



MARINE TOURISM DEVELOPMENT STRATEGY BASED ON TOURIST SEGMENTATION DURING THE COVID-19 PANDEMIC IN LABUAN BAJO

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Abstract

Keywords:

Tourist;
Marine tourism;
Labuan Bajo;
SWOT;

The development of tourism in the City of Labuan Bajo has an impact on the physical development of the city because the development of tourism has resulted in the increasing activity of tourists and residents, thus demanding facilities and infrastructure as well as the provision of space. This study uses a qualitative approach that helps researchers see the phenomena that occur and are related to this research. The data analysis technique used is descriptive qualitative analysis and SWOT analysis technique. The results of the study indicate that the existing conditions of Labuan Bajo marine tourism products during the pandemic already have adequate health protocols, domestic tourists are mostly from the island of Java and its surroundings, tourists are dominated by men, tourists are on average 25-34 years old, most tourists come to visit holiday. The strategy for developing marine tourism products in Labuan Bajo is carried out by increasing the quality and quantity of tourism elements, developing tourism facilities, attractions and human resources, providing accessibility and effective tourist attraction accommodations, increasing awareness and caring for tourism, optimizing tourism supervision.

Kata Kunci:

Pariwisata;
Wisata Bahari;
Labuan Bajo;
SWOT;

Abstrak

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Berkembangnya pariwisata di Kota Labuan bajo memberikan dampak bagi perkembangan fisik kota karena semakin berkembangnya pariwisata mengakibatkan semakin meningkatnya aktifitas wisatawan serta penduduk, sehingga menuntut sarana dan prasarana dan juga penyediaan ruang. Penelitian ini menggunakan pendekatan Kualitatif yang membantu peneliti melihat fenomena yang terjadi dan berkaitan dengan penelitian ini. Teknik Analisis Data yang digunakan adalah analisis deskriptif kualitatif dan teknik analisis SWOT. Hasil penelitian menunjukkan bahwa kondisi existing produk wisata bahari Labuan Bajo saat pandemic sudah memiliki protocol Kesehatan yang memadai, wisatawan domestic kebanyakan dari pulau jawa dan sekitarnya, wisatawan didominasi oleh laki-laki, wisatawan rata-rata berusia 25-34 tahun, kebanyakan wisatawan datang untuk liburan. Strategi pengembangan produk wisata bahari di Labuan Bajo dilakukan dengan meningkatkan kualitas dan kuantitas unsur pariwisata, mengembangkan sarana-prasarana, atraksi dan SDM wisata., menyediakan aksesibilitas dan akomodasi objek wisata yang efektif, meningkatkan kesadaran dan peduli pariwisata, mengoptimalkan pengawasan terhadap pariwisata.

INTRODUCTION

Currently tourism is experiencing a global crisis where the case of the Covid-19 pandemic in Indonesia has a significant impact on the tourism business. UNWTO estimates that international tourist activity could decline by 20 percent to 30 percent by 2020 (UNWTO, 2020). It is also estimated that the pre- and post-covid-19 handling process has a psychological impact on tourists. The reconstruction of the tourism sector in Indonesia is absolutely necessary as an effort to restore the tourism market position amidst the uncertainty of the pandemic. This means that the world of tourism must adapt and shift to new conditions. Post-pandemic tourism must be more resilient in terms of how it operates, as well as its impact on people and places. To create a tourism area as described above is not easy. Because, not all tourist destinations have the perfect resources to configure their territorial functions. Nunes & Sousa (2020) stated that there are at least five characteristics of tourism areas, namely uniqueness, local abundance, territorial control over resources, territorial attachment, and global demand. Tourism areas require strong linkages with the region, so that tourism can play a relevant role in the competitiveness and cohesion of a region.

East Nusa Tenggara (NTT) is a province located in Eastern Indonesia. This province saves a lot of tourist destinations, be it natural, cultural or marine tourism. The city of Labuan Bajo as a tourist gateway in this province after from Bali, West Nusa Tenggara and Lombok. The city of Labuan Bajo is famous because around this city has the potential for marine tourism which is very well known to international class. Labuan Bajo is the capital of West Manggarai Regency. Labuan Bajo has a very strategic geographical location where the position of Labuan Bajo is in the western part of Flores Island which makes Labuan Bajo the entrance to the western part of Flores Island. Labuan Bajo, which is surrounded by a group of small islands with sea waters and coastal views, has become a new attraction in the world of tourism and has great potential for tourists who come.

Labuan Bajo as one of the tourism destinations that is well known to foreign countries also does not escape the development of tourism. Labuan Bajo's status as a super priority destination certainly encourages further tourism development. This status determination was followed by a number of central government programs as a form of full support for tourism development in Labuan Bajo. One of the strengths of Labuan Bajo is the existence of the Komodo National Park area which has become a world-class tourist attraction, where Labuan Bajo is the entry point to the Komodo tourist area. In addition, Labuan Bajo is also the western gateway to the cities on the island of Flores. Besides having the potential for marine tourism, there is also quite a lot of terrestrial tourism, including various types of natural caves with their own peculiarities, springs and waterfalls which are located not far from the Labuan Bajo area. The development of tourism activities in Labuan Bajo is said to be very increasing, this can be observed from the number of tourists who enter every week to enjoy the natural beauty of Labuan Bajo. So the need for foresight from the local government, the private sector and stakeholders to take advantage of this opportunity, namely by continuing to develop, especially in developing attractive tourism facilities/facilities from the existing potential and can be enjoyed by tourists visiting Labuan Bajo. This development intends to attract the attention of tourists visiting Labuan Bajo or people who transit to use and enjoy the available tourism facilities/facilities. This tourism development also aims for tourists to enjoy existing facilities so that tourists can stay longer, then spend their money and increase the number of tourists visiting Labuan Bajo.

Today's tourists are demanding more from every country, business, organization, and tourism industry employee to improve services that ensure quality, value, accuracy/reliability, diversity, comfort, and professionalism. The high quality of service and the completeness of facilities/facilities supporting tourism activities are very important factors in the tourism industry. In addition to providing satisfaction to tourists, it also increases the interest of tourists to return to visit. In this way,

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the benefits obtained are much greater, so that visitors will indirectly benefit from using these tourist facilities/facilities which will later encourage the development of Labuan Bajo City into a city/tourist destination. Because the tourism sector can be a source of income for local governments, namely local revenue (PAD) and increase the income of local communities. In addition to seeing the opportunities that exist now, this development also sees future opportunities which are predicted to increase tourism sector activity in Labuan Bajo. The availability of tourism facilities/facilities is a very important component in the sustainability of tourism activities.

So far, the development of tourism facilities and infrastructure in Labuan Bajo has made progress and improvement but this research aims to explore again the potentials that should be developed and also potentials that already exist but have not been managed optimally by the government, private sector or other parties involved. related, so as to increase tourist interest. Nevertheless, there are several realities which indicate that the development of tourism in Labuan Bajo is still facing obstacles. For example, the issue of tourist attraction offers is still minimal so that a visit to Labuan Bajo is still synonymous with only seeing Komodo dragons. Then the unattractive sights at several important points in Labuan Bajo which are scattered with garbage indicate that the tourism character of the Labuan Bajo community is still lacking. The drinking water crisis that often occurs in Labuan Bajo, especially during the dry season, indicates that there are fundamental problems that must be handled quickly in the Labuan Bajo Tourism destination. The scope of tourism development in a tourism destination is certainly a little more complex. This is because the development of destinations includes components of tourism products which consist of tourist attractions, accessibility, amenities, and ancillary or institutional (Pitana 2009). This is important to analyze because tourism development will progress forward, and in accordance with the objectives if the obstacles regarding the development can be minimized and get support from various parties who are included in the subject of Labuan Bajo tourism development. The goal is to accelerate development itself, budget efficiency and increase the value of benefits from the existence of Labuan Bajo tourism.

This study uses several related concepts that are used as the basis for the analysis. These concepts include: the concept of tourism potential (Pendit 1999), the concept of tourism product components (Cooper 1993), the concept of tourism destinations (Davidson and Maitland 1997), the concept of tourism destination development techniques (Pitana 2009). Tourism development should go through proper planning and techniques to ensure success in its development. The development of tourism in the City of Labuan Bajo has an impact on the physical development of the city because the development of tourism has resulted in the increasing activity of tourists and residents, thus demanding facilities and infrastructure as well as the provision of space. Based on some of the things above, the researchers are interested in conducting research with the title "Maritime Tourism Development Strategy Based on Tourist Segmentation During the Covid 19 Pandemic In Labuan Bajo".

The concept of development is a design to develop something that already exists in order to improve quality further. Tourism actors should collect customer information before, during and after a visit in order to better understand consumer behavior choices and determinants (Buhalis and O'Connor, 2005). From the theoretical concept above, it can be seen that tour packages have 4 interrelated components, and these components must be understood and previously collected by tour operators in making tour packages, in order to make a good tour package.

Tourism is the entire activity related to tourism and is multidimensional and multidisciplinary in nature that arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs.

The tourism product is not a real product, this product is a series of services that not only have economic aspects, but are also social, psychological and natural, although the tourism product itself is largely influenced by economic behavior. Tourism resources are also referred to as attractive spontaneous or tourist attractions, known as objects and tourist attractions, namely everything that is contained in a tourist destination which is an attraction so that people want to visit the place.

Tourism facilities and infrastructure are complementary to tourist destinations that are needed to serve the needs of tourists in enjoying their travels. Accessibility is a function of distance or level of ease to reach tourist areas with various tourist destinations. Marine tourism is defined as a tour where the tourist attractions are dominated by waters and marine. This opinion is quite simple and quite easy to understand. Marine tourism also means an activity to enjoy the beauty and uniqueness of the coast and the ocean. The market is divided into distinct groups that (1) have a common need, (2) give the same response to a marketing action.

According to Dr. Frans Teguh, MA – Acting (Deputy for Resources and Institutions of the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency) important points from the impact of covid-19 on tourism & creative economy are scenarios & predictions of projected international tourist arrivals including conditions in Indonesia, the main market & competitor countries; tourism & creative economy in the new order as well as government strategies & policies.

RESERCH METHODS

This study uses a qualitative approach that helps researchers see the phenomena that occur and are related to this research. Location of this research This research was conducted for 6 months, namely March-October 2021 in Labuan Bajo, East Nusa Tenggara, Indonesia. The technique of taking informants or samples in qualitative research is in the form of purposive or selection based on certain criteria (criterion based selection). And for the basic informants in this research are related parties within the framework of tourism in Labuan Bajo, namely the Related Offices: Provincial Culture and Tourism Office, West Manggarai Regency Tourism Office, West Manggarai HPI DPC, Travel Industry in the form of the Labuan Bajo Travel Bureau (BPW) and Tourists visiting Labuan Bajo

The researcher used the subject in this study was the business of policy makers related to Labuan Bajo tourism in the New Normal period and the tourists who visited Labuan Bajo during the Pandemic Period to find out their motivation and the community in Labuan Bajo tourism destinations as one of the supporting elements in tourism development. maritime in Labuan Bajo. Data collection techniques used in this study were observation, interviews, and documentation. Sources of data in this study from primary data and secondary data. The primary data was obtained from the main source, namely the Destinations section, Promotion and Institutional Section of the West Manggarai Regency, Labuan Bajo Regency, East Nusa Tenggara Province. Secondary data in this case consists of books or documentation related to the problem, opinions of legal experts and reports. research report. The data analysis technique used is descriptive qualitative analysis and SWOT analysis technique.

RESULT AND DISCUSSION

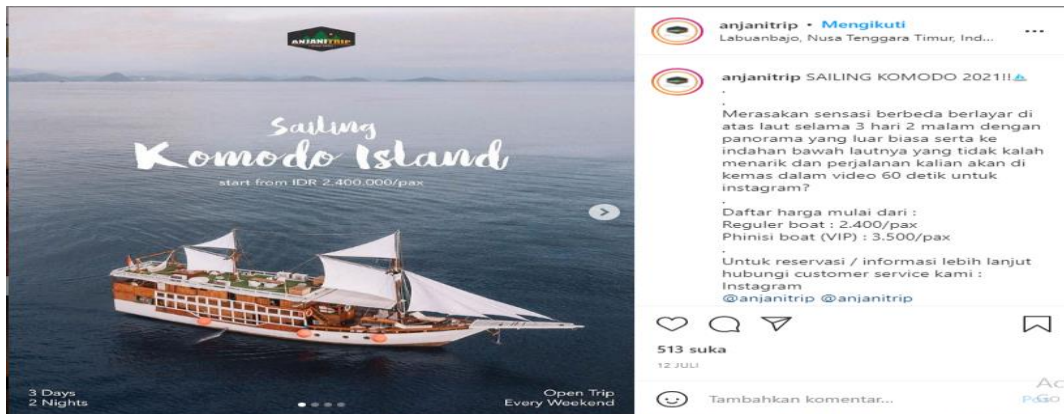
In this section, data analysis techniques include processing of data presentation, performing calculations to describe data. Data presentation and data analysis through data collected from the field can be presented in the form of tables, graphs, or diagrams. Below are the results of data analysis obtained from structured interviews with one of the informants.

Labuan Bajo is a destination that has become an icon of East Nusa Tenggara tourism, with a lot of potential in the form of islands that have their own uniqueness such as Padar Island, Komodo Island, Kanawa Island, Kalong Island, Kelor Island, Rinca Island, Taka Makassar, Pink Beach, and others. According to the concept of marine tourism in Labuan Bajo, which is prioritized by Mrs. Anjani, the owner of Travel Anjani, there are 2 priority packages, namely Komodo Sailing and Prewedding, which demand is quite high compared to other tourist package concepts, although basically the main concept of Labuan Bajo is to feel and see firsthand. Labuan Bajo's natural beauty. Based on the interview statement mentioned by Mrs. Widi that the current product is generally a Komodo sailing product with different activities ranging from snorkeling to diving. Since the development of the travel industry in Labuan Bajo, there is no doubt about the products offered, especially marine tourism package products. Therefore, travelers in Labuan Bajo always compete with other travel agencies, not only marine tourism package products offered to tourists but also land tour products so that this will complement the needs of tourists when they want to vacation in Labuan Bajo.

In terms of strength, travels in Labuan Bajo have their own unique ways of dealing with the market, although conceptually they have similarities, this encourages innovation from each travel to develop. The tourist destination of Labuan Bajo has the attraction of the Komodo National Park as an icon of Eastern Indonesia tourism products, thus making it easy to promote endemic bird species as an alternative type of tourism. It has been supported by the accessibility of the Denpasar - Labuan Bajo connection which is quite good, such as flight facilities that can be used by tourists on a regular basis. Supported by tourist facilities (various types of hotels, restaurants, internet) which are quite adequate so as to make it easier for tourists to get what they need while doing tourist activities. The increasing image of Labuan Bajo tourism as a marine, adventure and living culture destination has a positive impact on the development of alternative tourist attractions. The existing forest area is also supported by populations of other bird species such as the Crooked Beak, natural beauty (lakes and waterfalls) and cultural uniqueness. The weakness of travel-travel is that there are still limited promotional media and informational materials about animal populations. The quality of the guides is still lacking, especially in foreign language skills and basic interpretation techniques. Limited tourist facilities in several locations such as; home stay, restaurant, interpretation board. Observation paths into the forest have not been managed properly, tourists often make observations on unused tracks.

The opportunity that exists comes from the decreasing level of PPKM so that people who previously couldn't take a vacation can now take a vacation with some strict health conditions and protocols, so this can be used as momentum by Travel owners. Increasing market share of alternative tourism. Advances in technology make it easy for tourists to get information about Labuan Bajo tourism. Support from tourism actors for tourism development in the form of program support and also the construction of tourist facilities. Threats occur when forest encroachment, hunting and animal trade activities pose a threat to animal life in the Flores Forest area. The phenomenon of climate change in the form of global warming has an impact on the schedule of tourist visits. Disease outbreak phenomena such as; Malaria and diarrhea are caused by the lack of clean water facilities and poor sanitation conditions. There is still a lack of active government and travel roles in developing bird watching tourism activities as an alternative tourism product development.

In general, Labuan Bajo tour packages use tour package components that meet standards with good integration between various facilities. The components of the Labuan Bajo marine tourism package include transportation facilities, accommodation facilities, food and beverage facilities, professional tour guides and tourist attractions. Existing travel also continues to develop existing packages because they are cheaper than making new tour packages, where the market is not necessarily clear.



Source: Instagram Anjani Trip

Figure 1.
Brochure of Sailing to Komodo Island



Source: Instagram Explore Trip

Figure 2.
Another Komodo Sailing Brochure

The existing market reflects the segment in which the product has been used. To obtain information about the strengths and weaknesses of our products in a segment, or the extent to which penetration has been carried out, we must continuously extract information, through monitoring sales data in each segment or area, survey results to customers.

In terms of interest, tourists who come are interested in marine tourism compared to the percentage of tourists who are interested in marine tourism is 80%, this encourages travellers to further develop their tour packages, because various factors show support for existing tour packages to develop and innovate for the sake of attract the interest of the existing market.

In terms of tourist existence, there was a sharp decline during the pandemic from a scale of 100% to a decrease of tourists coming at 30%, after the new normal with existing protocols and regulations there was an increase of 10% from a decrease of 30% so that the percentage of tourist presence was at 80% of the number of tourists. 100%, on weekdays. By segmentation, there are 3 main indicators that provide clear information about the existence of tourists starting from demographics, psychographics and geography.

Table 1.
Labuan Bajo Market Segmentation

No.	Indicator	Variable	Percentage	Information
1	Demography	Gender	52% Male	Male tourist are more likely to visit Labuan Bajo because generally the tours carried out in Labuan Bajo are related to sports and adventure.
		Age	44% 25-34 Year	Age 25-34 dominates tourist arrivals to Labuan Bajo because that age has the physical desire and financial ability that is right to be a target for the activities that are exhausting.
2	Psychographics	Motivation	74%	The motivation of tourists visiting Labuan Bajo is vacation, recreation, sports and the arts.
3	Geographies	Home Island	68%	People from the island of Java dominate tourist arrival to Labuan Bajo

Source: Processed Data, 2021

In terms of market demographics, most travelers offer marine products from the upper middle class, where the average age of tourists ranges from 25 to 34 years, where the majority of the sex of tourists is dominated by male tourists. Based on this, we can see that most travel targets the age of 25-34 years because the soul for traveling is higher and the majority who come are male tourists because generally tourism in Labuan Bajo is related to adventure or adventure. This is in line with data from R&D BPPD NTT regarding the distribution of tourists by gender and age which shows that males dominate tourist arrivals to Labuan Bajo by 52% and ages 25-34 dominate tourist arrivals to Labuan Bajo by 44.6%.

The trend of traveling to Labuan Bajo looks more dominant with the aim of having a vacation, this can be attributed to the increasing sales of marine tour packages at every travel agency where many tourists request and combine one-day and sunset trip routes, besides that, most tourists come with the aim of doing activities. diving and snorkeling by ordering a sailing package 4 days 3 nights using a *phinisi* boat. This is in line with data from RITBANG BPPD NTT which states that the motivation of tourists visiting Labuan Bajo is vacation, recreation, sports and the arts with a percentage of 74%.

Markets that have existed so far have visited Labuan Bajo who come from each region where from their geographical point of view, there are those from Betawi, Java, Bali, Bugis, and Batak, of course this affects the handling that will be given in the stages of marine tourism package services. This is because they have to adapt to the social culture of each tourist. Most tourists come from the Betawi, Javanese, Balinese, Sundanese and Madurese tribes, which incidentally the majority of the population comes from the island of Java. This is reinforced by data from RITBANG BPPD NTT which states that tourists from the island of Java dominate visits to Labuan Bajo by 68%.

Based on internal factors (strengths and weaknesses) and external factors (challenges and opportunities above, the Labuan Bajo Islands destination development strategy can be seen in the following table:

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Table 2.
Labuan Bajo Destination Development Strategy Matrix

	<p>Strength (S)</p> <ul style="list-style-type: none"> - Quality Marine Tourism Attractions - Quality marine tourism activities - Image of the Destination as an Underwater Paradise - Supportive community 	<p>Weakness (W)</p> <ul style="list-style-type: none"> - Lack of online information about official recommendations about interesting tourist activities and locations. - Sanitation related to waste management - The quality of human resources is not maximized - Concern for the environment - Ordering System - Accessibility that has not been maximized
<p>Opportunity (O)</p> <ul style="list-style-type: none"> - The leading marine tourism destination in Indonesia - Center for marine life learning and research activities - Development of quality mainland tour packages 	<p>SO Strategy</p> <ul style="list-style-type: none"> - Quality destination packaging so that it is more attractive to tourists - Diversification of quality mainland destination products - Development of community-based destination products - Designation as a center for nautical studies (nautical museum and training center) 	<p>WO Strategy</p> <ul style="list-style-type: none"> - Development of quality online media applications - Increasing public awareness of sanitation and waste management - HR development in relation to destination management, travel agency and accommodation
<p>threats (T)</p> <ul style="list-style-type: none"> - Damage to the marine tourism environment - -Other similar destinations are developing with better quality - Application of additional fees for sightseeing in the National Park 	<p>ST Strategy</p> <ul style="list-style-type: none"> - Strengthening policies that make it easier for tourists to access - Development of promotional materials and implementation of effective promotions - Strengthening destinations with higher quality in terms of infrastructure 	<p>WT Strategy</p> <ul style="list-style-type: none"> - Forming and fostering higher quality tourism awareness groups - Planning and implementation of training programs as needed - Added accessibility by air - The addition of sea transportation routes that facilitate the mobility of tourists between islands.

The description of the strength-opportunity strategy for the Labuan Bajo destination can be explained in the following programs: Quality destination packaging to attract tourists To achieve a strategy in developing quality destinations, the programs that can be carried out include: Development of cooperation with Travel Bureaus: Cooperating to conduct surveys of potentials that can be used as products according to market desires. Creating tour packages that are superior recommendations for the Labuan Bajo destination; Development of Travel Patterns (Travel Paths): Conduct a survey on travel routes, both those that can be sold and those that are still in the development stage. Make recommendations for appropriate travel patterns; Development of quality tourism information:

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Creating quality tourism information materials. Creating tourism information centers at strategic points. Making video and photography competitions with maritime and cultural themes. Make quality videos about each attraction. Taking quality photos for promotional materials

Diversify quality mainland destination products. To achieve the strategy of diversifying products for mainland destinations, the programs that can be carried out include: a) Development of varied tourist attractions: Strengthening the quality of facilities and infrastructure in leading attractions. Strengthening the quality of cultural tourism attractions on each island b) Development of New Tourist Attractions: Conduct studies on the potential of tourism resources on a regular basis. Conduct market research to see the needs and demands of tourists. c) Market Segmentation Development: Divide the market according to categories to facilitate product development

Development of community-based destination product. To achieve a community-based destination product development strategy, the programs that can be carried out include: a) Strengthening Tourism Awareness Groups: Forming tourism awareness groups in each sub-district or in tourist attractions. Provide adequate training as needed. Assist in the initial management of tourism awareness groups. b) Strengthening Community Roles: Determining the level of community participation. Increase awareness of tourism products. c) Arrangement of community-based tourist attractions: Provide training on the management of tourist attractions. Develop Homestay in every tourist attraction that requires accommodation.

Designation as a center for maritime studies (nautical museum and training center). To be able to achieve the strategy in determining Labuan Bajo as a center for maritime studies, the programs that can be carried out include: a) Development of Maritime Training Center: Creating a marine tourism study center. Periodic publication of marine tourism. Make trainings on marine life. Collaborating with domestic and foreign universities both in research and training. b) Development of the Maritime Museum: Build museum facilities and infrastructure. Making the maritime museum a learning center for the community and tourists.

The description of the strength-challenge strategy for Labuan Bajo can be explained as follows: 1) Strengthening Policies that make it easier for tourists to access. To achieve a strategy to strengthen policies that facilitate access for tourists, it can be done by: : a) Strengthening of Regional Tourism Master Plans: Dissemination of master plans that have been made to all stakeholders. Development of master plans in each tourist attraction by strengthening the aspect of accessibility. b) Coordination with provincial and central government : Build good relationship to support accessibility c) Cooperation with airlines: Negotiations with airlines to open new routes.

Development of promotional materials and implementation of effective promotions. To achieve the development of promotional materials and implementation of effective promotions, programs that can be carried out include:: a) Study of tourism resource potential: Comprehensive identification of all tourism resources. Develop a comprehensive potential book as the main reference for promotional materials. b) Development of promotional materials in multiple languages: Translating promotional materials in several languages. c) Use of an effective Promotional Mix: Designing a strategy to use the promotion mix in marketing effectively. Determine which components of the promotion mix are the main focus in promotional activities. d) Development of effective online media: Website design that is interactive and more creative. Creation of quality website promotional materials. Effective use of social media through admins who are always creative and updated. Provision of information in several languages.

Strengthening Destinations with higher quality in terms of infrastructure. To achieve a higher quality destination strengthening in terms of infrastructure, the programs that can be carried out include: a) Development of road facilities: Strengthening road access to every mainland tourist

attraction. Making tourist routes on islands that have superior tourist attractions. Development of public facilities and infrastructure. b) Development of public facilities and infrastructure: Construction of standard toilet facilities at strategic points. Construction of artistic jetty at points of marine tourism activities (snorkeling or diving). c) Strengthening of financial transaction facilities: Expanding banking facilities on each main island such as ATMs and credit card transactions. d) Strengthening of telecommunications networks: Expanding signal reception for mobile phone users.

The description of the strategy of weaknesses and opportunities for Labuan Bajo can be explained with the following programs: Development of quality online media applications. To achieve a strategy in developing online media applications, the programs that can be carried out are as follows: Android-Based Destination Application Development: Provision of quality promotional materials. Providing informative and easy-to-understand features. Use of other quality foreign languages in the application. Increasing public awareness of hygiene, sanitation and waste management. To achieve a strategy to increase public awareness of sanitation and waste management, the programs that can be carried out include: a) Strengthening Community Capabilities of tourism actors in food management: Implementation of special training for kitchen managers, both hotels and restaurants on how to process food ingredients. Implementation of counseling on hygiene and sanitation for hotels and restaurants. b) Implementation of Waste Banks: Forming waste bank groups. Increase community creativity in managing waste. c) Improvement of Facilities and Infrastructure: Conducting outreach to increase public awareness in the use of clean permanent facilities. Making adequate facilities for people who are in tourist attraction centers. d) Strengthening of hygiene programs in the community: Provision of adequate trash bins for the community. Counseling and application of waste management based on the 3Rs (reduce, reuse and recycle).

HR development in relation to destination management, travel agency and accommodation. To achieve a strategy in HR development in relation to destination management, the programs that can be carried out include: a) Improving the Capability of Hotel HR: Training to increase competence for hotel workers in all fields. Improvement of English language skills for workers in Front Liner. b) Improvement of Human Resources Capability of Scouting: Training to increase competence for tour guides. Improved English skills for tour guides. Increased ability in packaging tour packages. c) Improving the Capability of Homestay Managers: Training on homestay management. Training on the use of local products to become culinary products. d) Increasing the capacity of Travel Bureaus and Diving Operators: Training to increase competence for workers in managing businesses. Capacity building training in packaging tour packages. Improvement training in the use of e-marketing for business managers. e) Increasing the capability of tourist attraction managers: Training to increase competence for the community in managing tourist attractions. Capacity building training in developing tourist attractions. Language skills training for tourist attraction managers

A description of the weaknesses - challenges strategy for Labuan Bajo can be seen in the following explanation: Planning and implementation of training programs as needed. To achieve a strategy in planning and implementing training programs that are in accordance with the needs, the programs that can be carried out are as follows: a) Training Program Analysis: Survey of all stakeholders to identify the desired training needs. Designing trainings that can be implemented directly by all stakeholders. b) Training Implementation: Standardization of applicable training materials. Effective training budgeting.

Added accessibility by air. To achieve the strategy of increasing accessibility by air, the programs that can be carried out include: a) Strengthening Accessibility by air: Airport development to be able to be based on large body aircraft. Subsidies for a certain period to attract tourists. The addition of sea transportation routes that facilitate the mobility of tourists between islands. To achieve

the strategy of adding sea transportation routes that facilitate the mobility of tourists between islands, the programs that can be carried out include: a) Strengthening Sea Transportation Accessibility: Port development at strategic points. Provision of large ships that can circle the entire island in a day. Provision of fast boats on routes that are a tourist attraction. b) Travel Route Analysis: Survey of tourist needs for accessibility. Development of marine tourism routes. c) Comprehensive waste management. To achieve a comprehensive strategy in waste management, the programs that can be carried out include: a. Handling of Posted Waste: Making a “trash trapper” in the waste area. Mass cleaning involving community participation and related parties. Maximizing the use of technology for shipping waste through nets in the middle of the sea by using the "Floaton Debris Trap" method at strategic points. Cooperation with other regions that are sources of waste with collaborative programs with local governments to make local people aware of waste. b. Garbage Tourism Package Packaging: Making the waste problem one of the tour packages where tourists are directly involved in picking up trash. Preparation of facilities and infrastructure for waste collection activities.

The implication of this research is that marketers are more able to develop products for tourism, especially for marine tourism products, this research can assist marketers in determining marine tourism marketing strategies so that they can increase the income of local residents.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research and discussion of research problems carried out in Labuan Bajo Super Priority Destinations where in the discussion that has been described, the following conclusions can be drawn: Existing conditions for Labuan Bajo marine tourism products during the pandemic. Labuan Bajo is located on the east side of Indonesia so it has a beautiful sunset view. All tourist objects, accommodations and restaurants located at several points in Labuan Bajo already have adequate health protocols and for good accessibility. So tourism products can develop well in Labuan Bajo, especially for marine tourism products. The existence of the marine tourism market in Labuan Bajo during the pandemic. Geographically, domestic tourists who visit Labuan Bajo are mostly tourists who come from the island of Java and its surroundings. By demography, most tourists are dominated by male tourists and the age range of tourists who come is approximately 25-34 years old. And psychographically, most tourists come because they want to take a vacation or recreation where they really set aside time to travel whether it's marine activity tours such as diving, snorkeling to sunbathing and culinary shopping to fun activities such as picnics and so on. Strategy for developing marine tourism products in Labuan Bajo during the pandemic. Strategies that can be carried out in the development of tourism in Labuan Bajo are: (a) SO strategy, namely by increasing the quantity and quality of tourism elements, namely attractions, accessibility, tourism facilities and infrastructure, and tourist human resources, (b) WO strategy is to develop attractions, tourist facilities, as well as the provision of effective tourist attraction accessibility and accommodation, (c) ST's strategy is to increase awareness and care about tourism by providing guidance to the community, developing networks and building community involvement in tourism businesses efficiently and effectively, (d) the WT strategy is to optimize continuous supervision in the context of developing the effectiveness and control of tourism development, establishing cooperation with the Regional Government, the Tourism Office, and tourism entrepreneurs and investors to build safe, comfortable, sustainable and sustainable tourism, providing guidance, direction and support for tourism. build public perception of the meaning and importance of the existence of a tourist attraction.

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