culture of the Syakwa Village community and local traditions can be an additional attraction for tourists.

The results of interviews with local people showed high enthusiasm to support the development of this destination. They hope that tourism development can increase economic income, especially through their involvement in local businesses such as providing food, tour guides, and home-based accommodation (homestays). This is in line with research by Salsabila and Fauzi (2021) which shows that local community participation can strengthen the sustainability of tourism management.

2. SWOT Analysis

The results of the SWOT analysis provide a comprehensive picture of the current condition of Ane Epiah Waterfall:

a. Strengths

Natural beauty, a calm natural atmosphere, and local cultural diversity are the main assets that make Ane Epiah Waterfall a potential destination.

b. Weaknesses

Difficult accessibility and minimal supporting facilities such as roads, public toilets, and parking lots are the main obstacles. In addition, there has been no effective promotion to attract tourists.

c. Opportunities

Local government support for tourism development in Southwest Papua creates great opportunities for this destination. The nature-based tourism trend also provides the potential to increase the attractiveness of tourists, both domestic and international.

d. Threats

The risk of environmental damage due to over-exploitation and competition with other more developed tourist destinations are significant challenges.

The results of this analysis emphasize the importance of a comprehensive approach to address weaknesses and threats while utilizing existing strengths and opportunities.

3. Development Strategy

Based on the results of the analysis, several development strategies that can be implemented are as follows:

a. Infrastructure Improvement

Building and improving road access to the waterfall location to make it easier for tourists. Provision of supporting facilities such as parking areas, public toilets, and rest areas is also very necessary.

b. Community-Based Management

Local communities need to be actively involved in managing tourist destinations, for example through training tour guides, managing homestays, and providing local products such as crafts and traditional food. This strategy is in line with research by Mistriani (2020) which shows that community-based tourism can improve community welfare.

c. Tourism Promotion

Utilizing social media and digital platforms to promote Ane Epiah Waterfall as an ecotourism destination. Campaigns based on local cultural narratives and natural beauty can increase the attractiveness of this destination, as expressed by Altab et al. (2018).

d. Environmental Conservation

Maintaining environmental sustainability through good waste management and limiting the number of visitors to avoid excessive exploitation. This step is important to ensure that tourism development does not damage the natural ecosystem around the waterfall.

DISCUSSION

From the results of this study, it can be seen that Ane Epiah Waterfall has great potential to be developed as a leading tourist destination in Southwest Papua. However, the success of developing this destination is highly dependent on government support, community involvement, and sustainable management. This finding is in line with the study by Budiani et al. (2018) which shows that the development of nature tourism requires synergy between the government, local communities, and the private sector. In addition, the importance of sustainability-based management, as expressed by Paramitha et al. (2020), is also a major factor in ensuring that this development not only provides economic benefits, but also protects local natural and cultural resources.

CONCLUSION

Ane Epiah Kali Ayndrat Waterfall has great potential to be developed as a leading tourist destination in Southwest Papua. With its natural beauty, rich flora and fauna, and the cultural traditions of the Syakwa Village community, this waterfall can attract domestic and international tourists. However, the development of this destination faces various challenges, such as difficult accessibility, lack of supporting facilities, and minimal promotion and branding of the destination.

Based on the SWOT analysis, the development of this destination can be carried out through a comprehensive strategy, including:

1. Infrastructure Improvement: Improvement of road access and construction of supporting facilities to improve tourist comfort.
2. Community-Based Management: Involvement of local communities in tourism management, such as providing homestays, local products, and training of tour guides.
3. Digital Promotion: Use of social media and digital tourism platforms to increase destination visibility and attract more tourists.
4. Environmental Conservation: Implementation of sustainable management to maintain the sustainability of the ecosystem around the waterfall.

With an integrative and sustainability-based approach, the development of Ane Epiah Waterfall can have a positive impact on the local economy, while maintaining environmental sustainability. This success requires synergy between the government, the community, and the private sector to optimize the potential of this natural tourism in a sustainable manner.

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