ANALYSIS OF THE SIMPANG LOLO EDUCATIONAL FOREST TOURISM POTENTIAL AS AN ALTERNATIVE TOURISM DEVELOPMENT IN THE GUNUNG TULEH SUB-DISTRICT OF WEST PASAMAN DISTRICT

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ABSTRACT: The prospect of the tourism industry is very promising in increasing Gross Domestic Product (GDP), which is 4.1% directly and 9% indirectly. In order for GDP to continue to increase, one of the efforts is to improve the tourism sector. In this study, tourism analysis was carried out in the Simpang Lolo educational forest area, West Pasaman Regency with the aim that tourism in this area can be built and developed so that it can become an attractive tourist icon and can help improve community welfare. This research uses a quantitative SWOT method that emphasizes the External Factor Analysis Summary (E FAS) matrix which includes opportunities and threats with a resulting score of 2.83 and Internal Factor Analysis Summary (IFAS) which includes strengths and weaknesses with a resulting score of 2.5. This shows that the Simpang Lolo Education Forest has a strong internal capacity and can make innovations and improvements to further enhance the internal resources that are its strengths. In its external capacity, Simpang Lolo Educational Forest can respond and take advantage of opportunities and threats in the tourism industry, especially in educational forest tourism.

Keywords: *EFAS, Educational forest, IFAS, Tourism*

1. INTRODUCTION

Tourism is one of the largest foreign exchange earning industries in Indonesia. The tourism sector is the second largest industry after CPO. Tourism itself can be defined as a series of activities aimed at leisure, business, religion and health in a short time in an area [1]. Many tourist attractions in Indonesia attract the attention of tourism actors, both domestic and foreign tourism actors. This is certainly due to Indonesia's position as an archipelago stretching from Sabang to Merauke, passed by the equator which causes Indonesia to have a tropical climate so that it has biodiversity and because Indonesia itself is a meeting place for the three main plates of the world which also forms a mountain range/ring of fire so that Indonesia's morphology is diverse. Indonesia has promising prospects in the field of industry and tourism, this is seen from the abundance of Indonesia's natural resources [1].

Tourism is a sustainable sector in increasing the national gross domestic product (NGDP). Tourism utilizes the national gross domestic product directly by 4.1% and 9% indirectly. The tourism sector is also able to survive during the global crisis. In 2019, Indonesia's visitors to the tourism sector reached 6.5 million visitors from abroad. This is equivalent to 7.5 million USD [3]. Tourism activity is one of the strategic assets that can spur economic growth in a region [4-7].

In Law Number 10 of 2009, Chapter I Article 1 Point 10 explains that strategic tourism areas are areas that have the main function of tourism or have the potential for tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense and security.

With the various existing tourism potentials that Indonesia has, ideally it should really be able to break the community's economy and be able to improve its welfare. However, in reality, the poverty rate from year to year shows a fluctuating graph, not a stable or even progressive one. After looking from various sides, it turns out that one of the causes is that the quality of managers, in this case human resources, is still lacking quality.

West Pasaman in Figures 2021 shows that the Human Development Index in this district continues to change from year to year but not significantly. From 2019 to 2021, the Human Development Index (HDI) shows 68.21; 68.49; and 68.76. However, this figure is included in the 16th lowest human development index position in West Sumatra Province, which means that efforts to build human quality and regional / regional development are still relatively low. Whereas an area can be developed into a developed area if it has a good or high human development index. The Human Development Index (HDI) is very important and is taken into account because through HDI, we can see the progress of a region. HDI itself is a comparison of life expectancy, literacy rate, education and standard of living for all countries in the world which is used to classify whether the country is a developed or developing country. The HDI here has an important role in developing the tourism sector. The Human Development Index and tourism have a concurrent and positive relationship. Human resources in tourism include tourists (tourism actors) and their workers. It can also be said that the Human Development Index is part of the capital in developing the tourism sector in the hope of increasing economic growth in the region [8].

In addition, tourism in West Pasaman Regency is one of the sectors that is being intensively developed. In fact, the West Pasaman Regency Government is developing potential tourist destinations and attracting attention, both for domestic and foreign tourists [9-11].

The tourism potential of West Pasaman Regency should be a concern in an effort to improve the economy and welfare of the community as well as to conserve forests and the surrounding environment. Based on data contained in West Pasaman in Figures Year 2022, tourist objects in West Pasaman Regency based on sub-districts include marine/marine tourism objects, panoramic and nature reserves/panoramic and nature, lakes/lakes, hot springs, historical tourism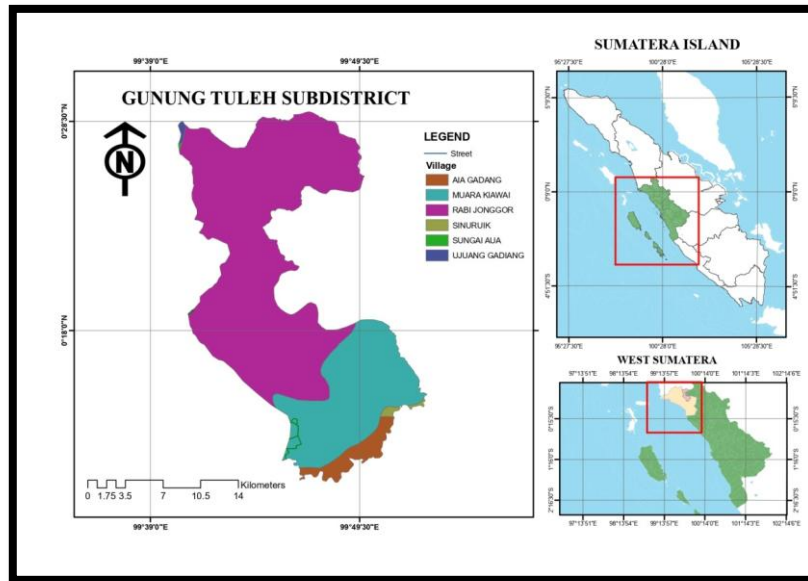, traditions, and agro-tourism. Where the total of all tourist attractions in the district of West Pasaman is 20 objects for marine / marine tourism, 33 objects of panoramic and nature reserves / panoramic and nature, 2 objects of lakes / lakes, 4 objects of hot water tourism, 9 objects of historical tourism, 3 objects of traditional tourism, and 11 objects of agro-tourism. The number of natural attractions is also related to the number of tourism actors in West Pasaman Regency. In 2021, there were 155,967 tourism actors [12-14].

2. RESEARCH METHOD

2.1 Location and Time of Research

This research was conducted in Kanagarian Rabi Jonggor, Gunung Tuleh District, Pasaman B arat Regency which is astronomically located at $00^0 11$'LU - $00^0 29$'LU and $99^0 40$' BT - $99^0 53$'BT . This research was conducted on May 4-7, 2023. Kanagarian Rabi Jonggor through direct measurement in the field shows the physical condition of the area with a slope of 46% which states that the slope is steep. This can also be seen from the contour map of the research area which tends to be tight. The length of the slope is more than 50 meters, which means it is long. The shape of the slope is included in the convex-concave variation with medium to fine soil texture which indicates that the soil texture is geluh, clayey geluh, sandy geluh, loam, dusty loam and sandy loam with granular and cloddy soil structure which is included in the good criteria. The soil solum in this area is more than 90 centimeters which is included in the deep criteria.

The erosity level is low as less than 25% of the top layer is lost. The rock layers are unstructured on steep terrain and sloping on undulating terrain. Gunung Tuleh sub-district, in which there is a Rabi Jong gor canagarian, has a total population of 1.5 million people. 24,400 people with a growth rate of 1.13% in 2020-2021. The livelihood of the population in this kanagarian is dominated by planters and farmers.

Fig. 1 Administrative Map of Gunung Tuleh District

2.2.Data Analysis Technique

This research uses the Quantitative SWOT method with weighting and rating on several indicators. This method is used to determine development and development strategies through SWOT analysis by analyzing internal factors (strengths and weaknesses) and external factors (opportunities and threats) using the IFAS and EFAS matrices first. The Internal Factor Analysis Summary (IFAS) matrix is used to analyze factors in the form of strengths and weaknesses. Internal factor data is sought to analyze matters related to several functions of the educational forest. The External Factor Evaluation Matrix (EF AS) is used to analyze factors in the form of opportunities and threats faced. External factor data is sought to analyze matters relating to economic, cultural, social, environmental, demographic, political, legal, governmental, technological, and market competition issues and others. The steps to be Simpang Lolo Educational Forest is an interesting destination to visit from various perspectives. Simpang Lolo Educational Forest has a very beautiful view of the object. Where as far as the eye can see the green expanse of forest trees is visible. Tourists will be presented with various unique natural formations in this Simpang Lolo educational forest. However, you will be a little disappointed when passing through the access to the forest, where the land use along the road to it is oil palm plantations. Not a few palm trees were found standing tall on the slopes of the hills. However, the closer you get to the Simpang Lolo educational forest tourist location, the dominance of oil palm plantations is decreasing or even non-existent. Because the Simpang Lolo educational forest is also part of the customary forests that

taken are as follows.
a) Determine what indicators are measured on each side of strengths, weaknesses, opportunities and threats.
b) Give it a weight with a range of 0-1.
c) Determine the rating of all the indicators that have been created.
d) Calculate the score by multiplying the weights and ratios that have been determined.
e) Subtract the sum of the scores of the strength indicators from the weaknesses and also subtract the opportunity indicators from the threats.
f) The results of the reduction of IFAS and EFAS indicators are poured into a quadrant matrix to see in which position the tourism potential of the Simpang Lolo Educational Forest is.

3. RESULTS AND DISCUSSION

Simpang Lolo educational forest, various uniqueness can also be found such as the existence of springs, for example Batang Kanaikan. Where this watershed is very necessary for the lives of people in West Pasaman Regency in general and the people of Gunung Tuleh in particular. Hot springs are also found in the Simpang Lolo education forest. Some people have begun to use it for medicine from various diseases. There are also various trees that are currently in very short supply, such as patchouli. In addition, the customs around the Simpang Lolo educational forest are also very unique, a combination of Minang, Javanese and Mandailing Nata cultures. Types of tours that can be done in the Simpang Lolo Educational Forest include tracking, hiking,

camping, educational tours, bird watching, and so on.

Based on research conducted in the field related to the tourism potential of the Simpang Lolo educational forest, the following results were obtained. By using SWOT analysis, the indicators of the Internal Factor Analysis Summary (IFAS) are determined, namely strengths and weaknesses. In the strength factor, the following results were obtained. First, Simpang Lolo Educational Forest has high natural beauty so it is ideal for educational tourism with a score of 2.50 (23% of the total strength indicators studied). Second, local accessibility is quite adequate, supported by good road conditions to the location from the center of the provincial capital. This accessibility score is 1.33 (12% of the total strength indicators studied). Third, support from the community scored 1.00 (9.2% of the total strength indicators studied). Fourth, there is a customary forest area that is highly guarded by the community, scoring 2.00 (18% of the total strength indicators studied). Fifth, the availability of abundant clean water (many watersheds along the way to the Simpang Lolo Educational Forest tour) obtained a score of 1.50 (14% of the total strength indicators studied) and sixth, there are various tourist attractions in the Simpang Lolo educational forest tourism area obtained a score of 2.50 (23% of the total strength indicators studied).

Besides the strengths of this tourist forest, it also has weaknesses as follows. First, the level of erosion towards the high educational forest area obtained a score of 2.00 (24% of the total indicators of weaknesses studied). Second,

inadequate facilities and infrastructure obtained a score of 2.00 (24% of the total number of weakness indicators studied). Third, not yet getting legality from the government obtained a score of 1.67 (20% of the total indicators of weaknesses studied). Fourth, limited communication/signal/ internet network scored 1.00 (12% of the total indicators of weaknesses studied). Fifth, limited human resources management obtained a score of 1.33 (16% of the total weakness indicators studied). And sixth, the distance to the provincial capital is quite far (the relative distance is 5 hours) obtained a score of 0.33 (4% of the total number of weakness indicators studied). So that in the Internal Factor Analysis Summary (IFAS) matrix, a value of 2.50 is obtained.

The external matrix analyzes the indicators of opportunities and threats. The opportunity indicators are as follows. First, educational tourism is feasible for educational institutions in particular and the community in general, especially as a natural laboratory with a score of 2.5 (30% of the total opportunity indicators studied). Second, it has the opportunity to create jobs for the surrounding community with a score of 2.50 (30% of the total indicators of opportunities studied). Third, it has the opportunity to indirectly participate in conservation while inviting to protect the forest with a score of 1.33 (16% of the total opportunity indicators studied). Fourth, having the opportunity to become a tourism icon of Gunung Tuleh Sub-district in West Pasaman with a score of 1.00 (12% of the total opportunity indicators studied). Fifth, has a decent DTWA potential with a score of 1.00 (12% of the total opportunity indicators studied).
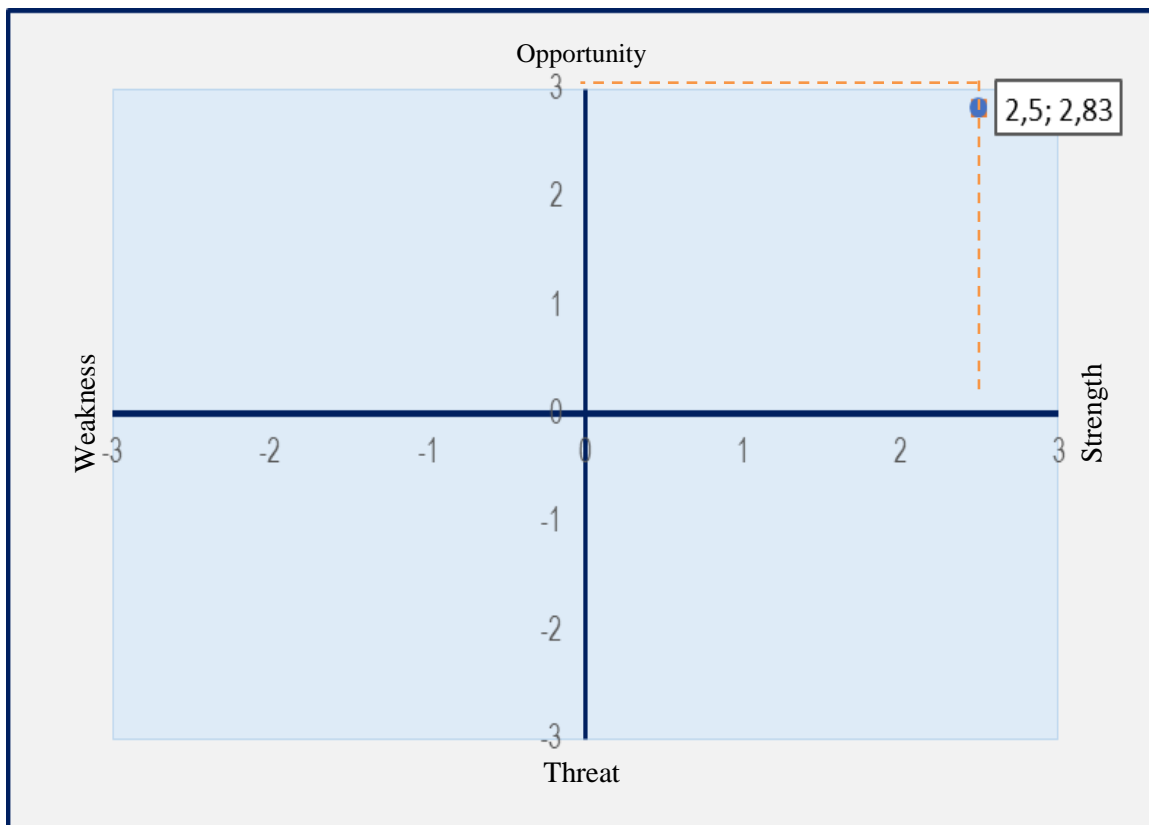
Table 1 SWOT analysis of Simpa ng Lolo Tourism Forest

NO	INDICATOR	WEIGHT	RATING	SCORE
	STRENGTH	Result (0-1)	1 s/d 5	B x R
1	The natural beauty of the Simpang Lolo Education Forest	0,50	5	2,50
2	Adequate local accessibility	0,33	4	1,33
3	Gain support from the community	0,33	3	1,00
4	There are customary forest areas that are highly society guarded	0,50	4	2,00
5	There are customary forest areas that are highly in Simpang Lolo Educational Forest	0,50	3	1,50
6	There are various attractions in the tourist area in Simpang Lolo Educational Forest	0,50	5	2,50
	TOTAL		24	10,83
	WEAKNESS			
1	High erosion rate towards the education forest area	0,50	4	2,00
2	Inadequate facilities and infrastructure	0,50	4	2,00
3	Not yet legalized by the government	0,33	5	1,67
4	Limited communication/signal/internet network	0,33	3	1,00
5	Limited human resource management	0,33	4	1,33
6	The distance to the provincial capital is quite far (relative distance of 5 hours)	0,17	2	0,33
	TOTAL		22	8,33
	IFAS		2,50	
	OPPORTUNITY			
1	Educational Tourism that is suitable for educational	0,50	5	2,50

	institutions in particular and the general public			
2	Create jobs for the local community	0,50	5	2,50
3	Indirectly participate in conservation while inviting to protect the forest	0,33	4	1,33
4	Tourism icon of Gunung Tuleh sub-district in West Pasaman	0,33	3	1,00
5	Has DTWA potential that is worthy	0,33	3	1,00
		TOTAL	20	8,33
THREAT				
1	Surrounding land becomes the target of community farmer groups as the company's accomplices	0,25	5	1,25
2	Earthquake issue	0,50	4	2
3	Potential conflicts in space utilization	0,25	3	0,75
4	Wild animal attack	0,50	3	1,5
		TOTAL	15	5,5
EFAS			2,83	

Apart from opportunities, another external factor indicator is threats. From the results of this study, the following results were obtained. First, the surrounding land is the target of community farmer groups as the company's accomplices, with a score of 1.25 (23% of the total threat indicators studied). Second, the issue of earthquakes received a score of 2 (36% of the total threat indicators studied). Third, potential conflicts over spatial utilization received a score of 0.75 (14% of the total threat indicators studied). Fourth, wild animal attacks received a score of 1.5 (27% of the total threat indicators studied).

Fig. 2 IFAS and EFAS matrix

Through the analysis of the potential of Simpang Lolo educational forest tourism with the SWOT method with the classification of Internal Factor Analysis Summary and External Factor Analysis Summary (IFAS and EFAS) it can be stated that Simpang Lolo Educational Forest

Tourism is very feasible to build and develop. This also shows that Simpang Lolo Educational Forest has a fairly strong internal capacity and can make innovations and improvements to further enhance the internal resources that are its strengths. In its external capacity, Simpang Lolo Educational Forest can respond and take advantage of opportunities and threats in the tourism industry, especially in educational forest tourism.

According to Rangkuti (Rangkuti, 2015), this Internal - External matrix has the aim of sharpening the analysis and seeing where the position of an area or even a company sees the direction of further development. This shows that Simpang Lolo Educational Forest Tourism has a good direction of development and will even get better if the manager is really able to maintain and improve all the strengths it has. In addition, Simpang Lolo Educational Forest Tourism will also grow if it is able to manage existing opportunities.

4. CONCLUSION

From the research conducted in Gunung Tuleh District, it was concluded that in the analysis of the tourism potential of the Simpang Lolo educational forest using the SWOT method, it was found that the Simpang Lolo Tourism Forest was feasible to build and develop. This is confirmed by the direction of the IFAS and EFAS matrices which are in quadrant one with scores that are both close to 3.which means high. So, Simpang Lolo Education Forest has a fairly strong internal capacity and can make innovations and improvements to further improve the internal resources that are its strengths. In its external capacity, Simpang Lolo Education Forest can respond and take advantage of opportunities and threats in the tourism industry, especially in educational forest tourism. If IFAS and EFAS are further maximized in the pursuit of development and development, then in the future it is expected to be able to improve the welfare of the community in Gunung Tuleh District in particular and West Pasaman Regency in general.

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