



RESEARCH

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OPTIMIZING THE MANAGEMENT OF MARINE TOURISM POTENTIAL IN SIMEULUE DISTRICT

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Abstract

Background Tourism management has developed into one of the largest industries for economic growth in Indonesia. This research focuses on optimizing the management of marine tourism potential in Simeulue Regency, especially on Alaek Sektare beach in Lantik Village. The study aims to find out how to optimize the management of marine tourism potential as well as obstacles in optimizing the management of marine tourism potential in Simeulue Regency.

Methods The method used is a qualitative method with a descriptive approach, and the determination of informants in the research is carried out by purposive sampling techniques, namely the Tourism Office, Inaugural Village Apparatus, Business Managers, Business Actors, and the community. Observation, interviews, and documentation were collected data techniques in the study, then the data was analyzed in three stages, namely reduction, display, and conclusion verification.

Results The results of this study show that efforts to optimize the management of marine tourism potential in Simeulue Regency are carried out with a management process that involves planning, organizing, mobilizing, and supervising/controlling.

Conclusions The study concludes that the implementation of the management of beach tourism potential in Simeulue Regency by the Tourism Office and the Lantik Village Government has gone well. Optimizing the management of Alaek Sektare beach tourism has not achieved maximum results. This is due to several factors that hinder the optimization of management in terms of low quality of human resources, limited budget, imbalance between the construction of tourism facilities, and other factors, namely the reorientation of budget distribution priorities.

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Keywords

optimization, management, maritime tourism, welfare, public

Introduction

The growth of the economic sector is currently showing an increasing number of improvements in increasing national income or foreign exchange. One of the sectors that support the improvement of the economy is the management of the tourism sector which has developed into one of the largest industries for economic growth in Indonesia. This is because tourism is one of the development sectors that can spur economic growth in a region such as growth in economic aspects, social aspects, and cultural aspects ([Yakup, 2019](#)). In recent years, many regions in Indonesia have been actively exploring the potential and developing natural resources in each region to be utilized as a source of regional income which can also directly improve the community's economy through the business opportunities provided. Regarding this [Afifa, \(2022\)](#), in her research said that the tourism industry is very effective in increasing regional economic growth by utilizing tourism and cultural resources that have the potential to become tourist attractions while optimizing the potential of the tourism industry itself. Moreover, the management of the tourism sector is also strongly supported by the government both through President Joko Widodo's policy which wants Indonesia to become a *Global Maritime Axis* and through the establishment of laws and regulations that give authority to local governments to develop and manage the potential of the regional tourism sector.

Simeulue Regency is one of the regions that currently continues to develop and develop the tourism sector, especially in the potential of marine tourism. Simeulue Regency or often referred to as an archipelago is an area located approximately 150km off the west coast of Aceh. Its strategic location and its area which is dominated by sea areas make this area has a very large marine resource wealth. The very potential marine natural conditions are certainly an opportunity to be managed and developed into other potentials such as tourism ([Riska et al., 2020](#)).

Based on initial observations made, Simeulue has beach tourism destinations that have great potential to be developed. One of them is the potential of Alaek Sektare beach located in Lantik Village, West Teupah District. As the name Alaek Sektare which means long beach has the advantage of a long stretch of white sand, shady pine trees, small waves and the presence of small islands in the vastness of the blue ocean sea adds to the *symphony* view when sitting on this beach. Especially at dusk, the orange color adorns the blue sky of the beach fulfilling the desire of sunset lovers while waiting for the sun to set. In addition, this beach is also equipped with a series of culinary stands sold by MSME entrepreneurs so that visitors do not need to worry about finding food and drinks while on this beach. However, behind the beauty of a very potential beach, the management of this beach is still not optimally implemented. This can be seen from the road access to the location which is still fairly poor, infrastructure improvements that are not on target, and a clean environment must be developed and preserved on this beach. So that optimal management is important to do in order to realize the ideals of Simeulue Regency which wants to make Simeulue a National Tourism Destination which has a positive impact on the community's economy ([Disparbud Simeulue, 2024](#)). Whereas previously all forms of regulations relating to the optimization of sustainable tourism have been widely decided. As mandated by Law No. 10 of 2009 concerning Tourism which explains that the Regional Government has a very large role to manage and develop tourism potential. In addition, the Simeulue District Qanun No. 12 of 2015 has also clearly formulated the objectives of organizing tourism. Thus, the government

as a regulator with full discretion should be the main driver in developing and meeting the needs of regional tourism supporting infrastructure.

Based on this phenomenon, the problem formulation that will be studied in this study focuses on optimizing the management of marine tourism potential and obstacles to optimizing the management of Alaek Sektare Beach in Simeulue Regency. The role carried out by the local government and the village government level is part of the problem identification process, utilizing potential resources, the level of *stakeholder* participation in the process can facilitate taking alternatives for solutions to problems, besides that the implementation of effective management in optimizing the management of the potential of Alaek Sektare Beach is also a consideration of success in research. In general, there have been many studies related to tourism optimization and management, including research specifically located in Simeulue Regency. However, the research that has been done before only focuses on the strategy and role of the government which is the main focus and benchmark of research, besides that there are also several points of difference and novelty between previous research and the research conducted.

The following previous research conducted by [Saputra, R.M., \(2023\)](#) conducted research on optimizing the tourism potential in Mareje Village. The results showed that Mareje Village has a very natural panoramic beauty, the beauty of the terracing technique or the creation of terraced rice fields on sloping land is the village's tourism capital to be developed into a Tourism Village. Optimization activities have been carried out by tourism awareness community groups, but the optimization of the tourism potential of terraces in Mareje Village has not been carried out optimally. This is due to the low knowledge of the procedures for managing tourism that should be, as well as the ability to use *social media* (gaptek), resulting in the management of the potential owned and promotion of terraced tourism in Mareje Village not running optimally. The comparison between Saputra's research and the research that the researchers conducted, namely the main focus of developing tourism potential is very much different, the optimization carried out does not focus on the implementation of one group alone but also wants to know the involvement of all layers of stakeholders, so that the measure of success and the solutions offered will be more appropriate to conclude.

Next, [Yuliana's research \(2018\)](#) examines the strategy of the Simeulue Regional government in empowering coastal communities through beach tourism. The results of the research conducted concluded that the Simeulue Regency government has carried out various empowerment programs for the community both through institutions, assistance to business actors, and the provision of revolving productive business funds. The activities carried out aim to open up community business opportunities through the development of livelihoods around tourist sites and encourage community creativity to produce products that are certainly more valuable. However, various obstacles are also faced by the government, including the availability of technology which is still minimal, resulting in information that is not comprehensive, besides that it is also difficult for the government to obtain permission for land acquisition by the community to carry out development at tourist sites, so that the implementation of empowerment to the community by the Simeulue Regency government, namely Disparbud Simeulue, is not running optimally. A similar statement was also conveyed by [Erzak, et.al, \(2022\)](#) who conducted a study related to the local government strategy in developing the marine tourism sector in Simeulue Regency, in his research Erzak, ddk concluded that the Simeulue government had carried out various activities to accelerate the

development of Simeulue marine tourism. The government in this case conducts empowerment and socialization to the community, builds the main infrastructure and infrastructure facilities at each tourist location, and conducts publication or promotion activities for existing marine tourism objects. It's just that the limited tourism sector development budget, the low quality of human resources, and the inappropriate development carried out on tourist objects, are part of the cause of the less than optimal implementation of regional tourism development strategies, especially the marine tourism sector in Simeulue Regency.

Next research by [Mahful, R. W., \(2023\)](#) examines the strategy of optimizing natural and cultural potential to increase the economy of the Tamanggale Village community in Polewali Mandar Regency, West Sulawesi, using a combination method of SWOT, Penta Helix, and AHP combination analysis, the research shows that Tamanggale Village has potential tourism capital for development. The potential development that is owned when viewed from the results of AHP analysis shows that the tourism potential in Tamanggale Village is more appropriate to be developed into cultural tourism with a score of 0.519291, compared to developing marine tourism with a score of 0.480709. Furthermore, in optimizing the management carried out by the government, it should be able to involve every line of sectors such as involving the community, academics, media, communities, and individuals so that the involvement and collaboration between *stakeholders* in each process of optimizing tourist destinations can run optimally and of course will indirectly have an impact on improving the economy of the Tamanggale Village community.

Based on the results of previous research, there has been no research that focuses on studying the optimization of marine tourism potential management by applying the management process, especially marine tourism in Simeulue Regency. So, one of the focuses of the research conducted is related to the application of the management process in optimizing the potential of marine tourism carried out by the local government, village government, including community participation in the planning process to its supervision. With this focus of study, it is expected to be a novelty value in the research conducted.

Theoretical Framework

Optimization

In general, optimization comes from the basic word optimal which means the best, most profitable, making the best, making the highest, process optimization, the act of optimizing (changing to the best, highest, and others). In other words, optimization is defined as a series of activity processes to change something rule, system, to a better result than before. Thus optimization can be formulated as a process, action, or methodology to make something either a design, system, or decision more and/or fully perfect, more effective or more functional. Poerdwadarmenta (in [Simbolon, 2021](#)), defines optimization as the results achieved as desired, so optimization is the achievement of results as expected effectively and efficiently. Meanwhile, Winardi (in [Simbolon, 2021](#)), also defines optimization as a measure that causes the achievement of goals when viewed from the point of view of effort or in other words, optimization is an effort to maximize activities so as to realize the desired or desired benefits.

Based on the description above, it can be concluded that optimization is a series of activities or activity processes carried out to change, improve a product (goods, systems, policies,

places, etc.) into something better, valuable, and profitable, and optimization or optimization can be realized if it is carried out efficiently and effectively.

Management

Management is the process of providing overall supervision of all events involved in the implementation of policies to achieve goals. In general, management is defined as a series of activities to change something to be good, having more values than before. Management is also often defined as a set of roles performed by individuals or groups that refer to the functions inherent in these roles, which include planning, investors, implementation, management and evaluation (Pitana & Diarta in [Febrian & Suresti, 2020](#)). Furthermore, according to [Nugroho \(2003\)](#), states that in management science it is defined as the term manage or management. According to its etymology, the word "management" comes from the verb "manage" which means "to manage". It usually describes the act of handling or managing something to achieve a certain goal. Furthermore, G. Terry in ([Syahputra et al., 2023](#)) explains that management or manage (to manage) means the same as management. In other words, management is defined as a process of differentiating between planning, organizing, directing, and supervising using science and art in order to achieve predetermined goals. In line with the statement Ahmad Yani in ([Dan et al., 2017](#)), which states that the management process basically focuses on management functions starting from the planning process, supervision, mobilization to the process of achieving goals. Referring to several previous definitions of management, it can be understood that management is a series of activities carried out by one or more people in a structured manner starting from the process of designing plans, implementing activities, monitoring to the process of achieving goals. While the purpose of management itself is to facilitate the achievement of goals, maintain a balance between conflicting goals, create an effective and efficient work unit in the organization.

[Rachmansyah, R. E. \(2020\)](#), states that there are several steps for implementing management based on its objectives. These steps include (a) determining the strategy, (b) determining the boundaries of responsibility and facilities, (c) determining targets that include criteria for results, quality, and time limits, (d) measuring the implementation of tasks and plans, (e) determining work standards which include effectiveness and efficiency, (f) determining assessment benchmarks, (g) holding meetings, (h) carrying out activities, (i) holding assessments, (j) holding periodic reviews, (k) the next implementation is carried out continuously. Based on this description, it can be understood that the purpose of management will not be separated from utilizing existing resources, both human resources, natural resources, facilities and infrastructure effectively and efficiently so that the intended target can be achieved properly.

Good management

Good management is a strong basis for developing any organization, whether it is a government organization, non-government organization, trade union, or other organization. Good management shows that the organization has met the necessary conditions and has adequate tools to ensure integrity, credibility, and authority in formulating rules, making decisions, and developing programs and policies that reflect the views and needs of its members.

Good management is an important element to ensure that the organization works in accordance with the duties and functions of its members to achieve organizational goals.

According to [George R. Terry \(2009\)](#), explains that good management includes:

Planning is the process of selecting facts, attempting to relate one fact to another, and making estimates and forecasts about future circumstances. In addition, planning also involves formulating the actions necessary to achieve the desired results.

Organizing is the process of applying all the necessary tasks across work groups and assigning specific roles and responsibilities to enable coordinated efforts to achieve set goals.

Actuating is the process of putting all group members in a position to work purposefully and cooperatively to achieve the goals that have been set in accordance with the organizational structure and planning.

Controlling is defined as the process of assessing what has been accomplished, evaluating and adjusting implementation efforts, and, if needed, taking corrective action to ensure that implementation activities are proceeding as planned.

Primarily, through good management organizations can influence other members through internal interactions, uphold members' trust, and enhance their reputation with effective management. The absence of competent management has a detrimental effect on the effectiveness and reputation of the organization, as well as the reputation of the parties it represents.

Maritime Tourism

In general, marine tourism can be defined as all activities that are recreational in nature whose activities are carried out in marine or nautical media and include coastal areas, surrounding islands, and ocean areas in the sense of the surface, or basically including marine parks. According to Sero (in [Jussac. M,2019](#)) defines marine tourism as a form of tourism that uses or utilizes the potential of the coastal and marine environment as the main attraction. The concept of marine tourism is based on the view, the uniqueness of nature, the characteristics of the ecosystem, the distinctiveness of art and culture, and the characteristics of the community as its basic strength. Meanwhile, according to [Masjhoer, \(2019\)](#) in his book asserts that marine tourism can be considered in several ways, namely:

Maritime tourism involves an element of travel in which a person or group of people travel from home to a coastal and marine environment. Thus, people who live in coastal and marine areas are not necessarily nautical tourists because they carry out daily activities in coastal and marine areas.

Many people do activities in coastal and marine ecosystems, such as fishermen, oil refinery workers, and underwater drilling. Although they are in the ocean, they are not traveling because of an activity that is in the coastal and marine areas but because of work. Their driving force to carry out activities is certainly not for vacation and tourism, although in parallel there are elements of tourism that they feel during their activities, such as cruise ship crews and dive guides who technically work in the marine tourism industry but only as service providers to serve tourists.

Activities in the marine tourism sector can be carried out in seascapes that are dominated by waters both on the surface of the water and in the water. Activities such as surfing, diving, fishing or the like can be carried out in rivers and lakes. However, similar activities carried out outside the coastal and marine environment cannot be categorized as marine tourism.

From some of the descriptions above, it can be concluded that marine tourism is a travel activity carried out by one or more people or in a group that aims to carry out tourism activities such as recreational activities, fun, self-development, or interacting with local culture in a temporary period of time ([Masjhoer, 2019](#)).

Management of Tourism Potential

Tourism potential refers to all the resources that exist in a particular area that can be developed into a tourist attraction. According to Pendi in ([Febrian & Suresti, 2020](#)), defines tourism potential as all the resources of a location that can be turned into a tourist destination that can be utilized for financial gain while still considering other factors collectively (Pendi in [Febrian & Suresti, 2020](#)). Furthermore, Sunaryo in ([Febrian & Suresti, 2020](#)), said that tourist attraction is the potential that drives the presence of tourists to an area. These tourist attractions are grouped into three groups, namely natural tourist attractions, cultural tourist attractions, and special interest tourist attractions. The development of tourist destinations is the initial stage in advancing tourist destinations, so that in its development it requires the participation of all levels of society in the tourist destination area starting from the planning process, implementation, management, and evaluation ([Lindawati, Y. I, 2018](#)). Thus, the community, village apparatus, and local government have an important role in developing and managing a tourist destination.

Furthermore, in an effort to achieve tourism goals that have an impact on economic growth, socio-cultural recognition, without forgetting environmental preservation on the tourism potential of a region, the management of tourism potential must pay attention to principles, such as the development and development of the tourism sector must be based on a *special local sense* that reflects the uniqueness of cultural heritage and the uniqueness of the environment and must be based on local wisdom; Preservation, protection and improvement of the quality of resources that are the basis for the development of the tourism sector; Development of additional regional attractions must be based on local cultural wealth; Services to tourists provided are based on the uniqueness of local culture and environment; Provide legitimacy and support for tourism development and development if it is proven to provide positive benefits, but otherwise control and stop the tourism activity if it exceeds the threshold (*carrying capacity*) of the natural environment even though it has an impact on increasing community income.

Based on some of the above definitions, it can be said that tourism management is a series of activities carried out by a person, group of people or an institution in transforming tourism potential into a tourist attraction that can be utilized as an opportunity to meet needs. This is because the management of tourism potential will greatly affect the area where the tourism potential is located, both in terms of economic improvement, introducing socio-culture, or environmental preservation. Thus, the involvement of all levels of society plays an important role in the process of developing and managing tourism itself.

Methods

The research method is a scientific way to obtain valid data with the aim of discovering, developing, and proving certain knowledge, so that in turn it can be used to understand, solve, and anticipate problems in the research field (Sugiyono in [Rizal Pahleviannur., et. al, 2022](#)). The method used in this research is a descriptive method with a qualitative approach. According to ([Arikunto, 1998](#)), descriptive research is non-experimental research because it

is not intended to determine the effect of a treatment. Meanwhile, according to ([Rahardjo in Manab. Abd, 2014](#)) , explains that qualitative research methods are scientific activities to collect data systematically, sort them according to certain categories, describe and interpret data obtained from interviews or ordinary conversations, observation and documentation. Data collection techniques used in research conducted by observation, interviews, and documentation. Furthermore, the data obtained is analyzed using First, data reduction refers to the process of filtering, summarizing, and focusing relevant information, by selecting important things, looking for emerging themes and patterns, and eliminating unnecessary elements. Second, Data Presentation (*display data*) is a brief description, charts, relationships between categories, diagrams, or other forms. Third, conclusion drawing/verification is conclusion drawing and verification. Initial conclusions drawn are provisional and may change if not supported by strong evidence at the next data collection stage. However, if the initial conclusions are supported by valid and consistent evidence when the researcher returns to the field to collect data, the resulting conclusions can be considered credible. In addition, the determination of informants in this study using purposive sampling method. According to Sugiyono in ([Purnama, 2013](#)) purposive sampling is the determination of informants who are not based on strata, position, guidelines, or regions, but rather based on certain objectives and considerations that are relevant to the research problem. Thus it can be said that informants determined by purposive sampling techniques are determined by various actual considerations or lead to research objectives by seeing who is more appropriate and able to answer or provide the best information about research problems. Key informants in the research are the Simeulue Regency Tourism Office, Lantik Village Government, tourism managers, business people, and tourists.

Results and Discussion

The research location is in Lantik Village, Teupah Barar District, Simeulue Regency, Aceh Province. Geographically, Lantik Village has an area of about 1.8KM, most of which is a forest area, the selection of this village as a research location is due to the beauty of marine resources on Alaek Sektare Beach which has the potential to be developed. The beach in Lantik Village has attractions including a fairly wide and long stretch of white sand, pine trees, and views of the blue sea of the Indian Ocean with small waves adding symphony when sitting on the beach. In addition, this beach is also equipped with a series of culinary stands sold by entrepreneurial communities, so tourists do not need to worry about finding food and drinks while on vacation at Alaek Sektare Beach. The existing potential has actually been realized and has been developed by the village government by making the beach which was originally only a place for landing fishing boats then managed to become a tourist destination Alaek Sektare Beach. Based on the results of research conducted by the Regional Government, namely the Simeulue Tourism Office, has carried out various activities intended to improve the tourism sector, the same thing has also been done by the Lantik Village government which makes the Village Business Entity (BUMDes) as the manager of this beach. It's just that the management carried out did not achieve maximum results, as a result the potential that should have been developed for the better did not run optimally.

The following is a description of the stages of management optimization carried out on the potential of Alaek Sektare beach in Lantik Village which includes:

Planning

Planning has been carried out by the Simeulue Regional Government through the Simeulue Regency Tourism and Culture Office through the preparation of a program plan outlined in the Simeulue Regency Tourism Development Master Plan (RIPPARKAB) as a reference for the development and management of Simeulue tourism. Based on the results of interviews conducted with the Secretary of the Simeulue Disparbud, it is known that the local government, namely the Simeulue Regency Tourism and Culture Office, continues to strive to accelerate tourism development in Simeulue Regency including the management of Alaek Sektare Beach tourism which is more optimized.

"Optimizing tourism management is certainly important to be realized because of that we have compiled several plans contained in the Regency Tourism Development Master Plan (RIPPARKAB) as a reference for tourism development planning which is expected so that Simeulue can become a sustainable national tourist destination and have a positive impact on the income of the community and the region" (Interview, 08 September 2024).

Planning to optimize the management of beach tourism carried out by the Tourism Office focuses on two things, namely improving the quality of Human Resources and improving tourism support facilities. In this case, various educational activities such as coaching and training for the community, business actors, and tourism managers have continued to be carried out with the aim of encouraging creativity, productivity and of course public awareness to participate in the tourism sector can increase. Furthermore, as the key holder of the realization of development from tourism planning that has been made, the Tourism Office has also carried out the construction of tourism support facilities such as the construction of public toilets, prayer rooms, gazebos, access roads to tourist sites and others. It's just that the development delivered earlier was not realized in Alaek Sektare Beach tourism. As stated by the Head of Lantik Village and several Alaek Sektare Beach tourists, who said:

"We from the village support the coaching and training activities carried out by the agency considering the importance of the community's role in the development of the tourism sector but we hope that the Tourism Office should support us for the improvement of infrastructure and infrastructure development at alaek sektare beach" (Interview, September 09, 2024).

Furthermore, "Some of the facilities on this beach tour should have been repaired, whether it is a gazebo that is starting to break down, toilets generally need to be renovated and kept clean" (Interview, September 10, 2024).

Furthermore, "Alaek Sektare beach tourism is one of the places that is quite good for a vacation, it's just that the access road to this tourist location is still bad and uneven" (Interview, September 10, 2024).

Based on this statement, as the organizer of regional development planning, especially in the tourism sector, also occupies a crucial position in terms of policy determination, the Simeulue Regency Tourism and Culture Office should conduct more field reviews related to the construction of targeted tourist support facilities including providing assistance to tourism managers so that optimizing beach tourism management which aims to make Simeulue a national tourism can be realized.

Planning has also been carried out by the Lantik Village Government in terms of optimizing the management of Alaek Sektare beach tourism. The planning is reflected in the existence

of a long-term planning program, namely the acceleration of tourism development to manage the potential of the beach to become a tourist destination object that can increase village income and also improve the community's economy based on the business opportunities provided. As stated by the Head of Lantik Village who stated:

"To realize the sustainable tourism development program as outlined in the RIPPARKAB, we plan to accelerate the development of beach tourism by improving infrastructure and pouring innovation and creativity in alaek sektare beach tourism so that it will attract visitors back in the future" (Interview, 09 September 2024).

The management optimization planning carried out by the Lantik Village government has been running quite well, in this case the village government seeks to increase visitor comfort and interest through improvements to infrastructure facilities at tourist sites, the construction of photo spots at tourist sites without destroying the preservation of the Alaek Sektare Beach tourism environment. However, there are inhibiting factors in the implementation process, both budget shortages and reorientation of funding priorities, resulting in the development and improvement of tourism facilities not going well. So, the village government should first conduct an in-depth study related to the design to be implemented in order to produce a mature, effective and targeted planning in developing Alaek Sektare Beach tourist destinations running optimally.

Organizing

Organizing activities is a process of preparing an organizational structure in accordance with its objectives, resources and environment. In tourism activities, it is certainly inseparable from the role of government and community participation in each implementation, thus structuring in the organization and the formation of community groups in tourism activities is a very important factor to do in order to realize the unity of effort to achieve the set goals. In optimizing the management of marine tourism potential in Simeulue Regency, through the Tourism and Culture Office, it has carried out an organization that can be seen through the existence of a formal structure of a tourism management organization, namely the formation of a special field of development of Simeulue tourist destinations, and is also reflected in the synergy between local government institutions, namely the Tourism Office with the Government at the District and Village levels in realizing the ideals of Siemulue Regency in the tourism sector. However, the organization of supporting organizations in the community, especially in the tourism sector, such as the formation of community groups whose task is to increase tourism awareness, preserve nature and encourage the role of the community in the tourism sector, has not yet been formed. As a result, the quality of organization is still relatively low, which can be seen from the lack of community participation and enthusiasm for the tourism sector.

Organizing is also reflected in the Lantik Village government, based on the results of interviews with the Head of Lantik Village who said that:

" We have formed a team that is responsible for every aspect of both managing or developing beach tourism, empowering village communities, promoting tourism including a team that supervises so that every activity we do and strive for is clearly organized" (Interview, September 09, 2024).

This statement was also confirmed by one of the entrepreneurial communities on the beach who stated:

"Yes, there is, so if we want to complain about, for example, building repairs (supporting facilities), we contact the Bumdes as the manager, or in other cases, for example there is a commotion, we report it to the village" (Interview, September 10, 2024).

Based on this statement, it can be understood that in optimizing the management of Alaek Sektare Beach tourism potential in order to run effectively and organized, the Lantik Village Government determines the tasks, functions, and person in charge in every aspect of both management, empowerment, promotion, and the supervisory team of Alaek Sektare Beach tourism management. However, the synergy between village institutions without community involvement in the process will result in the achievement of less than optimal results, considering how the statement [Erwanda \(2023\)](#), which says that the uniqueness and elements of cultural traditions inherent in the community are the main drivers of tourism development activities. Thus, the village government should utilize all potential resources owned that can be an opportunity to achieve maximum results.

Actuating

Basically, direction is a stage in the management process carried out through communication to include and motivate members who have been assigned tasks to work together and be passionate about achieving goals. In an effort to encourage community creativity and productivity in the tourism development sector, the Simeulue Regency government through the Simeulue Tourism and Culture Office has carried out various educational activities for the community, namely by directing the sub-district and village level governments in turn to include or send participants to participate in training and coaching and the creative economy in the community in order to improve the quality of tourism products produced, and of course it is intended to improve the quality of Human Resources in the tourism sector as the main focus of the improvements that will be made by the Simeulue Regency Tourism and Culture Office.

"We conduct training, coaching to the community as well as improving the supporting facilities for tourism facilities which is our main focus which is expected so that the community can participate more in the tourism sector" (Interview, September 08, 2024).

Further direction efforts are carried out through improving tourism support infrastructure such as the construction of prayer rooms and public toilets at tourist sites. However, the mobilization carried out by the local government through the Simeulue Tourism and Culture Office has not been carried out optimally, the low quality of service to the construction and / or repair of infrastructure facilities is not on target, resulting in inequality and uneven development of tourism support facilities in each tourist location in Simeulue Regency.

Furthermore, direction to optimize the management of marine tourism has also been carried out by the Lantik Village Government. The direction carried out is reflected in the efforts made to improve the quality of the services provided, as expressed by the tourism manager, BUMDes Lantik, who said,

"As the manager, we give dues to businesses every week which we then use to repair facilities that are no longer suitable for use / damaged, the construction of several photo spots and swings at the location. We also direct every visitor to throw garbage in its place and for people who have businesses to keep their respective stalls clean" (Interview, September 10, 2024).

Thus it is known that direction is carried out through the improvement of tourist facilities

such as repairing resting places / gazebos, providing parking lots for visitors, providing landfills, as well as some interesting buildings such as photo spots in the Alaek Sektare Beach tourism area. Also in terms of providing a sense of comfort to visitors, the village government approaches the community and also gives an appeal to every entrepreneur to maintain the cleanliness of the Alaek Sektare beach environment. In addition, the village government through BUMDes has set a fee tariff, namely a weekly tariff of IDR 10,000 / business, a monthly cleaning tariff of IDR 25,000 / business, and a parking fee for visitors of IDR 5000 / vehicle which is intended to increase the management budget source carried out by BUMDes in accelerating development on Alaek Sektare beach tourism in Lantik Village, West Teupah District.

Based on the briefing carried out, it can be concluded that in an effort to optimize the management of coastal tourism potential in general including Alaek Sektare beach tourism, the local government namely the Simeulue Tourism and Culture Office and the Lantik Village Government have carried out various activities and efforts to optimize tourism management can run well. Directives for improving human resources, directives for improving tourism supporting infrastructure have been carried out by the government both at the local government level and at the village government level. It's just that the various directions carried out to date have not achieved maximum results, this can be seen how complaints related to road access to tourist sites have not been resolved by the government, especially the lack of budgetary resources for managing the tourism sector is still a major problem of tourism management and development including the management of Alaek Sektare Beach tourism. According to ([Sentanu & Mahadiansar, 2020](#)) , in his research stated that the government is a stakeholder who has a very large role to realize the progress of the tourism sector in a region. Therefore, the local government, namely the Simeulue Regency Tourism Office and the Lantik Village Government, should be more precise in improving accessibility and infrastructure at tourist sites, so that the acceleration of tourism development in Simeulue Regency can be realized.

Supervision (*Controlling*)

Supervision is a process of activities carried out to monitor, measure and if necessary make improvements to the implementation of work so that what has been planned can be carried out in accordance with the desired objectives. Tourism supervision is important to do so that the implementation of the planning carried out can run according to its path and there are no deviating things that have an impact on the results of the goals to be achieved. In managing the potential of marine tourism in Simeulue Regency, the Simeulue Regency Government, through the Tourism and Culture Office, has carried out supervision which can be seen from the implementation of work evaluations in the internal Department of Tourism and Culture, namely to determine the achievements of the annual program, to find out the obstacles or obstacles experienced and to minimize the occurrence of budget misappropriation, procedures and authority in the process of developing the tourism sector. Supervision is also carried out by the Simeulue Tourism and Culture Office, through direct review of the location of tourist destinations as well as giving appeals to visitors and business managers to prevent irregularities and / or accidents while traveling.

Supervision/control is also reflected at the village level, namely Lantik Village, namely by setting a standard for each activity carried out by Bumdes as a tourism manager, namely determining the same selling price of food for each entrepreneur, determining the services

provided, rules of cleanliness and development in the beach area, and applying warnings that are prohibited from committing irregularities at Alaek Sektare beach tourism sites issued by the Village Supervisory Board based on the Lantik Village Qanun. The application of these rules is intended to prevent inequality in the midst of society, both the emergence of jealousy between business actors and the occurrence of violations of morality that leave a bad impression, and damage order when traveling. In addition, the regulation is also a strategy of the village government to implement a sense of shared responsibility to preserve natural resources. In other words, the village government, namely Lantik Village, not only wants to invite the community to fight waste but also to maintain health and safety around the beach in realizing sustainable marine tourism.

BARRIERS TO OPTIMIZING THE MANAGEMENT OF MARINE TOURISM POTENTIAL

Various activities to develop the marine tourism sector continue to be pursued both at the local government level, namely Disparbud Simeulue and at the Lantik Village government level. However, it cannot be denied that in the process of management that is being pursued it is inseparable from a problem that causes obstacles to optimizing the management of the Simeulue tourism sector. There are several main factors that hinder the development of the Simeulue tourism sector. First, the low quality of human resources (HR) in this case is the weak level of awareness and participation as well as the inability of the community to develop the tourism sector in Simeulue. In response to this, the local government through the Simeulue Tourism Office collaborated with the lower ranks of government to conduct training and coaching to the community, where the community was taught how to produce creative, productive and valuable goods. Furthermore, community empowerment activities also continue to be carried out both in terms of providing assistance, socialization or providing business capital to local communities with the aim that the community has more interest and certainly increases the enthusiasm of the community to move together to develop tourism in Simeulue Regency including the management of Alaek Sektare Beach in Lantik Village. Thus, the participation of the community is able to provide opportunities for the government to dedicate awareness to the tourism sector ([Erzak, 2022](#)).

Second, financial resources which in this case is the minimum amount of budget allocation in the tourism sector. Based on interviews conducted with several resource persons regarding the obstacles faced, the complex shows that the limited budget realized by the Simeulue Regency Government for the tourism sector is one of the main obstacles in the development and management of tourism potential in Simeulue Regency. Budget limitations in the tourism sector greatly affect the organization and practices of tourism management and development carried out by the Simeulue local government and the Lantik Village Government. As a result, improvements to the construction of tourism support facilities cannot be carried out optimally, also limiting programs related to optimizing tourism management in Simeulue Regency. The third obstacle to optimizing management is infrastructure, which is an important factor in tourism management and development. Good or bad availability of facilities and quality of service can affect the interest of tourists to visit these destinations. Based on the results of interviews that have been conducted with several sources, it shows an increase in the development of tourism facilities by the Simeulue regional government. It's just that at several points of tourist sites the availability of public facilities and the construction of access roads has not been done properly, resulting in a gap between the facilities built and the quality of service provided. Considering how the influence caused in

the development of infrastructure facilities, of course the Simeulue Regency government should be able to balance the development and services provided to maximize the achievement of optimizing the development and management of Simeulue's tourism potential.

Conclusion

The implementation of marine tourism potential management in Simeulue Regency carried out by the Tourism and Culture Office and the Lantik Village Government has been running well. Optimizing the management of tourism potential including Alaek Sektare Beach tourism is carried out by implementing a management system in it both from the planning, organizing, directing, to the supervision stage. It's just that in optimizing the management of Alaek Sektare beach tourism carried out by the Lantik Village Government has not achieved maximum results. This is due to several factors that hinder the optimization of management carried out both in terms of the low quality of human resources which is included with the low level of community participation, the limited budget realized in the tourism sector, thus causing limited implementation of programs and implementation of practices carried out, the imbalance between the construction of public facilities and the quality of services provided, as well as other factors, namely the reorientation of budget distribution priorities which were previously oriented towards the management of Alaek Sektare Beach tourism to prevent viarus covid-19.

The Simeulue Regency Tourism and Culture Office can play an active role in maximizing tourism development by collaborating with other stakeholders such as tourism actors, village governments and communities in every management process, and must have other creative ideas to minimize the obstacles faced in tourism development in Simeulue Regency. Village governments can play an active role in planning, managing and finding sources of investment for tourism management in the village.

The community in this case can assist management in the tourism sector by taking an active role and participating in the implementation of tourism by local governments and village governments.

This research only focuses on Alaek Sektare Beach tourism management in Simeulue Regency, so the findings cannot be generalized to all marine tourism destinations in Indonesia or even in the Simeulue region itself. Future research can use *mixed-methods* methods (quantitative + qualitative) to measure and improve community involvement.

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