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Identification of tourism potential and 3A analysis (attraction, amenity, accessibility) in maitara village of akebay village

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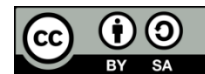
Article Info	ABSTRACT
	This research aims to identify tourism potential and analyze 3 A (attraction, accessibility and amenties) in Maitara Village of Akebay Village. It is hoped that from this research the government and the community of Maitara Kampung Akebay Village will get an overview and guidelines on tourism development in Akebay Village. Tourism development certainly requires attractions to be used as tourist attractions, easy access such as roads and transportation and additional supporting facilities such as lodging, restaurants, toilets, and so on which are called the 3 A terms. From the results of field research there are several potentials that can be used as tourist attractions in Maitara Village, Akebay Village including, Nature Tourism, Culture and Fitness Tourism. The theory used is the theory of potential, tourist attraction and 3A. The conclusion of this research is that there are several types of attractions that can be offered by Maitara Kampung Akebay Village as a tourist attraction, namely (1). Nature tourism consisting of Camping Ground, Tracking, (2) Cultural Tourism consists of "Bakerah" and traditional games, (3) Artificial Tourism consists of intagramable photo spots and swimming pools for children.

1. Introduction

The tourism sector in Indonesia has experienced a decline with the covid 19 that occurred since mid-March 2019. Several policies that require all Indonesians to work from home (WFH), many have lost their jobs due to being laid off, government policies in the form of restrictions on community activities

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(PSBB) until they change to the implementation of restrictions on community activities in Indonesia (PPKM).

The tourism industry feels completely paralyzed and unable to rise, because hotels have almost no guests, all tourist destinations are closed, tour guides, travel agents lose their jobs and even some flight transportation must be temporarily suspended due to covid 19. But over time the central government began to look for ways so that tourism in Indonesia could recover, the strategy that was implemented for all tourist destinations in Indonesia was to adapt to new habits, create innovative new tourism products which of course adapted to current conditions and collaborate between business actors which is often referred to as pentahelix collaboration. This is a breath of fresh air for tourism service business actors because this is recognized as being able to improve economic conditions in the tourism sector.

During the pandemic, there has been a shift in tourist behavior patterns where tourists who used to choose to travel in groups now have to choose individually, tourists who used to enjoy crowded places now choose to look for places that are not crowded but prioritize cleanliness, health and safety [1], [2].

Quality Tourism is the key to attracting tourists during the pandemic [3]. Tourist destinations that really pay attention to cleanliness, security and safety of tourists are needed [4], [5].

Maitara Village of Akebay Village is one of the villages closest to the Entrance (Airport, Port) in Ternate City, therefore it is necessary to prepare tourist destinations so that interconnections between islands occur and become tourist destinations. In addition, Maitara is also an icon on the thousand dollar bill so that it can strengthen the promotion of tourist destinations.

Although currently Maitara as a whole is often visited by local tourists, there is still a need to identify unique tourism potential and is really needed not only by local visitors but can be enjoyed by domestic and even foreign tourists. In addition, it is necessary to analyze attractions, amenities and accessibility or commonly called 3A so as to make it easier for tourists to get to know Maitara village specifically akebay and help the government to build supporting facilities in increasing tourism capacity in Maitara Village.

2. Literature Review

Etymologically, the word tourism comes from Sanskrit which consists of two words, pari and wisata [6]. Pari means "many" or "going around", while wisata means "going" or "traveling" [7]. On that basis, the word tourism should be interpreted as a trip made many times or circling, from one place to another, which in English is called a tour, while for the plural sense, the word "tourism" can be used the word tourisme or tourism [8].

Identification is an activity that aims to examine and analyze more deeply about a thing or object [9].

Tourism Attractions according to Law No. 10 of 2009 is about Tourism "all that has uniqueness, excellence, and value as normal, social, and artificial abundance that is the purpose or motivation behind tourist visits [10]. Tourist attractions can be divided into 3 groups [11]. First, the tourist attraction created by God in normal conditions, the vegetation is very varied. Second, tourist attractions created by the community as galleries, authentic heritage, expression and culture, agro tourism, hunting tourism, natural adventure tourism, recreation parks and entertainment complexes. Third, special interest tourist attractions, such as hunting, mountain climbing, caves, industry and crafts, shopping places, rushing rivers, places of worship, places of pilgrimage and others. A tourist attraction is something that has an

attraction to be seen and enjoyed that is worth selling to the tourist market [12]. Tourist attractions can be in the form of tourist objects and tourist attractions. Tourist objects are tourist attractions that are static and tangible and without the need for prior preparation to enjoy them [13]. Tourist attractions are tourist attractions that can be seen through performances and require preparation and even require sacrifice to enjoy them [14]. The term tourist attraction in foreign literature is known as tourist attraction, which means everything that is an attraction for someone to travel to visit a certain area .

While the Tourism Attraction in Maitara Induk Village is Sarabati Drink which is a man-made product, and as a Tourism Attraction that can be seen through performances and requires preparation and even requires sacrifice to enjoy it.

Potential is a capacity that has the possibility to be created such as strength, ability, and power that can be developed to become greater [14]. The term potential is not only indicated for humans but also for other entities, such as regional potential, tourism potential and so on.

Potential is a colossal asset that is not given at the time of human birth in this world. Potential is an unopened capacity, getting rid of power, untapped power, untapped achievement, secret gift or the like, potential is a capacity or power or force, where Potential can be intrinsic or ability and a consequence of improvement or developed preparation. From some of the definitions above, potential can be interpreted as a secret fundamental ability and the results can be felt after the capacity is created.

Tourist Attractions According to [15] that there are 4 (four) components that must be owned by a tourist attraction, namely: attraction, accessibility, amenity. Attraction is a significant component in attracting tourists [16]. An area can become a tourist destination if the conditions are favorable to be developed into a tourist attraction. What is developed into a tourist attraction is called tourism capital or source. To find tourism potential in an area one must be guided by what tourists are looking for. There are three capital attractions that attract tourists [17], namely 1) Natural Resources (natural), 2) Cultural tourism attractions, and 3) Man-made attractions themselves. Tourism capital can be developed into tourist attractions in the place where the capital is found. There is tourism capital that can be developed so that it can hold tourists for days and can be enjoyed many times, or even on other occasions tourists can visit the same place. The existence of attractions is the reason and motivation for tourists to visit a tourist attraction (DTW) [18].

Amenity Amenity or amenity is all kinds of facilities and infrastructure needed by tourists while in tourist destinations [19]. Facilities and infrastructure in question such as: lodging, restaurants, transportation and travel agents. By using suitable infrastructure built tourism facilities such as hotels, tourist attractions, marinas, show buildings, and so on. As for the infrastructure that is much needed for the construction of tourism facilities are roads, water supply, electric power, landfills, airports, ports, telephones, and others. Given the relationship between facilities and infrastructure, it is clear that the development of infrastructure in general must precede the facilities. There are times when infrastructure is built together in the framework of the development of tourist facilities. A place or area can develop as a tourist destination if accessibility is good. There is a reciprocal relationship between facilities and infrastructure. Infrastructure is a requirement for facilities, and vice versa facilities can cause improvements in infrastructure.

Accessibility (Aksesibilitas) Accessibility merupakan hal yang paling penting dalam kegiatan pariwisata [20]. All kinds of transportation or transportation services become important access in tourism. On the other hand, this access is identified with transferability, which is the ease of moving from one area to another. If an area does not have good accessibility such as airports, ports and highways, then there will

be no tourists who affect the development of accessibility in the area. If an area has tourism potential, then adequate accessibility must be provided so that the area can be visited.

3. Method

Metode penelitian ini menggunakan pendekatan kualitatif yang bersifat deskriptif. Qualitative research aims to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually and in groups [21]. The data collected is not in the form of numbers - numbers but the data is from direct observations, interviews, documentation and other records. The use of a qualitative approach in this study is to match empirical reality with applicable theory using descriptive methods [22].

This research will be conducted in Maitara Village, Akebay Village, North Tidore District, North Maluku Province. The instruments in this study used direct observation, interview and documentation methods. The data sources used are based on primary data and secondary data, primary data is data obtained directly during direct observation at the research location, monitoring the activities of the local community of tege - tege water on afo clove historical tourism, direct interviews with local people and documentation. While secondary data is data obtained from literature and other references [23].

Data analysis is a way of thinking that refers to the systematic examination of something [24] To determine its parts, the relationship between the parts and the relationship of the parts to the whole, the analysis activity consists of several lines of activity, namely data comparison (comparing one data with other data), verification, data presentation and argumentation and interpretation. Interweaving in parallel forms forms a general insight called analysis.

Teknik analisis dalam penelitian ini adalah analisis deskriptif kualitatif. Descriptive is the transformation of raw data into data that is easy to understand and interpret, including organizing, manipulating and presenting so that it becomes information [25]. The results of data analysis are presented verbally with interpretative descriptive techniques, meaning that the results of the analysis are presented as they are and in certain parts are interpreted in accordance with generally accepted theories and frameworks. The results of the research or analysis are presented in the form of a scientific report.

4. Results and Discussion

4.1. Overview of Maitara Village Akebay Village

In the past, Maitara villagers were known as an active community who faithfully pursued their lives in the marine / fishing sector, and some of them were farming or gardening. Until now, these activities are still maintained. As a coastal community, the sea is a source of life that must be utilized to support the quality of life needs of the community.

Since then, Maitara village still has the status of a sub-village of Rum village. Rum village is a village located on the mainland of Tidore Island while Maitara is geographically separated from the mainland of Tidore Island but Maitara Island is flanked by two islands namely Tidore and Ternate.

Maitara was inaugurated as a village on February 22, 1952 through a struggle under the leadership of Salahuddin Bin Jalal. Salahuddin Bin Jalal is a movement figure who never gives up in his efforts to fight for the interests of his nation, religion and country. His movement is not much different from other figures who have popularity both regionally, nationally and internationally, he has a tough and strong character, istiqomah, and he is also noble, full of humanity and justice.

One of the stories collected from eyewitnesses (historical witnesses who are still alive today) is recorded as the history of the awakening of the people on the island of Maitara. According to eyewitnesses, before the village of Maitara was responded to definitively separate from the village of Rum, he never stopped to voice the rights of his people, even taking action in utilizing the moment when the region or district at that time was about to hold a regional celebration related to the presence or visit of one of the ministries from the center in the land of Tidore at that time. Confidently, his actions/movements at that time (around the 50s) showed symbols of struggle, that his people should be given freedom and flexibility to organize themselves and not need to depend on anyone. At that time he included himself by forming a hodgepodge lineup, displaying a picture of Maitara Island measuring 2x2 M and then carrying the picture by the front row. The content of the picture displayed on a piece of crumpled cloth depicts a mighty man who wants to carry this Maitara island with his might without any burden and it turns out that he is the one who drew himself.

On the other hand, in the midst of difficulties in negotiating, he never stopped thinking and conveying his aspirations to higher levels so that the benefits could be felt by his people. From a state point of view, he advocated that all people should be able to read and write so he tried to build a small hut with a roof of dried coconut leaves and a floor covered with banana leaves, but that was no excuse. He said "Aku no lefo se no waca waro, ge pangaru malaha ua ge no siduuru ua". Meaning, if you know about reading and writing then you will be far from negative influences. Eventually he was able to build a school and teach his people to read and write, the first illiterate school on Maitara Island at that time.

In addition to serving the country, the strategy in approaching religion is equally important according to him, the figure who has a very clear belief and obedience to Allah SWT, who is all-powerful over everything, urges those who are loyal to him, "We immediately build a mosque" and finally the mosque was built together with the community at that time so that the mosque that was built was still plastered with its name, namely "**MASJID SALAHUDDIN**" (now located in the North Maitara village area). He said through his sir and song, "*sigi lamo i sigoko ake hosa yo dadi mam*" The great mosque when it has been built, the salt water will turn into fresh water". The sentence spoken really has a very deep meaning and in fact this is really a reality that cannot be denied because it is truly enjoyed and felt by the people on this Maitara island (Well water that could not be consumed at that time, in contrast to the current situation and at several points the well can be drunk water).

Along with social movement efforts or voluntary empowerment activities, one by one, understanding is given either by visiting residents' homes, exchanging ideas when residents want to do their hajat even under a tree. For Salahuddin, communication does not require a place where it should be, but according to him it is time that should be taken into account. His sense of caring is very harmonious with the awareness of the soul which is then described in the form of his movement to create a leadership figure with character and charisma in the eyes of his community. There was no other way but for the community to change.

Shortly thereafter, the district officials at that time came with the good news that Maitara had received a positive response to separate from Rum village. At that time he made a prostration of gratitude then got up from his prostration and said as well as when the region did the reason for the division of the Maitara village was to minimize the span of control because considering the distance between Rum village and Maitara Island geographically not in one land so that in all matters of Government, Development, and society was a big problem for Maitara citizens at that time. As time goes by the struggle can be responded by the District Government so that Maitara can be definitively inaugurated as a village, namely Maitara village.

4.2. Administrative Area

Geographically, Maitara Village is located at 0o43'56.000 LU 127o22'16.000 East, and administratively Maitara Village is located in North Tidore Sub-district with an area of 1.54 Km2 , Maitara Village has 2 RW and 4 RT, with the following boundaries, To the East, it borders Tidore Island; to the South, it borders South Maitara Village; and to the West, it borders the Maluku Sea.

The distance from Maitara Village to the Sub-district Capital is + 2 km, which can be reached in about 10 minutes using sea transportation. Meanwhile, the distance to the capital city is + 45 km, which can be traveled in about 1 hour.

Figure 1. Map of Maitara Village
Source: RPJMDes Maitara, 2022

4.3. Description of Tourism Potential of Maitara Village Akebay Village

In its understanding, potential is an asset owned by a tourist attraction or an area, which is then utilized for economic purposes without ignoring the social and cultural aspects that exist in that place. [26] or if referring to the meaning of the Big Indonesian Dictionary (KBBI), potential is defined as "Ability that has the possibility to be developed" so tourism potential can also be interpreted as a place that has more value to be developed as well as utilized as an economic source and still prioritizes the social and cultural values of the place.

In North Maluku there are many places that have tourism potential, one of which is Maitara Village which has Maitara Village Akebay Village is one of the beaches located on the island of Maitara, North Maluku. This beach has great tourism potential with natural scenery around the beach in the form of beautiful mountains, white sand, and mangrove trees around the entrance to the beach which adds to the beauty of Maitara Kampung Akebay Village. There are also settlements around Maitara Kampung Akebay Village, most of which have a livelihood as fishermen. Although Maitara Kampung Akebay Village has great tourism potential, environmental cleanliness and access to Maitara Kampung Akebay Village are still minimal.

For cleanliness issues there are still some garbage scattered on the coast of Maitara Village, Akebay Village, besides that it is difficult to find a garbage dump around the beach. This can certainly make it difficult for visitors to find a dumping site and keep the environment around the beach clean. Education about environmental cleanliness to visitors and communities around Maitara Kampung Akebay Village is considered important to keep the environment around the beach clean. The

community around the beach can also manage waste to become recycled goods with high economic value, such as making souvenirs from recycled waste.

Supporting a development, of course access to the location of development is considered important, it is said that accessibility is a measure of ease (time, cost, and effort) in moving between places in the form of a system. In addition, accessibility indicators are seen from numerical values that indicate the difficulty or ease of a place in gaining access to goods and services. So broadly speaking, accessibility is the ease of moving between places and the ease of obtaining goods and services in that place. The ease in question can refer to the facilities obtained when you want to visit the place.

Maitara Kampung Akebay Village can be accessed by boat from Semut Ternate Harbor to the Maitara Island pier at a rate of Rp15,000 one way, then continued by taking a bentor from the pier to Maitara Kampung Akebay Village, bentor fare to Maitara Kampung Akebay Village is pegged at a price of Rp.20,000. However, there are some obstacles such as the length of the trip due to the boat that will be used from Ternate to Maitara Island, must wait until the passengers are full. In addition, the capacity of bentor which can only carry two people makes passengers have to pay more for one trip if they bring many family members. This problem must receive special attention. Later, if the number of visitors to Maitara Village, Kampung Akebay starts to increase, they will have difficulty in getting access to Maitara Village, Kampung Akebay.

4.4. 3A Analysis (Attraction, Accessibility, Amenity)

There are three components that must be owned by tourist attractions, including: Attraction, Accessibility, Amenity. Although Maitara Kampung Akebay Village has enormous potential, these three components have not been realized to the fullest. There are no facilities that support Maitara Kampung Akebay Village to become a tourist spot that can develop optimally.

Study of Attractions, Amenity and Accessibility in Tourism Development in Gunung Pancar Nature Park" [27] (Maitara Village Akebay), which describes the three components of tourism. These three components will be used and directly implemented in researching and assessing the condition of Maitara Kampung Akebay Village, as well as the potential attractions that might be developed in Maitara Kampung Akebay Village, these three components include:

4.4.1. Attractions

In its understanding, attraction is one of the significant components that can attract tourists. If an area has favorable conditions in the development of its tourist attractions and attracts visitors, the area has the potential to become a tourist destination. Tourist attractions that can be developed in Maitara Village Akebay Village are divided into three categories including

1. Natural Resources, namely attractions that are naturally found in the area. Consists of:
   a. Expanse of Black Sand

   The stretch of black sand in Maitara Village, Akebay Village makes this beach different from the beaches on the whole Maitara Island. This beach can also be used as a camp site or Camping Ground. Some visitors have used this location as a Camping Ground location either from students or communities who want to spend a weekend in Maitara Village, Akebay Village. In addition to the camping ground location, this beach can also be a location for outbound or gathering guided by the community in Maitara Village, Akebay Village.Along the way to enter this location, there are mangrove forests and a very strategic location to enjoy the sunset.

   b. Tracking

Maitara Village Akebay Village has a tracking location to offer to tourists who like challenges. The journey to Mount Maitara can be accompanied by the local community.

c. Fishing & Snorkeling

Most of the people's livelihoods in Maitara Village of Akebay Village are fishermen, but it does not rule out the possibility for tourists who want to fish on this beach there are good spots for fishing. Local people can provide fishing equipment and rent it out to visitors who want to fish. Judging from the diversity and beauty of the underwater biota of Maitara Island, snorkeling activities can also be one of the options to offer to visitors who come to Maitara Village, Akebay Village. Residents who are given training and receive diving certificates can open a "Snorkeling Package" which provides snorkeling equipment, boats and supervisors who can accompany visitors to do snorkeling activities around Maitara Island. This can help improve the economy if the service provider involves local fishermen, by renting their boats as a means of transportation to the snorkeling location.

2. Cultural Tourism Attractions are attractions that are created due to the habits or customs inherent in the community around the area. Cultural attractions that can be enjoyed in Maitara Village Akebay Village are :
a. Wellness Tourism or in the local language is called "Bakera"

Bakera is one of the attractions that can be enjoyed by visitors where the main efficacy is for the fitness of the body that often catches a cold or who want the skin to be smooth and the face to be youthful. Bakera is a local tradition that is believed to be able to cure various skin diseases and is efficacious for sore or aching bodies. The ingredients used for bakera are a mixture of traditional leaves and herbs. In addition, after bakera visitors can be treated to a traditional drink commonly called "Sarabati" to further increase body fitness.

b. Traditional Games

Traditional games are very suitable for children visiting Maitara Village Akebay Village, because in today's digital era traditional games have begun to become extinct for children who live in urban areas so that when tourists visiting with children can be offered by playing traditional games so that visiting children will not feel bored but can get new activities after visiting Maitara Village Akebay Village.

3. Artificial Attractions in the form of facilities made by humans such as the provision of swimming pools around the beach. The mangrove forest around the beach can be an obstacle for visitors, especially for children, so it is necessary to provide a swimming pool as an additional facility when visitors are not interested in bathing on the beach.

In addition to activities such as kayaking and snorkeling, a gathering place for visitors will also be very interesting especially if equipped with live music. the community can provide entertainment by presenting live music every weekend or renting a sound system to visitors who want to enjoy their own choice of music and enjoy a campfire on the coast. The next attraction that can be developed in Maitara Village Akebay Village is a Yoga place, with the beauty and beautiful sunset and sunrise views, of course Maitara Village Akebay Village is adequate if visitors want to do yoga activities. The developers can provide a quiet place with beautiful natural scenery to do this activity. Developers can rent out mattresses for visitors who want to do this activity, besides that local residents can take certification as yoga tutors and rent out their services as yoga instructors to visitors who come to Maitara Village Akebay Village.

4.4.2. Amenitas

Amenity is a component of facilities and infrastructure provided at tourist attractions. Facilities can facilitate and help visitors in supporting their needs when visiting tourist attractions. The facilities and infrastructure in question include:

a. Eating Places, in Maitara Village of Akebay Village itself there are still hardly any eating places provided for visitors, as a result some visitors come and bring their own food. this is very unfortunate considering the livelihoods of the surrounding residents who are mostly fishermen can be utilized to open eating places and provide fresh seafood taken directly from the fishermen around Maitara Village of Akebay Village. In addition, traditional food from Maitara Island can also be one of the menu choices to offer to visitors who come.

b. Accommodation is also one of the important facilities that must be provided around Maitara Village, Akebay Village. Considering that attractions such as sunset and bonfire can only be enjoyed after dusk until night, there will be many off-island residents who choose to spend the night around the tourist attractions. The developer can utilize the homes of local residents who are willing to rent them out as lodging at an agreed upon nightly rate.

c. Places of Worship and Puskesmas/Hospital, about 200 meters from Maitara Village, Akebay Village there is a mosque with a capacity of about 50 people. In addition, there is an Akebay Village Health Center located not far from Maitara Kampung Akebay Village. The existence of a health center/hospital near tourist sites is considered important. If there is an accident at a tourist site resulting in injury, the victim can be taken directly to the puskesmas/hospital..

d. Toilets and Waste Disposal Sites, toilets at Maitara Village Akebay Village tourist attractions have now been added to their capacity. The capacity in the toilet was added by the developer because previously the toilet capacity was not enough to accommodate the number of visitors who wanted to use the toilet, especially during weekends and holidays where the population was more than usual. As for garbage disposal, it is very minimal. It is difficult to find garbage bins around Maitara Village Akebay Village as previously discussed at the beginning, the lack of landfills will result in problems with the cleanliness of tourist attractions.

4.4.3. Accessibility

Accessibility is one of the most important components in tourism activities. All types of access and transportation services, from land to sea to air, play an important role in providing tourists with access to tourist attractions. This access is synonymous with transferability, which is defined as the ease of movement from one region to another. As discussed earlier, transportation to Maitara Village Akebay Village is quite difficult if visitors come from outside Maitara Island. If coming from Ternate Island, visitors can take a boat from Semut Harbor, Mangga Dua.

But the problem is because there is no schedule and departure depends on whether the boat is full or not, so passengers cannot know the exact schedule and have to pay more if they want to leave before the boat is full of passengers. This problem can be solved if the developer can work with the boat owner and make an agreement for a more definite boat departure schedule and tariff.

Visitors also need to take a bentor from the pier to Maitara Village, Akebay Village. Bentor with a capacity of two people with a fare of Rp20,000 is quite affordable. However, if visitors come in large numbers and need more than one bentor for one trip, then the fare of Rp20,000 for one bentor for one trip will be very expensive.

5. Conclusion

In tourism development, of course, the main requirement must fulfill the 3A elements (attraction, accessibility, amenity). Based on the results of the research, Maitara Kampung Akebay Village has the potential for natural, cultural and artificial tourism. The natural tourism attractions that can be offered in Maitara Kampung Akebay Village are Black Sand for Camping Ground, Outbound, Fishing Tourism. While cultural tourism attractions are Wellness Tourism called "Bakera" and preserving traditional games. The artificial tourism attraction is the provision of swimming pools as an option for visitors who come, especially offering it to children who want to enjoy an artificial swimming pool on the beach.

Access to Maitara Village of Akebay Village is sometimes constrained due to the absence of a fixed departure schedule which results in tourists having to wait a long time and even being forced to rent a wooden boat or speedboat to get to Maitara Village because there is no certainty of departure.

There are several facilities that have been provided in Maitara Village of Akebay Village including homestays, toilets / toilets, food stalls and photo spots.

6. Recommendation

The following are recommendations that can be implemented in the future:

a   The importance of community involvement in tourism development in Maitara Kampung Akebay Village so that tourism development can be carried out properly and there is an equal distribution of welfare for the community in Maitara Kampung Akebay Village.

b   Tourism human resources in Maitara Kampung Akebay Village need assistance and guidance from tourism academics, practitioners related to hospitality and services as well as exploration, packaging and presentation of tourist attractions in Maitara Kampung Akebay Village.

c   Coordination of the Village Government with the Transportation Provider so that there is price equality and scheduled.

d   Provision of culinary for visitors.

e   Determination of members and issuance of Tourism Awareness Group (POKDARWIS) decree.

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