

Planning For Bonebula Beach Tourism Objects In Towale Village, Central Banawa District Donggala Regency

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Abstract

This research aims to find out the physical feasibility of Bonebula beach, which is then continued by measuring the matrix of land suitability that has been owned by Bonebula Beach to become viable as a beach tourism object, then developed using the SWOT analysis method to make Bonebula beach one of the favorite tourist attractions in Donggala Regency, especially beach tourism objects. The type of research conducted is quantitative descriptive, with the geographical approach used, that is, the ecological approach. This research uses observation techniques and measurements directly in the field as well as data collection through library study. The results showed that Bonebula beach is broadly in the appropriate category (S2) to be developed into a coastal tourist attraction with indicators of land suitability being at a value of 380 with the provision of land conformity matrix value $S1 = >400$, $S2 = 200 - 400$, $S3 = 100 - 200$, and $NT = <100$. While the feasibility level of Bonebula Beach tourism was developed by the SWOT analysis method, the matrix used in this study using the efas matrix and EFAS obtained SWOT diagram with SO strategy that has strength and opportunity. Bonebula Beach Tourism Object has a great opportunity as a favorite tourist destination in Donggala Regency. The matrix used in this study using efas matrix and EFAS obtained SWOT diagram with SO strategy that has strength and opportunity. Bonebula Beach Tourism Object has a great opportunity as a favorite tourist destination in Donggala Regency. The matrix used in this study using efas matrix and EFAS obtained SWOT diagram with SO strategy that has strength and opportunity. Bonebula Beach Tourism Object has a great opportunity as a favorite tourist destination in Donggala Regency.

Keywords: SWOT Analysis, Tourism Object, Donggala Regency

1. INTRODUCTION

The state of Indonesia has natural potential, diversity of flora and fauna, ancient heritage, historical heritage, as well as art and culture, all of which are a resource and capital of great significance for the development and improvement of tourism. This capital must be utilized optimally through the implementation of tourism which generally aims to increase national income in order to improve people's welfare. With the tourism potential that is owned, it is still possible to increase state revenue from the tourism sector. The limited support for infrastructure and facilities in supporting tourism activities has resulted in a decrease in the attractiveness of tourism objects.

Spatial planning not only provides direction for investment locations but also guarantees the maintenance of quality space and maintains the existence of tourism objects as national assets. The development of tourism activities requires spatial allocation arrangements that can ensure sustainable development in order to achieve community welfare. This is in accordance with the basic principles of spatial planning, which aims to increase the use of natural resources and artificial

resources in an efficient, effective, and efficient manner to improve the quality of human resources, realize the protection of spatial functions and prevent and overcome negative impacts. To the environment and realize a balance of welfare and security interests.

Donggala Regency is one of the regencies in Central Sulawesi Province, which has superior regional potential, including forest area, plantation sector, fishery sector, mining sector, and tourism sector. The vision of the Donggala Regency Tourism and Culture Office is "The Realization of Integrated, Sustainable and Sustainable Management and Development of Local Tourism and Culture for Improving Community Welfare," and one of its missions is "Making Donggala Regency a Tourist Destination Area in Central Sulawesi Province," with the vision and the mission is the Donggala district tourism area must be developed.

The number of tourist visits to Donggala Regency increases every year. According to data obtained from RIPPARDA/RIPPARKAB Donggala that the number of tourist visitors in the last five years, namely 2014-2018, there was an increase in the number of visitors. Especially in 2016, because that year, a very unique and rare natural phenomenon occurred, namely a total solar eclipse. The level of tourists in that year was around 97,909 tourists visited Donggala Regency. Compared to the years before and after, the number of tourists is also quite high because the level of tourism in Donggala Regency is very dominant to be used as a tourist visit destination.

Bonebula Beach is located in Towale Village, Central Banawah District, Donggala Regency. The distance between Pesenti (Sea Center) and Bonebula beach is quite close - + 30 meters behind the Pusenti (Sea Center) tourist area so that they can support each other as a tourist area. However, there are no accommodation facilities at Bonebula Beach, which causes tourists who intend to stay to choose Pesenti (Sea Center) and Tanjung Karang as vacation destinations. This research is a follow-up study from previous research, namely research on Resort Hotel Design conducted by Haryanto. This research is continued with different aspects, namely regarding the physical feasibility of the Bonebula beach tourism object.

2. RESEARCH METHOD

The research conducted is descriptive and quantitative using an environmental approach (ecological approach). Descriptive research is research that has a pattern that describes what is in the field and seeks to describe the data (Sudjarwo, 2001), while the notion of quantitative, as the name implies, is demanded by numbers, starting from data collection, interpretation of the data, as well as the appearance of the data. The result. Likewise, understanding of research conclusions will be better if it is also accompanied by tables, graphs, charts, pictures, or other displays (Arikunto, 2006).

Burhan Bungin (2010) also adds that quantitative research in descriptive format aims to explain, and summarize various conditions, various situations, or various variables that arise in the community that is the object of the research based on what happened. Then raise to the surface the character or description of the condition, situation, or variable.

2.1 Types Of Research

The type of data used in this study is the type of primary and secondary data.

1. Primary data

Primary Data is Data taken directly at the research location in the form of measurement data on the potential physical inventory that will be used to determine the feasibility level of developing a tourist attraction in the field and documents or data from interviews that have been conducted by researchers to the government and local communities. Primary Data is data obtained or collected by researchers directly from the data source.

2. Secondary Data

Secondary Data is data obtained or collected by researchers from various existing sources (researchers as second hand). Secondary Data is generally in the form of evidence, notes, or written reports that have been compiled in archives (documentary data) published and unpublished, in the form of documents or archives both in local and local governments. The following are the types and sources of data in this study, as listed in Table 1.

Table 1 Types And Sources Of Data

No	Variable	Instruments	Data type	Data source
1	Bonebula Beach tourism feasibility	Field measurement	Primary data	Bonebula Beach
2	The carrying capacity of Bonebula Beach tourism objects	Interview	Primary data	Towale village residents and visitors (respondents)
3	Bonebula Beach tourism development using the SWOT analysis method	Analysis field and Interview	Primary data	Bonebula Beach and local government

2.2 Data Collection Technique

Techniques used in data collection include:

1. Observation

Observation is direct observation and can be done with tests, questionnaires, picture recordings, and sound recordings (Arikunto 2006). The collection technique using the Observation method at Bonebula Beach Tourism is aimed at the local government of Donggala Regency, namely the Regency Tourism Office and the Towale Village government. Data collection is carried out through questionnaires and recording images. The interview questionnaire, in this case, is in the form of a list of questions such as the Physical feasibility matrix table, the IFAS, and EFAS matrices, which are directly given questions to the informants and a tourist site analysis questionnaire, and image recording is a technique that is carried out as one of the evidence of the appearance of tourist sites and evidence of interviews with source person.

2. Review The Library

A literature review is collecting data by looking at the process documents and results of the physical feasibility of the Bonebula Beach Tourism Object and other libraries that support the research. Data collection techniques using the literature review method were carried out because, in this case, the researchers matched the physical feasibility criteria of the Bonebula beach tourism location with a matrix of physical feasibility criteria for beach

tourism. Researchers also use other studies to make comparisons and similarities in each measurement method so that researchers can collect data according to the formulation and research objectives in measuring Bonebula Beach in Towale Village, Banawa Tengah District, Donggala Regency.

3. Measurement

This technique is used to observe the condition of the research object, which is carried out directly to obtain data that supports the research objectives. Measurements made by researchers include at the research point.

2.3 Data Processing And Data Analysis Techniques

Data analysis in this study used the quantitative descriptive analysis method with the ESL approach method supported by map analysis and SWOT analysis, namely data obtained from the field quantitatively based on the subject matter, then reviewed and analyzed first using land suitability analysis for coastal tourism. The measurement reference parameters are as follows:

2.4 Emphasize land suitability analysis

Tourism land suitability analysis uses a suitability matrix based on the importance of each parameter to support the area. Matrix of coastal land suitability (Syahru Ramadhan et al., 2015).

2.5 SWOT Analysis Techniques

After collecting information that affects the continuity of the development of the Bonebula Beach Tourism Object, the next stage is to use this information in the formulation of strategies. The tool used to compile strategic development factors is the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced by the Bonebula Beach Tourism Object can be adjusted to its strengths and weaknesses. The SWOT analysis matrix produces four sets of possible alternative strategies. This analysis is used to find out the strengths, weaknesses, opportunities, and threats or challenges they have. The strategies used in the SWOT analysis are as follows:

- a. SO strategy, this strategy is made based on the mindset of utilizing all strengths to seize and take advantage of opportunities as large as possible.
- b. ST strategy is a strategy in using the strengths possessed to overcome threats.
- c. The WO strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.
- d. WT strategy is based on business activities to minimize existing weaknesses and avoid threats.

3. RESULTS AND DISCUSSION

Towale village is one of 8 villages in Central Banawa District. The total area of Towale Village is 31,125.20 Ha. Towale village is located at an altitude of ± 1.32 masl. Towale Village, Central Banawa District, is topographically hilly. The Towale Village area, which has a wet tropical climate, has an annual rainfall of 200-300 mm. Towale village has moderate rainfall intensity, so the air temperature is high, and this category is sufficient to support community activities in agriculture.

The livelihoods of most of the population are fishing and plantation sectors. At the same time, other livelihoods are the small industrial sector which is engaged in handicrafts and the use of processed fishery products. Roa fish processing is the flagship program in Towale Village and plantations.

Towale village has a main road which is an accessibility or connecting route which connects several sub-districts and is a connecting route for marketing agricultural products. Other potential natural resources that are also widely available in Towale village are in the form of wood, bamboo, and sand, which are the basic materials in the construction of building infrastructure and others.

History Towale village was formed in 1808 into a village under the leadership known as "I Pue ghandaa" or a female warrior with the full name "Manila Doors" to lead the Towale village for the first time, which at that time the Towale village which included: Powelua, Lumbudolo, Kola – cola, Limboro, Salubomba, and Totale. In 1908, Towale became a village led by the village head.

3.1 Physical Condition of Bonebula Beach area

a. Topography

The beach is part of the land bordering the sea, which is still affected by the processes of abrasion (erosion by sea water), sedimentation (deposition), and tides. In general, according to their shape, beaches can be divided into four types, namely flat, sloping, steep, and steep beaches (Yulianda, 2007). Before getting the slope value, the slope must first be measured. The slope of the beach tends to affect the safety of a person carrying out beach tourism activities such as bathing and swimming. Flat-to-sloping beaches are very good for swimming tourism activities where tourists can do various activities such as swimming, playing with sand, and can play with the waves on the edges.

The condition of the Earth's surface at the research location tends to be homogeneous. Towale village is located in the vicinity of the coastal area where the slope of the slope is 0-3% (flat). This can support that the research location is good to be used as a tourist attraction because with the results of measurements in the field, it can be obtained that the topographic conditions are relatively supportive as a beach tourism object.

b. Land Use

Land use is any form of human intervention on land resources, both permanent (permanent) or cyclical, which aims to meet their needs, both material and psychological (spiritual) or both (Vink 1975). Land use is the primary and secondary use (if it is multiple uses) of a plot of land, such as agricultural land, forest land, grasslands, and so on. So, it is more of a level of utilization by the community. From this understanding, it can be immediately seen that land use is closely related to human activities and land resources. Land use is the result of continuous human efforts in meeting their needs for available land resources.

Land use in Towale Village consists of settlements, plantations, agriculture, livestock, and vacant land. Settlements are located along the trans Sulawesi road that connects Central Sulawesi and West Sulawesi for agricultural areas located in the upstream area of Towale village or in the south of the center of Towale Village. While for plantations, vacant land and livestock are scattered in all corners of Towale Village.

c. Geology

Geology is the science of the Earth regarding its origin, structure, composition, and history (including the development of life), as well as the processes that have caused the state of the Earth as it is today (Whitten and Brooks, 1972). Geology is the science that studies the planet Earth, especially regarding its constituent materials and the processes that occur to it. The body of the Earth consists of several constituent materials, especially the lithosphere consisting of rock mineral material, minerals, and this rock, when weathered, will become soil.

The geological condition in Towale Village is formed by sedimentary parent rock, which is where the rock is formed on the Earth's surface at low temperature and pressure conditions. These rocks come from rocks that were first formed, which underwent weathering, and erosion, and then

the weathering was lifted by water, air, or ice, which was then deposited and accumulated in the depositional basin, forming sediments. The sedimentary materials are then compacted, hardened, lithified, and sedimentary rock is formed. It can be seen from the geology that Towale Village is 100% formed from sedimentary parent rock.

d. Freshwater Availability

During the process of developing a tourist attraction, especially in coastal tourism, the availability of fresh water is very important. Because, if there are tourist activities such as swimming, of course, tourists will really need fresh water in order to clean themselves after swimming or all other activities where tourists will touch or use seawater. Water is one of the natural elements that are needed for the survival of living things, especially humans. Besides being used for drinking and household purposes, water is also used in other aspects of life, namely for agriculture, plantations, housing, industry, and tourism.

The availability of fresh water in Towale Village comes from PDAM, and the water source is used by the local community very well. In addition to being used for daily needs, the freshwater from the PDAM is also used for the needs of tourists who carry out tourism activities. In particular, Bonebula Beach tourism does not yet have a good enough water source because the water source needed at the Bonebula Beach tourist location comes from Marine Center tourism which is next to Bonebula Beach tourism and comes from housing residents of Towale Village. The availability of freshwater closest to Bonebula Beach comes from the Marine Center Tourism object, and tourists have to pay some costs for the procurement of fresh water at the Bonebula Beach Tourism location.

e. Location accessibility

Black (1981) said that accessibility is a concept that combines a geographic land use management system with a transportation network system that connects it. Accessibility is a measure of the ease (time, cost, or effort) of moving between places or regions in a system. Meanwhile, the accessibility indicator is a numerical value that indicates how easy or difficult it is to get access to goods and services.

Accessibility is the ease of reaching a destination, which involves comfort, safety, and travel time. This is important to note because the higher the accessibility, the easier it is to reach and the higher the level of comfort for tourists to come to visit.

Road access is very important as a means of supporting tourist sites because when a location does not have good access, the level of tourists at tourist sites will be very low. Therefore, the road has an important role in making it easier for tourists to travel to the selected tourist location. The road at the research location, precisely in Towale Village, is relatively good. This is because the criteria on the road to the Bonebula beach tourist location are quite good and can be passed by two-wheeled or four-wheeled vehicles.

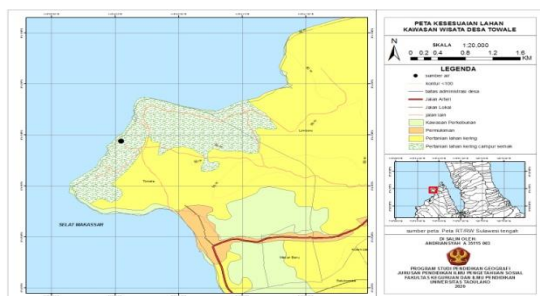


Figure 1. Land Suitability Map of Towale Desa Village

3.2 Tourism Potential

a. Beach type

Bonebula beach tourism is one of the tourist attractions that have very interesting tourism potential. Judging from the results of observations on the Bonebula beach field, it has a sandy beach type. Bonebula Beach has white sand, which is one of the S1 criteria (very good) in the suitability of beach tourism sites. This is observed directly at the research site. The results of observations of beach types at the location can be seen in the following figure:



Figure 2. Type of beach

Source: (Direct documentation on location)

b. Beach Width

Bonebula beach tourism has great potential as a tourist location supported by the width of the beach, which is one of the requirements as a beach tourism location, where the criteria for land suitability for coastal tourism sites that have a suitability value include S1 (very feasible) => 15 m, S2 (feasible) = 10-15, S3 (adequate) = 3-<10, and N (very unworthy) = <3. In measurements that were carried out directly at the research site, it was found that the width of the beach scale was 20 m, so the width of the beach at the Bonebula Beach tourist location was very suitable in the criteria for land suitability for coastal tourism objects. The results of measuring the width of the beach can be seen in the following figure:



Figure 3. Width of the Beach

Source: (Direct documentation on location)

c. Beach Morphology

One of the supporting criteria for the location of beach tourism is the beach morphology which is relatively supportive as a tourist attraction location. Based on the results of location measurements, Bonebula beach has a slope that is relatively in accordance with the criteria for the assessment of the suitability of the coastal tourism area. The results were obtained from measurements at locations that have been measured using a measuring device, namely Roll meters and 100 cm long beams, where the beach slope results are 13.3%. In accordance with the matrix of land suitability assessment for coastal areas, the slope level is 10-25% with the criteria for being eligible as a beach tourism object. The results of coastal morphology measurements can be seen in the following figure:



Figure 4. Beach morphology
Source: On-site documentation

d. Coastal Land Cover

Bonebula Beach also has a carrying capacity which is one of the criteria for land suitability in the Bonebula Beach area, namely coastal land cover consisting of coconut, shrubs, and open land. In accordance with the criteria in the assessment of the land suitability matrix for the coastal tourism area consisting of S1, S2, S3, and N, it was obtained directly at the research location that the Bonebula Beach tourism object has very feasible land suitability (S1). The results of observations of coastal land cover can be seen in the following figure:



Figure 5. Coastal land cover
Source: (Direct documentation on location)

e. Freshwater Availability

Tourism activities are also supported by the availability of freshwater because tourists who carry out tourism activities definitely need fresh water. The availability of fresh water is needed by visitors to bathe and defecate. The results obtained at the research location on freshwater sources are quite difficult due to the absence of water sources such as wells and PDAs. One of the interviewees regarding the source of fresh water, where the interview was direct with the Bonebula coast guard, said that when visitors need fresh water, they have to pay wages for the supply of fresh water. The results of the interview showed that visitors have to spend Rp 20,000 for 20 liters of water and Rp 15,000 for 15 liters of fresh water. So it is concluded that the availability of fresh water at the Bonebula beach tourism object is still minimal. The results of observations of freshwater sources can be seen in the following figure:



Figure 6. fresh water sources
Source: (field documentation)

f. Location Accessibility

One of the determinants of the development of a beach tourism location is the availability of road access that is in accordance with the criteria for the suitability of the Bonebula beach tourist location. The results obtained at the research location showed that the road access to the tourist location of Bonebula Beach is relatively suitable, with a fairly good physical condition of the road, which can be passed by 4-wheeled vehicles and 2-wheeled vehicles. At least 4-wheeled and 2-wheeled vehicles are not hampered in reaching the Bobebula beach tourism object. The results of the location accessibility observations can be seen in the following figure:



Figure 7. road access
Source: (Direct documentation on location)

After carrying out measurements in the field, the results of these measurements are then included in the assessment matrix of the land suitability criteria for coastal tourism objects in the following table:

Table 2. Criteria

No	Parameter	Factor Weight (%)	Weighting variable			
			4	3	2	1
1	Beach type	30	✓			
2	Beach width (m)	10	✓			
3	Beach slope	10		✓		
4	Beach land cover	10	✓			
5	Fresh water availability	10		✓		

6	Location accessibility	30	✓
Total Score (380)		100	320 60

Information:

S1 : Very Eligible = >400

S2 : Eligible = 200-400

S3 : Less Eligible = 100-200

NT : Not Eligible= <100

The measurement results obtained in the field are in table 4.2.1, with the eligibility level categories in the S1, S2, S3, and NT criteria, the measurement results obtained from all levels of land suitability criteria with a total value of 380, then the land suitability for the Bonebula Beach tourism object is Located in Towale Village, Central Banawa District, Donggala Regency, it is categorized as a suitable location for beach tourism.

After the Data is collected, the next step is to process the data with ArcGIS software by specializing in scoring and map overlay techniques. ArcGis is a computer software created for mapping purposes. ArcGis is divided into several programs, namely ArcCatalog 10, ArcGis Administrator, ArcGlobe 10, ArcMap 10, and ArcScene 10, which have different functions.

In this study, only two programs are used, namely from ArcGIS, namely ArcMap 10 and ArcCatalog 10. ArcMap is used to open existing spatial data or maps. ArcMap is also used as a tool for rectifying raster data so that it can show spatial references.

Rectification is a work process to project an existing image onto a flat plane and make it conform to the map projection system used, also sometimes orienting the image so that it has the right direction (Muhammad Ismail, 2012). In addition, ArcMap has other functions to overlay several theme maps, create layouts and print a map. Meanwhile, ArcCatalog is used to create new theme maps (shapefiles) that will be graded and overlapped with other maps. The stages in data analysis are:

1. Digitizing. That is the process of creating a new map layer based on certain themes. In this study, the themes on the map layer were loaded into six themes according to the criteria for land suitability for coastal tourism consisting of beach type, beach topography, beach width, land cover, freshwater availability, and accessibility. Besides that, for socio-economic location, there are three themes, namely fishery seed sources, street classes, and tourism support facilities.
2. Editing. That is the stage in correcting the mistakes in the previous process. Editing is included to perfect the boundaries of areas, lines, and points in such a way that errors can be minimized.
3. Build the topology and determine the research matrix (Scoring). That is the process of providing attribute data in a map layer based on data that has been obtained both from decision studies and field research that has been done previously.
4. Transformation. Namely transforming the map coordinate system into a UTM coordinate system according to the results of field measurements via GPS.
5. Overlay (overlay). That is, overlapping several map layers based on previously determined themes. Overlapping is carried out with two parts that are in accordance with the reference in determining the land suitability class for aquaculture, namely the ecological overlap of the location and the location of the land. After that, the results of the overlapping of the two aspects

are overlaid again to get the land suitability class. Then from the land suitability class, it is overlaid, and the socio-economic location overlaps, which results in coastal tourism zoning.

6. Clarification. That is the process of clarifying the area in the map according to the weight of the values resulting from the overlapping of several map layers. This process shows the land suitability classes S1, S2, and N1.
7. *Layouts*. Namely the process of making a map display in accordance with applicable rules. In this process, the emphasis is on setting the map composition as well as possible in order to provide information that does not confuse the map reader.
8. Printing. That is the process of printing maps using a printer with the appropriate size for your needs.

3.3 SWOT analysis

SWOT analysis is the identification of various factors systematically to formulate a strategy. This analysis is based on a logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats. This study uses SWOT analysis to formulate a development strategy of land suitability support in planning the Bonebula beach tourism object in Towale Village, Banawa Tengah District, Donggala Regency. The formulation of the strategy for developing Bonebula beach tourism through a SWOT analysis was carried out after obtaining results related to the components used in the SWOT analysis.

SWOT analysis compares internal strengths and weaknesses with external opportunities and threats. The internal factor matrix is called the IFAS matrix (Internal Strategic Factor Analysis Summary), and the external strategic factor analysis matrix EFAS (External Strategic Factor Analysis Summary). After the internal and external strategy matrices have been compiled, the results are entered with a quantitative model, namely the SWOT matrix, to formulate competitive strategies.

Based on the results of the identification of the SWOT analysis at the research location, the results are grouped into internal and external strategic factors, as shown in table 3 below:

Table 3. Internal Strategy Factor Matrix (IFAS)

Internal factors			
Strength	Weight (%)	rating	Score
• Beach type	0.12	4	0.48
• Beach Width	0.12	4	0.48
• Beach topography	0.08	3	0.24
• Coastal Land Closure	0.12	4	0.48
• Fresh water availability	0.08	3	0.24
• Road Access	0.12	4	0.48
Amount		22	2.4
Weakness			
• The tourism development program that is still relatively simple	0.12	3	0.24

• Fresh water sources are not yet available	0.08	4	0.32
• There are no adequate facilities and infrastructure.	0.12	4	0.48
Amount	1.00	11	-1.04

Source: Primary data

Based on the identification of the external strategic factors of the Bonebula beach tourism object, opportunities and threats are obtained. The results of interviews that contain factors of opportunities and threats are obtained by means of weighting each external variable as described in table 4:

Table 4. Matrix of External Factor Analysis (EFAS) results

External strategy factors	Weight (%)	Rating	Score
Opportunity			
- There is a local government plan to develop a Bonebula beach tourist attraction.	0.16	5	0.8
- Support from local government	0.11	4	0.44
- Open job opportunities for the local community.	0.11	3	0.33
- Improvement of tourism products and attractions by utilizing existing potentials.	0.11	3	0.33
- Strong tourism competitiveness compared to other tours.	0.16	4	0.64
Amount		19	2.54
Threat			
- The development of other tourist attractions increases competition.	0.16	4	0.64
- Tourist arrivals decreased.	0.16	4	0.64
Amount	1.00	8	-1.28

Source: Processed Primary Data

The strategy that will be applied in the development of the Bonebula Beach tourism object located in Towale Village, Central Banawa District, Donggala Regency, is prepared with reference to the SWOT analysis. Based on the results of the IFAS and EFAS analysis, the scores on each factor, both internal and external, are as follows:

- a. Power factor(*Strengths*) : 2.4
- b. Weakness factor(*Weakness*): -1.04
- c. Chance factor(*Opportunities*) : 2.54
- d. Threat factor(*Threats*) : -1,28

So the results obtained from the IFAS and EFAS strategies are S+W and O+T or on a numerical scale, namely $2.4 + (-1.04) = 1.36$ and $2.54 + (-1.28) = 1.26$. With the results obtained, it can be concluded into a SWOT diagram with the SO strategy, which has strengths and opportunities in the

development of Bonebula beach tourism planning in Towale Village, Banawa Tengah District, Donggala Regency.

After the SWOT analysis was obtained with the IFAS and EFAS strategies, the known results were obtained. Then the two results are combined in the IFAS and EFAS matrices which are presented as follows:

Table 5 IFAS and EFAS matrix planning for Bonebula beach tourism

as EFAS	Strength (S)	Weaknesses (W)
Opportunity (O)	SO Strategy 2.4+ 2.54= 4.94	WO Strategy -1.04+2.54= 1.5
Threats (T)	ST strategy 2.4+-1.28= 1.12	WT Strategy -1.04+-1.28= - 2.32

Based on Table 5 that has been obtained, it can be seen that the Bonebula Beach Tourism Planning strategy in Towale Village, Banawa Tengah District, Donggala Regency is on the SO strategy, which in this condition is very good in development because the strength possessed will help to float with competitive opportunities of tourist attractions in the vicinity. Furthermore, the results of the analysis are described in a SWOT analysis diagram.

1. Quadrant I

Quadrant I shows a favorable situation because it has very high opportunities and strengths. The strategy is to improve the planning of tourism objects so that they are not inferior to other tourism objects and the development of other tourist destinations that are owned in accordance with the government's plan in order to attract visitors. Strategies in this quadrant can also improve products and tourist attractions in order to have strong competitiveness.

2. Quadrant II

In this quadrant II, although there are various threats faced, this condition still has very high strength from an internal perspective. The strategy in this quadrant is optimizing the potential and uniqueness of tourism objects by maintaining continuous maintenance to maintain competition between tourism objects and increase attractiveness. Tourism and improve the quality of tourist facilities and infrastructure to attract tourists.

3. Quadrant III

The situation in quadrant III in formulating what strategy will be applied. The strategy that can be done is that the development of Bonebula beach tourism needs to be improved. Moreover, the increasing number of tourist attractions around it will be a tight competition for Bonebula beach tourism, so Bonebula beach tourism needs new innovations to develop a better tourist attraction.

4. Quadrant IV

In quadrant IV, there is a great opportunity for tourism object planning. But on the other hand, tourism objects will face several internal constraints/weaknesses. The strategy that must be applied is to promote the advantages of tourism objects through various media, both print media, and electronic media, so that this tourism object is known by the wider community and

abroad. In this tourism object, it is necessary to develop and develop the potential gradually according to priorities and advantages compared to other tourist attractions.

4. CONCLUSION

Based on the results and discussion in the previous chapter, it can be concluded that:

1. The physical potential of Bonebula Beach in Towale Village, Banawa Tengah District supports it as a beach tourism location, which consists of a white sandy beach type, beach width >15 m, beach slope 10-25%, the land cover consists of coconut trees and open land, water availability bargaining even though you have to pay, and adequate road access. The measurement results in the field show that the Bonebula Beach tourism object is at the S2 level with a total value of 380. Bonebula Beach is categorized as feasible as a beach tourism destination location;
2. The formulation of the Bonebula Beach tourism development strategy using the SWOT analysis method shows that the development of Bonebula beach tourism is on the SO strategy, where the strategy in this condition is profitable because it has a very high chance. The strategy obtained is to increase the potential and uniqueness so that it does not compete with the surrounding tourism objects. According to the local government plan of Donggala Regency in developing tourism objects, this opportunity can be taken as an opportunity to attract visitors. The strategy in quadrant one, or SO strategy with a value of 4.94, can also increase tourist attractions and other tourism products to become competitive in attracting tourists.

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