

Malang Mangrove Conservation Business Strategy Development in the Perspective of SWOT Analysis

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ABSTRACT

Focuses on the marketing offers of Malang mangrove conservation in order to increase visitor trust and happiness. Malang mangrove conservation is able to compete fiercely in the market, allowing guests to come to Malang mangrove conservation without feeling threatened by the competition. It is essential to create a service marketing strategy for Malang mangrove conservation that it capitalizes on current strengths while avoiding potential weaknesses and threats. All of the following alternatives are available: expanding market share, boosting cooperative cooperation, and establishing links with academia, government, and industry. It is also possible to discover a new business opportunity. In addition to increase service quality, a number of government measures may increase visitor loyalty. Creating marketing objectives with other tourism organizations and improving the overall quality of service are just a few of examples. Exploration of a business's weaknesses and opportunities increasing the effectiveness of social media promotion and marketing would expedite the deployment process.

Introduction

When it comes to increasing a country's foreign exchange and improving its economy, one of the most promising sectors to look into is the tourist industry. Profits from tourism would outstrip those from other economic sectors if it is properly developed and planned, according to experts. Tourism development may influence today's growth of tourist locations [1]. Most nations depend on the tourist sector, since both the government and the service providers have a source of taxation and revenue for tourism. In tidal circumstances with sandy soil frequently filled with sea water and affected by salt levels, mangrove forest ecology supports coastal and marine species [2], [3]. Natural beauty, animals, and the surrounding environment are all part of the mangrove forest ecosystem. In addition to being habitats, spawning grounds, and sources of nutrients other than mangrove forests, the environmental works arising from mangrove forests may be utilized as sites of scientific investigation, educational opportunities, and ecotourism [4].

A shift in tourism interests, meaning tourists who travel solely without components of education and protection, for new tourism interests, namely tourism interests, is the use of the mangrove environment. Compatibility Tourism that incorporates educational and environmental aspects. As a result, significant efforts must be made to maintain and identify particular natural, biological, and ecotourism sites that are also ecologically beneficial [5]. One of the reasons the city administration created ecotourism, Malang mangrove conservation, which is administered by the Malang government. This tourism site has attracted over time the interest of Malang visitors, local and international, although Mangrove Malang mangrove conservation Malang itself has management, amenities and basic facilities. There are still a lot of issues to work out. The values that should be included in the development of mangrove ecotourism should encompass a variety of elements, including shared economic, social, and cultural values, among others [6]. This study's development attempt utilizes a SWOT analysis using external and internal variables.

Research Methods

The descriptive qualitative approach was utilized to perform a SWOT strategy analysis study in the development of mangrove ecotourism in Malang mangrove conservation, Malang, Indonesia. The rationale for selecting the target description is because researchers are interested in learning about fascinating occurrences that occur in mangrove ecotourism, which is why they chose it. The following stage involves editing, evaluating, and analyzing the real facts that have been acquired in the form of explanations so that they are more accurate.

Result and Discussion

The SWOT analysis was used to evaluate mangrove ecotourism development plans, which included identifying strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) (threats). An examination of the strengths, weaknesses, opportunities, and threats (SWOT) of a company's assets (profit and loss) and environmental circumstances (opportunities and threats). Conformity has the ability to maximize strengths and opportunities while simultaneously minimizing vulnerabilities and dangers, according to the authors.

- Strength

The creation of Malang mangrove conservation was aided by the measurement of intensity indicators. Even the function of municipal government in establishing Malang mangrove conservation is influenced by environmental factors. The environment itself, together with the strengths of both political parties and other institutions, is the driving force behind all of this. This is accomplished from inside. It is possible that these advantages will play a decisive role in fulfilling the needs of the general public and visitors. The presence of mangrove forests provides many advantages, including environmental protection, the participation of visitors in the maintenance of peace between local people and the environment, and the preservation of the ecosystems that live and flourish in mangrove forests. It is also anticipated that the presence of mangroves would safeguard coastal regions from the danger of erosion

and erosion. As a result, these advantages may serve as a source of interest for visitors who want to try and see them. Malang mangrove conservation about Ecotourism.

The second benefit is that the municipal administration is completely supportive of the project. For instance, one of them is the allocation obtained by the APBD to manage and expand mangrove ecotourism with significant money, as well as the creation of bigger mangrove ecotourism without taking other non- technical aspects into consideration. You have the ability to focus. The last advantage, which is very essential in the development of mangrove ecotourism, is that of promotion. As an addition to the Department of Agriculture's function as a manager, many agencies, including the Malang City Government, are involved in the promotion of the introduction of mangroves to the broader population both domestically and internationally. All of the organizations that are involved in the development of mangrove ecotourism engage in a variety of marketing and promotional initiatives. This would undoubtedly make it simpler for both local and international inhabitants / visitors to enjoy and encourage mangrove ecotourism as a result of the project. Conversation in a Clingup It may be inferred from the many advantages of Malang mangrove conservation mangrove ecotourism that the most significant effect is the marketing of the area. In our efforts to promote ecotourism in mangroves, we collaborate with other organizations to engage in promotional events that promote and attract local and international visitors.

- Weaknesses

Observers in the field assess indicators of weakness (weaknesses) in the growth of Ecotourism Malang mangrove conservation from within the surrounding environment. Positive intrinsic factors, or in other words, weak points, are a hindrance that must be addressed as soon as possible. There are many shortcomings, including artificial environmental circumstances caused by a lack of supporting infrastructure for ecotourism activities, as well as a lack of management oversight that has been implemented. The first issue is the lack of facilities or infrastructure to support tourist activities in ecotourism destinations. This is a significant shortcoming. Ecotourism The Malang mangrove conservation contains amenities and infrastructure that may not be sufficient to sustain ecotourism operations, according to the National Geographic. It can be observed that there are no playgrounds for children, no place for tourists to take photographs, no gazebos where visitors may rest, and fading information boards on the flora and wildlife of the area. There is no current information available on this subject.

Because of the existing basic infrastructure and services, mangrove ecotourism may now have an impact on the community as well as the visitors who may come on a recurring basis. After then, there is the issue of preserving the cleanliness of the mangrove tourist site. In field observations, beginning at the site entry and continuing until the end of ecotourism, it is clear that the presence of debris cannot be separated from the presence of trash. The most ineffective ecotourism sites are those that are connected to the rest of the world via wooden bridges or access roads in and out. This is very upsetting since it has the potential to negatively impact ecotourism and the environment.

The last flaw is that the management does not provide enough oversight. As the management acknowledges, a shortage of human resources is not directly proportionate

to the number of tourists that come to the area on a regular basis. Due to oversights such as a large number of visitors who do not pay attention to the appeal at Malang mangrove conservation, the monitoring of tourists visiting Malang mangrove conservation is not as effective as it might be. According to the many shortcomings in the development of mangrove ecotourism, there are limitations of human resources in the supervisory sector, a scarcity of facilities and infrastructure to support ecotourism operations, and a lack of adequate sanitation. That is something I am capable of.

- Opportunities

Using opportunity metrics, we can influence the development of Malang mangrove conservation while keeping in mind the community's demand for available attractions. We can do this by utilizing current opportunities and influencing the development of Malang mangrove conservation. This is an external element having a beneficial impact on the situation. The development of ecotourism and the wealth of the surrounding region. The growth of ecotourism in Malang mangrove conservation and the maximization of the progress that has been made so far are dependent on a number of external variables. The first possibility that has been explicitly highlighted is Malang, which is a fresh and distinct tourism destination. For example, seeing the mangroves is a completely different experience than visiting the city of Malang. In reality, not all areas have tourism-related products. Visitors are drawn to nature-based tourism for its ability to provide a quiet and refreshing environment for them. Not only are visitors treated to beautiful views and information about the growing mangrove ecosystem and their habitat at the Malang mangrove conservation ecotourism destination, but they are also treated to the flora and fauna that are the main attractions for the Malang mangrove conservation ecotourism destination.

The final chance not only presented itself on the first trip, but also presented itself in the form of family reunions, which helped to alter the community's tourist requirements. You may now not only take pleasure in the natural beauty of the Malang mangrove conservation mangrove tourism items, but you can also help to improve the knowledge of the local community and visitors. Education is an important part of the Malang mangrove conservation ecology. Following the implementation of this strategy, Malang mangrove conservation mangrove ecotourism's general manager does not want to lose out on the chance to promote the attraction of the Malang mangrove conservation Mangrove Ecotourism site. In light of the many possibilities for ecotourism that exist in the Malang mangrove conservation area, it can be determined that the biggest possibility exists not only as a new and distinct tourist destination, but also as a result of changes in community tourism activities or visitor requirements.

- Threats

Monitoring threat indicators is a negative external element in a situation where risk is a harmful condition that even affects the long-term viability of the Malang mangrove conservation mangrove ecotourism project. There are certain results from the observation that may represent a danger to mangrove ecotourism sites, and some visitors, particularly those outside Malang, have road constructions that are small and insufficiently wide. Because it will have to travel through residential neighborhoods, this will be a tough location to access. Tourists will have a difficult time. The second issue to

consider is the strong rivalry that exists in the tourist industry, particularly in the tourism sector. Jatim Park is a trade rival in the tourist industry that competes with other businesses. This is because Malang mangrove conservation is outnumbered by Jatim Park tourism, which is in high demand among visitors, and therefore the rivalry is not balanced in this instance. The management and development of mangrove ecotourism continues to be carried out in order to enhance the growth of Malang mangrove conservation ecotourism, which is now at a stage of development. The third danger element is a lack of knowledge among tourists about the need of preserving the natural beauty of the environment and the harm caused by mangrove ecotourism. In the form of damage to mangrove forests and current mangrove tourist facilities, this is taking place at the moment. The destruction of many mangrove trees, which were exploited as excessive photo ops, was the cause of the harm to the mangrove forest. In contrast, the huge quantity of trash that is mistakenly deposited elsewhere and may decrease the value of the beauty of the Malang mangrove conservation mangrove ecotourism can detract from the overall value of the mangrove ecotourism.

Conclusion

Following the findings of this investigation, researchers were able to make a number of inferences based on their research findings. Concentrating on marketing services provided by Malang mangrove conservation, and in particular the approach of offering acceptable amenities in order to develop networks, give great service, and enhance visitor confidence and satisfaction. In order for visitors to not be intimidated by the prospect of visiting Malang mangrove conservation, Malang mangrove conservation is competent to compete aggressively in the market, according to the findings of the SWOT analysis. After doing a SWOT analysis, developing a service marketing plan that can be implemented at Malang mangrove conservation is a simple matter of leveraging existing strengths and opportunities while minimizing weaknesses and threats. The strength and opportunity strategies, which include capturing market share, increasing collaboration with cooperatives, and developing connections with academics, government, and the corporate world, are among the options available. Other options include pursuing new business opportunities. In other words, by using numerous approaches, it may enhance tourist loyalty while simultaneously improving service quality. This involves creating collaborative marketing goals with other tourist organizations and enhancing the overall quality of the service provided.

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