



Maros Pucak Botanical Garden Tourism Development Strategy

R. Yudha*¹; Nursyamsi²; N. Nurdin³; A. Tuwo³; A. Bahar³; AR. Rasyid⁴

¹Graduate School of Hasanuddin University, Regional Development Planning, Makassar, Indonesia.

²Hasanuddin University, Faculty of Economics and Business, Makassar, Indonesia

³Hasanuddin University, Faculty of Marine and Fisheries Science, Makassar, Indonesia

⁴Hasanuddin University, Faculty of Engineering, Makassar, Indonesia

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* Corresponding author;
prawirary19p@student.unhas.ac.id

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ABSTRACT

Tourism in the Pucak Botanical Gardens which is managed by the Provincial Government of South Sulawesi has not experienced significant development even though it has had a master plan since 2006. The undeveloped tourism in the Pucak Botanical Gardens certainly requires serious efforts, especially from the government and other related parties to encourage this development. Because, whether or not tourism develops in the Pucak Botanical Gardens will affect the development of tourism in Maros Regency in particular and South Sulawesi Province in general. But until now. This study aims to determine the tourism development strategy in Pucak Botanical Gardens through concrete and strategic steps. The tourism development strategy is carried out by identifying strengths, weaknesses, opportunities and threats through SWOT analysis. The result of the analysis of the Pucak Botanical Gardens tourism development strategy is the SO strategy which is formulated as follows: (1) Making the Pucak Botanical Gardens a leading tourist destination that has easy accessibility; (2) The Pucak Botanical Gardens area has a varied topography, the distance to tourist attractions that are close to the city of Makassar, the availability of clean water sources in the area, relatively cheap costs and conducive security make many tourists who want to visit supported by the many lodgings around Puncak Botanical Gardens; (3) The Pucak Botanical Gardens tourism product development plan/program is prepared and implemented every year aimed at increasing products and attractions by utilizing existing potentials, tourism supporting infrastructure and cooperation with other parties in the development of tourist attractions and facilities and infrastructure, capacity building HR manager of the Pucak Botanical Gardens.



INTRODUCTION

Even with its tropical location, Indonesia is one of the countries with vast natural resource potential, including natural beauty and tourist development potential (Buditiawan and Harmono 2020). Indonesia offers all of the current tourist possibilities, including natural tourism such as beaches, woods, and mountains, cultural tourism such as traditions, arts, and historical legacy, and man-made tourism such as dance performances or cultural performances unique to each location (Febriani Jayadi and Suryawan 2020). Because Indonesia's land is spanned by the equator, the country has a climate that supports a diverse range of flora and wildlife, which draws tourists to the country. The basic capital that has the potential to become a world-famous tourist destination is Indonesia's geographical conditions in the form of tropical rain forests, mountains, beaches, and oceans, as well as cultural diversity. Natural beauty and cultural variety distinguish the Republic of Indonesia as a tourism destination with both natural and cultural attractions (Bahiyah, Hidayat, and Sudarti 2018).

According to Dahuri et al. (2001), there are several sorts of tourist activities, including both artificial and natural tourism (Tatali et al. 2018). Tourism is described as all occurrences, symptoms, and relationships created by someone's journeys or stopovers for various causes (Suryani 2017). Tourism is a voyage to satisfy the need and curiosity of pleasure-related interests (Masruroh and Nurhayati 2016). The tourist sector is one example of regional growth and planning. This industry has evolved into a type of "things that will not be taken away" marketability, implying that tourist products will stay a regional component, become an asset, and may be created freely in response to market possibilities (Firmansyah and Nasution 2020). Tourism activities may propel the creative economy, which has the ability to directly increase residents' income (Larasati and Rahmawati 2017). Tourism attracts a wide range of tourists, both local and international. Visitors that arrive for vacation or business will spend a variety of funds to suit their varied demands while in the region (Suhendri and Aminy 2019).

Tourism development is one component of national development that tries to improve a region. Tourism development was chosen because it has the potential to boost the Indonesian economy (Nurmayasari and Meirinawati 2017). Given this potential, tourist development is quickly becoming one of the most important initiatives in regional development. Tourism development that is planned and managed in a community-centered manner will be able to contribute to the receipt of Regional Original Income (ROI) and create jobs. Furthermore, tourist growth may provide revenue that can be utilized to safeguard and maintain culture and the environment, as well as have a direct impact on the local population (Rusyidi and Fedryansah 2019).

Tourism, being Indonesia's main sector, has several competitive and comparative advantages. For example, tourism is the country's greatest foreign exchange earner. Second, Indonesia's tourism is aimed at being the finest in the area, even surpassing ASEAN's biggest opponent, Thailand, which has more than US\$40 billion in tourist foreign exchange. Third, "Wonderful Indonesia" country branding placed 47th in the globe, surpassing Malaysia's "Truly Asia" country branding (96th position) and Thailand's "Amazing" country branding (83rd rank) (Sayekti 2019).

Tourism is promoted not just by the federal government, but also by municipal governments (Destiningsih, Achsa, and Verawati 2020). In principle, places with abundant natural resources may thrive alongside high-quality human resources. The issues raised above are also relevant to regional development (regional autonomy). The development of a region must be done in a constant and continuous manner. This includes a variety of potentially owned resources that can contribute to the development of the surrounding communities. Natural resources, human resources, and cultural resources are examples of potential sources of development (Ismail 2020). As a result, as stated in Law No. 32 of 2004 about Regional Government and Law No. 33 of 2004 concerning the Financial Balance between the Central Government and Regional Governments, the government allows for the management of tourist potential in each region. The two rules allow each region to operationalize its natural resources in order to maximize the outcomes. As a result, each local government will attempt to develop the area economic sector through the management of its tourism attractions (Rohimah, Hariyoko, and Ayodya 2018).



The tourist development plan may be implemented by combining natural beauty with cultural arts performances, gastronomic tourism, and the processing of regional handicrafts (Simarmata and Panjaitan 2019). Grede (2008) defines strategy as "a mechanism employed by businesses to shift from one position to another." A strategy is required while constructing a destination in order for the vision and purpose to be fully realized. A successful strategy is linked to three organizational issues: competence, scope, and allocation. Strategy is an essential component of growth (Bagus Sanjaya 2018). The tourism sector requires a strategy with a planned or structured pattern of tourism growth in order to maximize its potential (Nurseptiani and Mustam 2016).

Tourism potential development entails attempts to expand the resources possessed by a tourist location via development of both physical and non-physical aspects of the tourism system in order to boost productivity (Badarab, Trihayuningtyas, and Suryadana 2017). Increasing the quality of destinations requires a concerted effort across all aspects of tourism goods, including transportation, hotels, restaurants, tourist attractions, and, of course, strong customer service (Suryawati 2018). Tourists can benefit from adequate accessibility, which includes transit, road access, and other supporting amenities and infrastructure. It should be able to give visitors with convenience, particularly for road access, so that they may go from one site to another (Kurniansah and Rosida 2019).

The Pucak Maros Botanical Garden is one of the Tourism Destinations (DTW) and Natural Tourism Parks (TWA) which are included in the tourism development plan of South Sulawesi Province. The Pucak Botanical Gardens, located in Maros Regency, South Sulawesi Province, became a priority for the next Botanical Gardens development after the Massenrempulu Enrekang Botanical Gardens and Jompie Pare-Pare Botanical Gardens were launched, so the Pucak Botanical Gardens became a priority. The Pucak Botanical Gardens are included in the Nature Tourism Area in accordance with the plan for developing a tourism designation area in South Sulawesi as stated in the 2018-2023 RPJMD (Pemprov Sulsel 2019) and there are two points of the Governor of South Sulawesi Excellence Program for the 2018-2023 period related to tourism, namely the development of the leading economic sector. region-based: agriculture, plantation, forestry, fisheries, marine, and tourism as well as the development of leading tourist destinations in South Sulawesi based on natural, cultural and artificial tourism that is connected with national and international tourism. Making tourism part of economic activity has become a potential foreign exchange engine. Tourism activities provide a significant contribution to GRDP and increase Regional Original Income (PAD) (Agus and Ridwan 2019). And environmental services in the form of nature tourism have high economic value as a provider of natural tourism services that rely on sustainability and natural beauty (Ekayani et al. 2014).

Although the Pucak Botanical Gardens have the potential to be developed now tourism in the Pucak Botanical Gardens is still not optimally developed. Pucak Botanical Gardens is included in the list of 10 botanical gardens in the second phase of development that is relatively ready to be launched. In contrast, the Jompie Parepare Botanical Gardens and the Massenrempulu Enrekang Botanical Gardens are more developed and have been included in the list of 19 botanical gardens in the management stage (Purnomo, Wahyuni, and Safarinanugraha 2020).

The undeveloped tourism in the Pucak Botanical Gardens certainly requires serious efforts, especially from the government and other related parties to encourage this development. Because, whether or not tourism develops in the Pucak Botanical Gardens will affect the development of tourism in Maros Regency in particular and South Sulawesi Province in general. However, until now, tourism in the Pucak Botanical Gardens which is managed by the South Sulawesi Provincial Government has not experienced significant development even though it has had a master plan since 2006. Therefore, this study was conducted to determine the strategies needed by the South Sulawesi Provincial Government in planning the tourism development of the Pucak Botanical Gardens. This study aims to determine the tourism development strategy in Pucak Botanical Gardens through concrete and strategic steps.



METHODOLOGY

This research was carried out at the Pucak Botanical Gardens which are administratively located in the Tompobulu Village and Pucak Village, Tompobulu District in Maros Regency, South Sulawesi Province, from September to October 2021. Qualitative descriptive research is an attempt to understand the phenomena experienced by the subject. research such as behavior, perception, motivation, action, etc. holistically and by way of description in the form of words and language, in a special context that is natural and by utilizing various natural methods (Moleong 2017).

SWOT analysis is used to obtain a tourism development strategy that is processed from data on internal and external factors that support and hinder the tourism development of the Pucak Botanical Gardens (Rangkuti 2006). This analysis attempts to collect and select information from the results of environmental analysis and classify the information into external factors (opportunities and threats) and internal factors (strengths and weaknesses) (Ommani 2010). Some aspects of SWOT include aspects of strengths (S), weaknesses (W), opportunities (O) and threats (T), where the four are interrelated. Through these linkages, several strategies or basic concepts of development will emerge that can be used in both physical and non-physical development (Parmawati et al. 2018). To develop a development strategy, the internal and external factors in the Pucak Botanical Gardens must be known first.

Questionnaires and interviews are needed to obtain these two factors. Sampling for research purposes is done by purposive sampling technique, namely the technique of determining the sample with certain considerations (Sugiyono 2008). Respondents who were used as samples were 81 visitors and 7 people from UPT Botanical Gardens Pucak. 81 visitors were obtained by searching using various social media platforms by using the Pucak Botanical Garden keywords in the form of hashtags and location pins. This method is used in relation to the absence of visitors due to visit restrictions during the Covid-19 pandemic and the Pucak Botanical Gardens area is currently under construction since 2019. Respondents were given online questionnaires, while for 7 people from UPT Pucak Botanical Gardens, interviews and questionnaires containing screening of internal and external factors obtained from processing visitor questionnaires with the results of interviews with stakeholders at UPT Botanical Gardens Pucak.

Internal factors are entered into a matrix called the internal strategic factor matrix or IFAS (Internal Strategic Factor Analysis Summary). External factors are entered into a matrix called the external strategic factor matrix or EFAS (External Strategic Factor Analysis Summary). Determination of the basic concept of development is based on a SWOT analysis with an assessment (weight) using IFAS (Internal Factor Analysis Summary)-EFAS (External Factor Analysis Summary) analysis (Kent 2003). IFAS-EFAS is used to determine regional development strategies, then the assessment (weight) presented in the form of quadrants will determine the next development strategy.

Table 1. Matrix of internal and external strategic factors (Scoring for internal factors and external factors)

Internal Strategy Factor Matrix				
No.	Strengths (S) / Weaknesses (W)	Weight	Rating	Value Weight
1				
2				
etc				
Total Strengths/ Weaknesses				
Total Internal Factor = S -W				
External Strategy Factor Matrix				
No.	Opportunity (O) / Threat (T)	Weight	Rating	Value Weight
1				
2				
etc				
Total Opportunities/Threats				



Total External Factor = 0 -T

Scoring is done to get the strategic position of the Pucak Botanical Gardens on the SWOT Analysis diagram. The SWOT diagram can be seen in the Grand Strategy Matrix in Figure 1

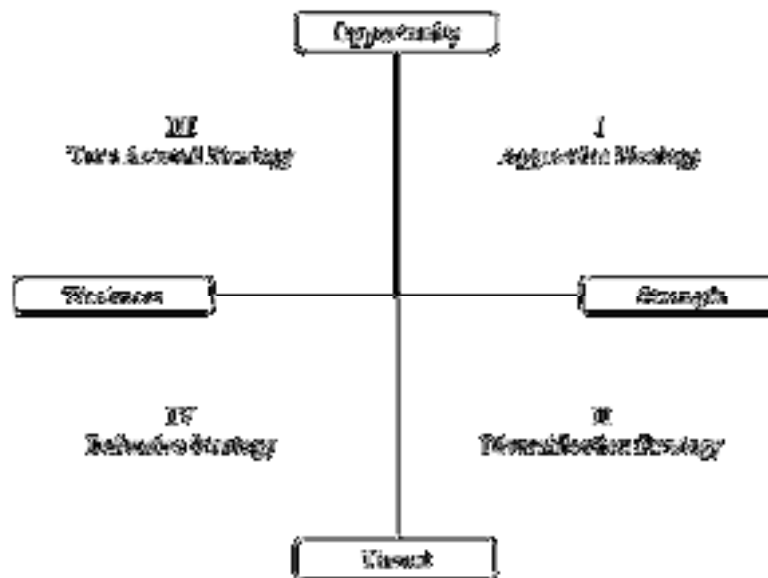


Figure 1. Matrix Grand Strategy

Description:

1. **Quadrant I:** This strategy is made based on the company's way of thinking, namely by utilizing all strengths to seize and take advantage of opportunities as much as possible.
2. **Quadrant II:** This is a strategy in using the company's strengths to overcome threats.
3. **Quadrant III:** This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.
4. **Quadrant IV:** This strategy is based on activities that are defensive in nature and try to minimize existing weaknesses and avoid threats.

The next stage is the formulation of a strategy using the SWOT matrix. The SWOT matrix is a tool used to compile the company's strategic factors (Rangkuti 2019). This matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses it has. This matrix can produce 4 (four) sets of possible strategic alternatives which can be seen in the table below.

**Table 2.** Strategy Matrix SWOT

SWOT ANALYSIS MATRIX	Strength (S)	Weakness (W)
	Determine internal strength factors	Determine internal weakness factors
Opportunity (O)	Strategi SO	Strategi WO
Determine external opportunity factors	Create strategies that use strengths to take advantage of opportunities	Create strategies that minimize Weaknesses to take advantage of Opportunities
Threat (T)	Strategi ST	Strategi WT
Determine external threat factors	Create strategies that use strengths to overcome threats	Create strategies that minimize weaknesses and avoid threats

RESULTS AND DISCUSSION

Analysis of Internal and External Factors of Pucak Botanical Gardens

Based on the results of interviews with the ranks of the Pucak Botanical Gardens UPT as stakeholders who manage the Pucak Botanical Gardens and the results of direct observations in the field, internal and external factors were obtained. The internal factors are strengths and weaknesses. Meanwhile, the external factors are opportunities and threats. The results of the identification of internal and external factors can be seen in Table 3 below.

Table 3. Internal and External Factors of Pucak Botanical Gardens

Botanical Gardens Internal Factors	
Strenght	Weakness
Botanical Gardens tourism objects have excellent attractions	Promotion of tourism objects is not good
Security of Pucak Botanical Gardens attractions conducive	The tourism object development program is still simple
The Pucak Botanical Garden tourism product development plan/program is prepared and implemented every year	Lack of facilities and infrastructure that supports tourism activities
The topography of the Pucak Botanical Garden area is varied	Limited budget for the cost of facilities and infrastructure
Distance to tourist attractions close to Makassar city	Lack of quantity and quality of human resources managing the Pucak
Botanical Gardens already have a development master plan	There are still activities other than tourism and conservation activities carried out by agencies outside the UPT KRP that have the potential to trigger conflicts in in area
Availability of su source of clean water within the Pucak Botanical Gardens	There is still disturbance by wild animals
Relatively low cost	Boundaries between the Pucak Botanical Gardens area and the surrounding area are not yet
	There is potential for disasters in the KRP area (landslides, fires, etc.)



Public transportation available Inadequate

Botanical Gardens External Factors

Opportunities	Threats
Easy accessibility level	There are similar/different types of tourist attractions that are more attractive
Number of tourists to Pucak Botanical Gardens who want to visit	Communities around the garden buffer zone The Pucak Botanical Gardens have not supported the development of the Pucak Botanical Gardens
The number of lodgings around the Pucak Botanical Gardens	There is no cooperation with the private sector in the development of the Pucak Botanical Gardens tourism objects
Improved products and attractions by utilizing existing potentials	Awareness of tourists to maintain tourism objects
Cooperation with other parties in the development of tourist attractions as well as facilities and infrastructure	Telecommunication network infrastructure is still limited, especially BTS and internet
Cooperation with other parties in increasing the capability of human resources managing the Pucak Botanical Gardens	
Development of supporting infrastructure for Pucak Botanical Gardens tourism	

Matrix IFAS (Internal Strategic Factor Analysis Summary) Pucak Botanical Gardens

Based on the identification of the internal strategic factors of the Pucak Botanical Gardens that have been implemented, Strengths and Weaknesses are obtained. After the questionnaire containing the factors of strength and weakness of the respondent stakeholders of the Pucak Botanical Gardens and weight, the weights obtained for each internal variable as described in Table 4 below.

Table 4. Matrix IFAS (Internal Strategic Factor Analysis Summary) Pucak Botanical Gardens.

	Internal Strategy Factors	Weight	Rating	Value Weight
A. Strength				
1	Pucak Botanical Garden tourism object has a superior attraction	0.124	4	0.50
2	The safety of Pucak Botanical Garden tourism object is conducive	0.124	4	0.50
3	The Pucak Botanical Garden tourism product development plan/program is prepared and implemented annually	0.137	4	0.55
4	Topography of the Garden area Raya Pucak which varies	0.137	3	0.41
5	Distance to tourist attractions close to Makassar city	0.120	5	0.60



6	Pucak Botanical Gardens already has a master plan for development	0.133	5	0.66
7	Availability of clean water sources within the Pucak Botanical Gardens	0.108	3	0.32
8	Relative costs cheap	0.116	3	0.35
Total Strenth				3.89
B. Weakness				
1	Promotion of tourism objects is not good	0.100	3	0.30
2	Tourism development programs are still simple	0.096	3	0.29
3	Lack of facilities and infrastructure that support tourism activities	0.109	2	0.22
4	Limited budget for the cost of facilities and infrastructure	0.109	2	0.22
5	Lack quantity and quality of human resources managing the Pucak Botanical Gardens area	0.090	2	0.18
6	There are still activities other than tourism and conservation activities carried out by agencies outside the UPT KRP that have the potential to trigger conflict within the area	0.100	2	0.20
7	There are still disturbances of wild animals	0.113	2	0.23
8	Not yet confirmed the boundaries of the Pucak Botanical Gardens area with the surrounding area	0.103	2	0.21
9	There is potential for disasters in the KRP area (landslides, fires, etc.)	0.077	2	0.15
10	Inadequate public transportation	0.103	2	0.21
Total Weakness				2.20
S - W = 3.89 - 2.20 = 1.70				

From the results of the weighting, it can be seen that the strength that has an important value is the sixth point which indicates that the Pucak Botanical Gardens already has a development master plan. The main weakness that hinders the promotion of tourism objects is not good. Based on Table 4, it is known that the total value of Strength is 3.89 and the total value of Weakness score is 2.20. The total IFAS score is 1.70 which is obtained by subtracting the total score of Strength from the value of the total score of Weakness. The position of the Pucak Botanical Gardens is on the X-axis with a value of 1.70. This illustrates that the Pucak Botanical Gardens have strengths that can be used as a good start in tourism development. However, it is undeniable that the possibility of existing weaknesses can be overcome if the existing strengths are utilized as well as possible by the management.

Matrix EFAS (External Strategic Factor Analysis Summary) Pucak Botanical Gardens

Based on the identification of the external strategic factors of the Pucak Botanical Gardens that have been carried out, opportunities and threats are obtained. After the questionnaire containing the opportunity and threat factors to the respondent stakeholders of the Pucak Botanical Gardens and weight, the weights were obtained for each external variable as described in Table 5 below.

**Table 5.** Matrix EFAS (External Strategic Factor Analysis Summary) Pucak Botanical Gardens

	External Strategy Factors	Weight	Rating	Value Weight
A. Opportunities				
1	Easy accessibility level	0.144	5	0.72
2	Number of tourists to Pucak Botanical Gardens who want to visit	0.144	4	0.58
3	The number of lodgings around the Pucak Botanical Gardens	0.116	2	0.23
4	Improved products and attractions by utilizing existing potentials	0.137	4	0.55
5	Cooperation with other parties in the development of tourist attractions as well as facilities and infrastructure	0.151	4	0.60
6	Cooperation with other parties in increasing the capability of human resources managing the Pucak Botanical Gardens	0.151	4	0.60
7	Development of supporting infrastructure for Pucak Botanical Gardens tourism	0.158	3	0.47
Total Opportunities				3.75
B. Threats				
1	There are similar/different types of tourist attractions that are more attractive	0.192	1	0.19
2	Communities around the garden buffer zone The Pucak Botanical Gardens have not supported the development of the Pucak Botanical Gardens	0.172	2	0.34
3	There is no cooperation with the private sector in the development of the Pucak Botanical Gardens tourism objects	0.232	2	0.46
4	Awareness of tourists to maintain tourism objects	0.212	2	0.42
5	Telecommunication network infrastructure is still limited, especially BTS and internet	0.192	1	0.19
Total Threats				1.62
O - T = 3.75 - 1.62 = 2.14				

From the results of the weighting carried out, it can be seen that the biggest opportunity possessed by the Pucak Botanical Gardens is to have an easy level of accessibility, the Pucak Botanical Gardens are located at a distance from the center of Makassar City, the capital city of Maros Regency and the Sultan Hasanuddin International Airport which are relatively close. The main or biggest threat that hinders development is the absence of cooperation with the private sector on the development of the Pucak Botanical Gardens tourism object. In Table 5 it is known that the total value of Opportunities is 3.75 and the total score of Threats is 1.62. The total IFAS score is 2.14 which is obtained by subtracting the total score of Opportunities from the total score of Threats. The position of the Pucak Botanical Gardens is on the Y-axis with a value of 2.14. This shows that the Pucak Botanical Gardens have external threats related to its development. However, seeing the opportunities that exist does not rule out the possibility that the threat will be resolved if the available opportunities are utilized optimally by the management of the Pucak Botanical Gardens.

3.4 Identify Strategic Position

Based on the analysis of the IFAS and EFAS matrices, the quadrant of SWOT is located at the value of X = 1.70 and the value of Y = 2.14. Thus the position of the Pucak Botanical Garden tourism development strategy



is in Quadrant I (SO), namely the Aggressive Strategy which is made based on the company or organization's mindset, namely by utilizing all strengths to seize and take advantage of opportunities as much as possible.

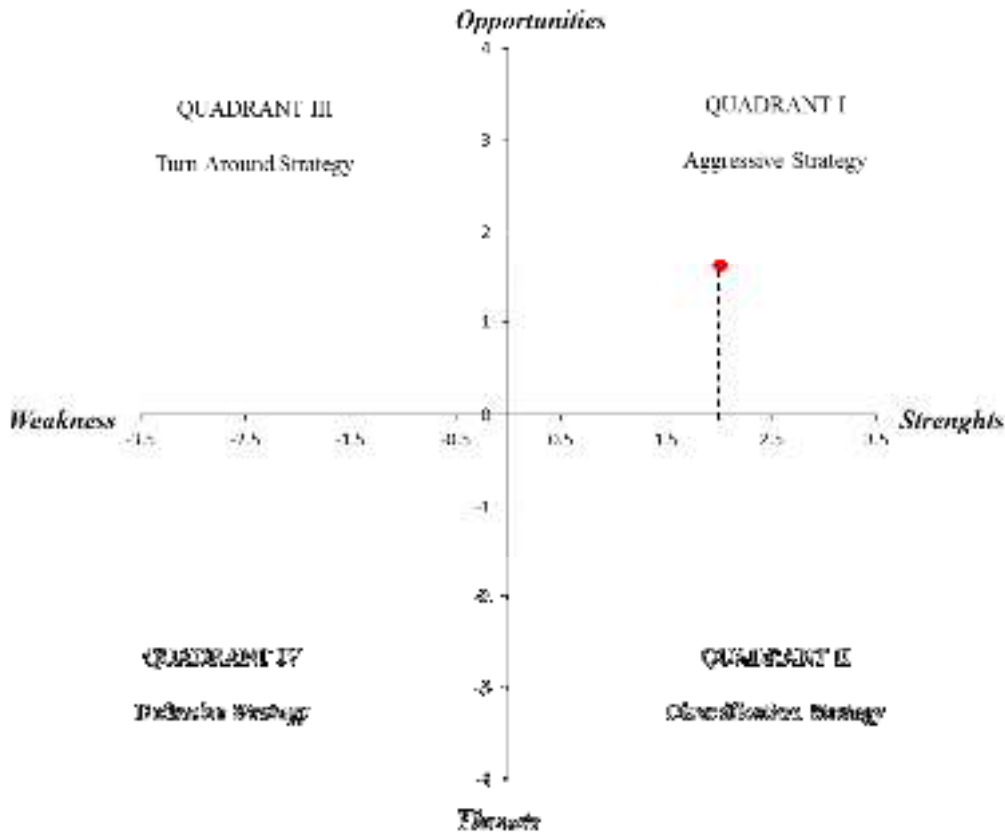


Figure 2. Position of Pucak Botanical Garden Development Strategy

In Figure 2 it can be seen that the Pucak Botanical Gardens are in quadrant I of the SWOT analysis. This shows that the Pucak Botanical Gardens are in a very favorable situation where the Pucak Botanical Gardens have great strengths and opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (growth-oriented strategy) (Rangkuti 2006).

Strategy Development

The Pucak Botanical Gardens have opportunities, one of which is to have easy accessibility and has great power with the development master plan that the Pucak Botanical Gardens has. By observing the internal and external factors of the Pucak Botanical Gardens, a strategy analysis can be processed by looking at the continuity between the two factors. This analysis is an attempt to identify possible plans and efforts that can be made regarding the development of the Pucak Botanical Gardens. The strategy formulation is made in a SWOT analysis matrix which can be seen in Table 6. Through the SWOT matrix, the right development strategy can be determined (Delita, Yetti, and Sidauruk 2017).

**Table 6.** SWOT Matrix of Pucak Botanical Garden Tourism Development Strategy

	Strenght	Weakness
SWOT ANALYSIS MATRIX	1) Pucak Botanical Garden tourism object has a superior attraction	1) Promotion of tourism objects that are not good
	2) The safety of the Pucak Botanical Garden tourism object is conducive	2) Tourism object development program that is still simple
	3) The Pucak Botanical Garden tourism product development plan/program is prepared and implemented annually	3) Lack of facilities and infrastructure that support tourism activities
	4) Topography of the varied Pucak Botanical Gardens	4) Limited budget for the cost of facilities and infrastructure
	5) Mileage of tourist objects close to the city of Makassar	5) Lack of quantity and quality of human resources managing the Puncak Botanical Gardens
	6) Pucak Botanical Gardens already have a development master plan	6) There are still activities other than tourism and conservation activities carried out by agencies outside the UPT KRP that have the potential to trigger conflicts within the area
	7) Availability of clean water sources within the Pucak Botanical Gardens area	7) There is still disturbance of wild animals
	8) Relatively cheap cost	8) The boundaries between the Pucak Botanical Gardens area and the surrounding area are not yet clear
		9) There is potential for disaster in the PPP area (landslides, fires, etc.)
		10) Inadequate public transportation



Opportunities	S-O Strategy	W-O Strategy
1) Easy accessibility level. 2) The number of tourists who want to visit the Pucak Botanical Gardens. 3) Number of lodgings around the Puncak Botanical Gardens. 4) Improvement of products and attractions by utilizing existing potentials. 5) Cooperation with other parties in the development of tourist attractions and facilities and infrastructure. 6) Cooperation with other parties in increasing the capability of human resources managing the Pucak Botanical Gardens 7) Development of supporting infrastructure for Pucak Botanical Gardens tourism	1. Making the Pucak Botanical Gardens a leading tourist destination that has easy accessibility. 2. The Pucak Botanical Gardens area has a varied topography, the distance to tourist attractions that are close to the city of Makassar, the availability of clean water sources in the area, relatively cheap costs and conducive security, making many tourists who want to visit supported by the many lodgings around the Pucak Botanical Gardens. 3. The Pucak Botanical Gardens tourism product development plan/program is prepared and implemented every year aimed at increasing products and attractions by utilizing existing potentials, tourism supporting infrastructure as well as cooperation with other parties in the development of tourist attractions and facilities and infrastructure, increasing the capability of human resources for the management of the Pucak Botanical Gardens.	1. Carry out maximum tourism promotion and cooperate with the local government in terms of public transportation to and from the Pucak Botanical Gardens due to a large number of potential visits and the many lodgings around the Pucak Botanical Gardens. 2. Increasing development programs and budgets that focus on infrastructure, facilities and infrastructure as well as products and attractions by utilizing existing potentials accompanied by collaboration with other parties to support Pucak. 3. Develop tourism support infrastructure by delimiting the Pucak Botanical Gardens area with its surroundings in the form of guardrails and talking boards to avoid potential conflicts with agencies outside the UPT KRP, disturbance of residents' animals and livestock as well as warnings of potential disasters within the area.
Threats	S-T Strategy	W-T Strategy
1) The existence of similar/dissimilar tourist attractions that are more interesting. 2) Communities around the buffer zone of the Pucak Botanical Gardens have not supported the development of the Pucak Botanical Gardens.	1. Creating a tourist attraction for the Pucak Botanical Gardens with attractions, short distances, infrastructure, topography, security, and relatively low costs so that it has the advantage of similar/different tourist	1. With the existence of similar/dissimilar tourist attractions that are more attractive, it requires managers to improve and add infrastructure, budget and public transportation that help develop tourism activities in the Pucak Botanical Gardens as well as



- | | | |
|---|---|---|
| 3) There is no cooperation with the private sector on the development of the Pucak Botanical Garden tourism object. | 2. The manager must involve the community around the buffer zone in developing Pucak Botanical Garden tourism as stated in the annual activity program. | telecommunications networks so that if this is resolved then the manager can carry out tourism promotion to the fullest online and offline |
| 4) Awareness of tourists to maintain tourism objects. | 3. Always encourage cooperation and involvement with the private sector in the development of the Pucak Botanical Gardens tourism object. | 2. Managers are required to develop tourism objects that involve the private sector in their involvement in making improvements to the area boundary fence to be firm so that potential conflicts with other agencies can be suppressed, wild animals can be suppressed and a talking board for warning and management of potential disasters in the area as well as tourist awareness in protecting tourist attractions. |
| 5) Telecommunication network infrastructure is still limited, especially BTS and internet. | 4. Increase the awareness of tourists to maintain tourism objects with appeals and education so as to create security and comfort in the Pucak Botanical Gardens area. | 3. Increase the number of human resources by recruiting local people who meet the qualifications and conduct training to improve the quality of human resources for managing Pucak Botanical Gardens. |
| | 5. Cooperating with related parties to build telecommunications network infrastructure so that visitors and managers can carry out communication activities smoothly in accordance with the master plan owned by Pucak Botanical Gardens. | |

CONCLUSIONS

The results of the analysis of the tourism development strategy of the Pucak Botanical Gardens are in the Quadrant I position, this is a very favorable situation where the Pucak Botanical Gardens have great strengths and opportunities, so the SO strategy needs to be made and implemented by utilizing all strengths to seize and take advantage of opportunities. as much as possible. The SO strategy formulated consists of (1) Making Pucak Botanical Gardens a leading tourist destination that has easy accessibility; (2) The Pucak Botanical Gardens area has a varied topography, the distance to tourist attractions that are close to the city of Makassar, the availability of clean water sources in the area, relatively cheap costs and conducive security make many tourists who want to visit supported by the many lodgings around Puncak Botanical Gardens; (3) The Pucak Botanical Gardens tourism product development plan/program is prepared and implemented every year aimed at increasing products and attractions by utilizing existing potentials, tourism supporting infrastructure and cooperation with other parties in the development of tourist attractions and facilities and infrastructure, capacity building HR manager of the Pucak Botanical Gardens.



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