

Development of Natural Tourist Attractions of Kobo Kecil Village Molimpungan Waterfalls

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ABSTRACT

Kotamobagu City is a service city where most of its income is obtained from trade, hotel, health and other services. As a service city, it is necessary to develop existing potentials, for example in terms of tourism which is generally found in every region, in which case there is potential. One of the tourist attractions is in Kobo Kecil Village, South Kotamobagu District, Kotamobagu City in the form of the Molimpungan Waterfall natural tourist attraction which requires redevelopment so that it can have an impact on the economy of the surrounding community and Kotamobagu City in general. The research method used is qualitative descriptive analysis, with SWOT analysis techniques. The results of the research explain that the City of Services, by developing tourism potential, apart from having an impact on the surrounding economy and society in general, can also contribute to local original income. By developing this tourist attraction, it can encourage the surrounding community to be more creative and active so that it can encourage the opening of new employment opportunities and encourage improving the economy of communities around tourist attractions and increasing opportunities for both small and medium businesses. The emergence of new jobs and business opportunities can increase community income and local revenue so that it can finance the development of existing facilities and infrastructure at the Molimpungan Waterfall natural tourist attraction.

Keywords: potential; community economy; local revenue; employment opportunities.

INTRODUCTION

Municipalities are centers of settlements and activities of residents that have boundaries of administrative territory. It is regulated in the Domestic Government Regulation Number 2 of 1987 concerning the Drafting of Town Plans. The diversity of conditions of urban areas in different countries becomes one of the triggers for the differences themselves. In addition, cities are studied in various fields of science with different perspectives, such as geography, economics, anthropology, sociology, to planology (regional planning). The development of cities in Indonesia is largely determined by the service object (Suryani dan Kumala, 2021; Zulpikar et al., 2017). Population increase becomes the main supporting factor for the development of the region (Munawir et al., 2019; Rusdiyanto dan Munawir, 2023).

As a service town of Kotamobagu City its income is greater derived from the proceeds of its main services trade, hospitality, health and other services. As a service city Kotamobagu City needs other opinions to develop for example tourism because tourism is a good opportunity to isolate the area's original income and impact the economy of the surrounding community and open up new jobs and businesses thus impacting the income of the surrounding community and the community in general. Tourism development is a strategy that is carried out to improve, improve, and advance tourist attraction so that the number of tourists increases so that the public and the government can feel the positive impact (Ismail, 2020; Chaerunissa dan Yuniningsih, 2020; Munawir et al., 2023; Anshary et al., 2023). According to Amir and Hendrajana (2018) explain that tourism development is an effort made to improve and develop a product or add to that type of tourism product.

The tourist attractions that exist in Kotamobagu City can be grouped into four namely: natural tourism, artificial tourism, cultural tourism, religious tourism. Such tourism objects besides being visited by domestic tourists are also visited by foreign tourists. Further development areas -each type

of tourism that exist in Kotamobagu City include: (1) Molipungan Waterfall (2) Mongkonai Waterfall (3) Boliangonan Waterfall (4) Mobuya Falls. Kotamobagu Mayor Regulation No. 26 of 2017 On Determination of Tourist Village Area Based on Community Empowerment in Kotamobagu City Chapter 2 Article 3 Objectives: (1) To raise awareness of the community and local residents of the importance of environmental planning and maintenance as an effort to maintain the existence of existing cultural and tourist potential. (2) Provide encouragement, motivation and create opportunities for people in the tourist village area and its surroundings as actors, workers and tourism business owners.

Based on the Determination of Tourist Village Area in Kotamobagu City, one of the development priorities is in Kobo Kecil Village, namely Molimpungan Waterfall. Natural tourism object Molimpungan Waterfall is located in Kobo Kecil Village District Kotamobagu South District Kotamobagu City which has a land area of about ± 2 Ha Kobo Kecil Village is bordered by Kebo Besar Village on the east side Poyowa Besar Village I is called West Motoboi Besar Village on the north and on the east is directly adjacent to East Bolaang Mongondow District.

With the tourist potential located in Kobo Kecil Village of Kotamobagu District South Kotamobagu City, it has its own uniqueness because it is one of the Waterfalls in Kotamobagu City and North Sulawesi in general so it will require the development of both means and infrastructure to support it. With the existing potential, the fundamental problem is the means of supporting infrastructure in the form of road access and lighting that are very important in helping the development of such tourist attractions. Therefore, this study aims to know the condition of Molimpungan Waterfall Tourism Object as a City development by prioritizing Service objects with tourist theme and further analyzing the development strategy of Molimpungan Waterfall Natural Tourism Object.

RESEARCH METHODS

Research method with Primary Data Collection Technique is direct observation to the study area, namely Kobo Kecil Village and directly to the location of tourist attractions as well as direct interviews with surrounding residents. Secondary data data the author directly collected on several related services include: (1) Kotamobagu City Tourism Office, (2) Kotamobagu City PUPR Office, (3) Kotamobagu In Numbers and (4) Kobo Kecil Village Office. Based on primary and secondary data the authors analyze based on 3 (three) methods of analysis namely (1) qualitative analysis, (2) descriptive analysis, (3) demographic analysis and (4) infrastructure analysis. The methods and techniques used in this study are divided into 3, namely data collection, data processing, data analysis, discussion and conclusion drawing (Munawir et al., 2022b). The data analysis technique used is qualitative descriptive analysis with SWOT analysis. The SWOT analysis method is a technique for estimating the best way to strategize through a framework of strengths, weaknesses, opportunities, and threats.

RESULTS AND ANALYSIS

Region Analysis of Tourist Locations

Kobo Kecil Village which is the study area is located in East Kotamobagu District with an area of 8.78 Km² or 33.14 percent of the area of the eastern kotamobagu district with an area of 26.50 Km², Geographically located between 0° North Latitude and extending from West to East between 123° — 124° East Longitude, Kobo Kecil Village is bordered by Kebo Besar Village to the east of Poyi Village Owa Besar I in the West of Motoboi Besar Village, on the north and on the east is directly adjacent to Bolaang Mongondow District east of these boundaries. can be seen on the village administration map below:

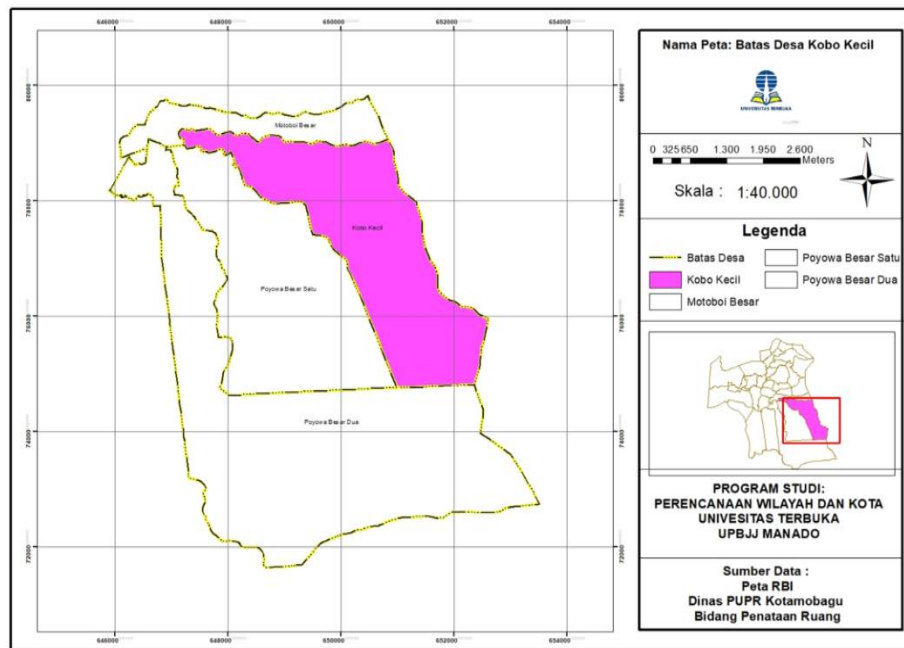


Figure 1. Kobo Kecil Tourist Attractions

The number of inhabitants of Kobo Kecil villages in 2023 or the end of 2022 amounted to 3,073 with male population of 1,602 inhabitants and female population of 1,471 inhabitants data table number of population by gender can be seen in the table below.

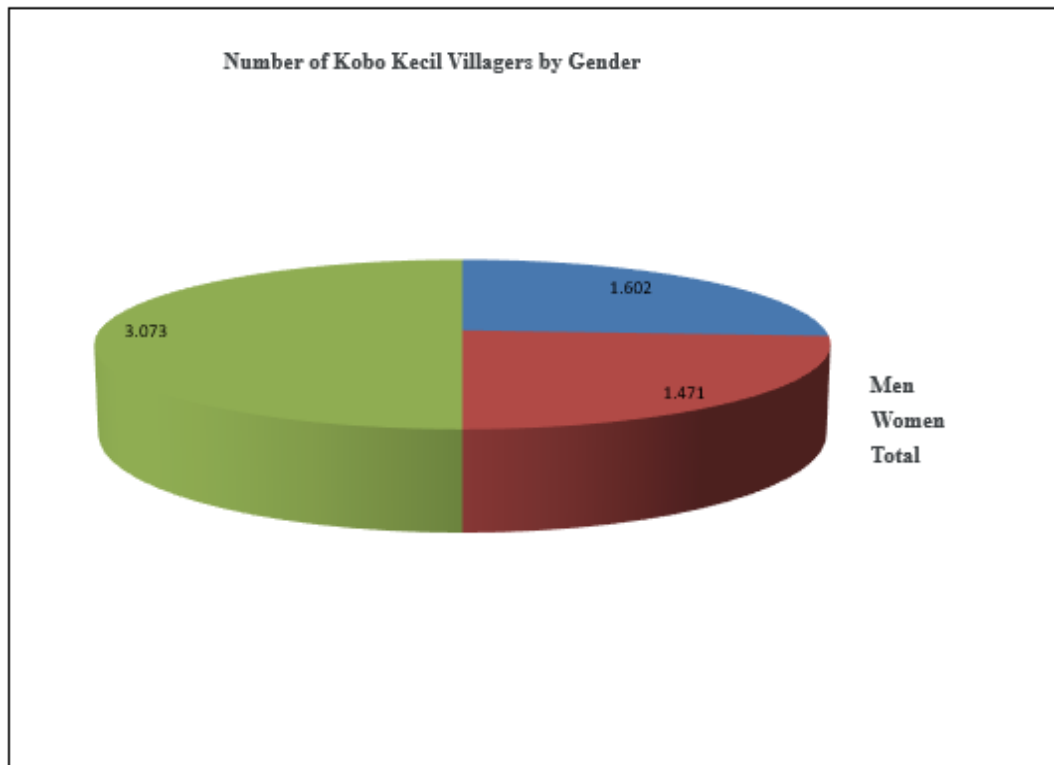


Figure 2. The number of inhabitants of Kobo Kecil village

Road Network Analysis

In general, the road network in Kobo Kecil villages is in a stable condition well connected with the city center, surrounding villages and other neighborhoods, in the process of construction, improvement and rehabilitation of roads are generally made through regional budgeting and supported by village funds that are annually distributed by the central government. Although every year there are repairs and improvements of roads, there are still some sections of roads that are severely damaged or less viable that are only partially passed by two-wheeled vehicles and pedestrians, especially the sections of roads that connect agricultural centers located in small kobo villages and most importantly that connect to the natural tourist area because from the results of the visit to the field the access road to the residents' agricultural center and tourist area is still in a heavily damaged condition and is only passed by two-wheeled vehicles and pedestrians the length of the road Based on the conditions you can see in the table below:

Table 1. Condition of Road Network of Kobo Kecil Village

No	Good	Low risk	High risk	Road of long
1	7.532,54	809,87	222,37	8.564,78

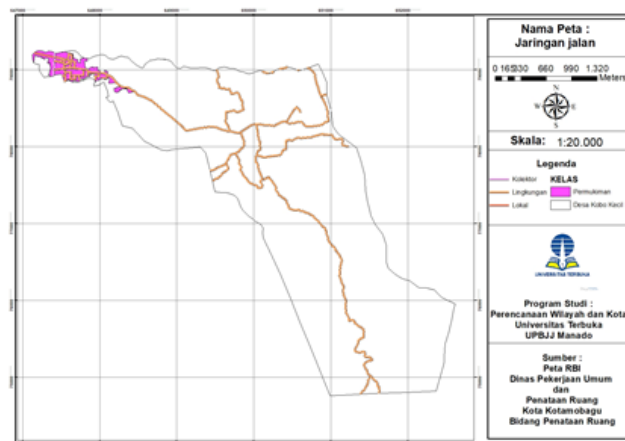


Figure 3. Kobo Kecil Village Road Network Map

Analysis of Facilities and Infrastructure

In general, the needs of the electricity network in Kobo Kecil Village have been met well which can be seen by the many electricity poles scattered in the research location, which are utilized for household needs, street lights and for other needs while for the connection to the development plan there is no connection and this is an important factor in supporting the tourist area whose plans to develop the conditions of electrical connection and light poles both at the position in the village and to the center of the development plan can be seen on pictures follows.



Figure 4. Condition of power grid in Kobo Kecil village Source survey in 2023

Most residents of Kobo Kecil Village still use open wells in daily consumption. In addition to getting supplies from PDAM of Bolaang Mongondow Regency, residents in small Kobo Village also use clean water from the clean water management installation located at the study site managed by the Kotamobagu City PUPR Office, although they still do not reach all houses because there are still leaks in pipelines and need regular repairs.

In the development plan of the tourist area water also plays an important role in the development process because water is a basic daily requirement. Clean water management installations and pipelines can be seen in the following figure:



Figure 5. Condition of water network in Kobo Kecil village Source survey in 2023

Analysis of Molimpungan Natural Tourism Area

Molimpungan natural tourist area is one of the tourist areas located in the city of kotamobagu, its exact location is in the district of kotamobagu east of the Kobo Kecil village. This tourist area has an area of ± 2 Ha which is located in a location that can pamper visitors with waterfalls and clear water so as to pamper visitors with the clarity and beauty of the tourist area.

In the beauty of this natural tourist area, there are still some obstacles or shortcomings, especially supporting infrastructure such as roads, power grid maintenance and other supporting infrastructure. Based on the results of the survey and visits to the department dealing with tourism issues in the future through the city tourism program, Kotamobagu will work with the local village authorities to develop the area in question, both infrastructure improvement and other development plans to strengthen the tourist attraction in the area. The area in question can be seen in the image below:



Figure 6. Sources of 2023 field survey data

Analysis of Tourism Development Strategies

SWOT is an acronym for the strengths, weaknesses, opportunities, and threats of the company's external environment. According to Jogiyanto (2005:46), SWOT is used to assess the strengths and weaknesses of a company's resources and the external opportunities and challenges it faces. To improve and formulate a waterfall natural tourism development strategy SWOT analysis by first identifying strategic factors (strengths, weaknesses, opportunities-threats) and natural tourism. The data on the strategic factors of natural tourism of the waterfall were then processed using SWOT analysis tools to obtain the formulation of tourism development strategy. The SWOT matrix can clearly describe how opportunities and threats from external factors faced by tourism are adjusted to its strengths and weaknesses. The SWOT martrick analysis is described in a matrix with 4 possible strategy alternatives, namely the strength-opportunity strategy (S-O strategy), the weakness-opportunity strategy (W-O strategy), the strength-threat strategy (S-T strategy), and the weakness-threat strategy (W-T strategy). Here is a SWOT analysis of tourism potential in Kecil Kobo Village:

Table 2. Results of SWOT Analysis Strategy for Development of Natural Tourism Potential Molimpungan Kobo Kecil Village

Strengths (S)	Weaknesses (W)
Bonus Demographics	Support infrastructure is inadequate
Has a natural tourism area in the form of waterfalls	Budget limitations for infrastructure development
	Human resources
	Still lack of promotion for tours

Opportunities	Strategy (SO)	Strategy (WO)
Kotamobagu City Government through Tourism Department is getting more intense in tourism development program plan	Pay more attention to development priorities through community proposals in musrembang	Assisting the community in controlling the village planning process
Through the Communication and Information Office of the City of Kotamobagu, more and more intense in conducting promotions through the Internet media	Improving the contribution of community groups in the advancement of the travel industry starting from the preparatory and assessment phase	Does not depend on budgeting on the General Allocation Fund and maximizes budgeting opportunities on the Special Allocation Fund
With a large surplus of areas, opportunities for economic progress	Optimize and maintain the tourism potential	Local governments in supporting the economy, especially in agriculture, can reduce the number of functionaries
Institutional Strengthening and the existence of road sections from the province provide an opportunity for the flow of access of people from outside to enter the study area	Institutional strengthening and Conducting tourism promotion in Kobo Kecil Village.	implementation of local government through related services through the proposed path to the provincial government related to developing road infrastructure
Threats	Strategy (ST)	Strategy (WT)
There is potential for beach tourism in other regions	Maintain the quality of the village and develop the tourist potential of Kobo Kecil Village	Optimize, improve and develop a resourceful tourist village with potential both in terms of resources and village infrastructure
Lack of coordination	Build coordination between local legislatures and parties by expanding the reach of foundations and the travel industry	Optimize cooperation in the village as well as outside the village
There is a shortage of the development budget because the amount of available budget does not correspond to the incoming proposal	To cooperate both in terms of the economy and for the interweaving of common welfare	Provide guidance and explanation to local people about the potential they have in order to maintain local money turnover and to work with government assistance to the people of Kobo Kecil

In table 2, it is shown that the Results of SWOT Analysis of the Natural Tourism Potential Development Strategy of Molimpungan Kobo Kecil Village in the strategy of seeing opportunities and strengths that should be focused is an integrated effort to pay attention to development priorities through the utilization of the community on a large scale, increase the contribution of community groups in the progress of the travel industry starting from the preparation and assessment stage, and optimize and maintain the tourism potential it has. The prioritized strategy of seeing the strengths and threats is to maintain the quality of the village and develop the tourism potential that Kobo Kecil Village has, Establish coordination between legislatures and local parliaments by expanding the reach of foundations and the travel industry, establish coordination between legislatures and local parliaments by expanding the reach of foundations and travel industries, and Undertake good cooperation both economically and to promote mutual well-being. In the strategy for dealing with weaknesses and threats, the main priority is Assisting the community in controlling the village planning process, Independent of budgeting on the General Allocation Fund and maximizing budgeting opportunities in the Special Allocation Fund, the local government in supporting the economy, especially in agriculture, can reduce the number of functionaries, as well as the implementation of local government through related services through the proposed path to the provincial government related to developing road infrastructure. The results of this study are in line with the research of Sukmana and Islamy (2019) which explains that increased development should be in line with the aspirations of the community. On the other hand, Qori'ah et al (2019) say that tourism development still maintains ecological and social conditions in order to increase the economic value of tourism. Institutional development is a strengthening of the development of an Area because it can maintain the integrity of interconnected or concerned communities, community institutions can hold social control systems such as community surveillance systems to their members (Munawir et al., 2022a; Munawir et al., 2021).

CONCLUSION

Based on the results of the above discussion, the author can conclude the following: 1) Kobo Kecil village is a village located in the eastern kotamobagu subdistrict which has a larger area than other villages in the eastern kotamobagu district with a large area bonus so that it has the potential to grow in the economic field both from agricultural products and the results of the development of tourist attractions; 2) The Kobo Kecil village has a demographic bonus that can support the development of tourist attractions, by seeing the number of inhabitants based on the employment of more residents working as farmers so that with this development plan it can open employment for the residents who are located in the tourist area; 3) Supporting infrastructure such as roads, power grids and clean water are still lacking, especially roads that provide access to development and power grids that cannot be connected to development centers; 4) There is already this initiative from the local government through the local government in the city tourism department of kotamobagu to plan the development of the tourist area so as to help the economic growth and opinion of the surrounding community of the area and the city in general. 5) The main strategies developed from the results of the SWOT analysis are prioritizing development through community proposals, increasing the contribution of community groups in the progress of the travel industry starting from the preparation and assessment phase, as well as optimizing and maintaining the tourism potential it has, Institutional strengthening and Carrying out promotion of existing tourism in Kobo Kecil Village.

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