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Aik Nyet Sesaot's Tourism Development Strategy Using SWOT Analysis and Pls-Sem Approach

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Abstract

Aik Nyet is one of the tourist areas in Sesaot Village, Narmada District, West Lombok Regency, which presents a natural scenery with rivers, springs, and protected forests that are still very beautiful. The existence of this Aik Nyet Sesaot tourist area has a significant positive impact on the social and economic of the community. This positive impact is a strong foundation for tourism managers, village governments, and local governments to increase the development of aik nyet tourism in a better and more sustainable direction. This study aims to find out the development strategy of aik nyet tourism in the Sesaot area using SWOT analysis and the Pls-sem approach. This study uses a quantitative research method with data collection by distributing questionnaires and conducting data analysis using SWOT analysis and Partial Least Square-Structural Equation Modelling (PLS-SEM). The results of the study showed the average percentage of respondents' answers, which were then mapped into instruments in determining SWOT (Strengths, Weaknesses, Opportunities, and Threats). In addition, the test results using PLS-sem also show that the accessibility of tourism in the Aik nyet Sesaot tourist area has a positive and significant value when viewed from the calculation results, which show a < value of 0.05, namely 0.007 < 0.05. The cost was also positive and significant, with a result of 0.037< 0.05. Furthermore, the environmental impact was negative and insignificant, with a result of -0.098 > 0.05. Attractiveness has a positive and significant value with a result of 0.139 < 0.05. Supporting facilities have negative and insignificant values with results of -0.005 > 0.05. Finally, popularity has positive and significant values with results of 0.259 < 0.05.

Keywords: Aik Nyet Sesaot, Tourism, SWOT Analysis, PLS-sem

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INTRODUCTION

Indonesia is an archipelagic country that is rich in natural tourism. One of the areas known for its natural tourism beauty is the island of Lombok. In 2023, Lombok will be in the top 5 best natural tourism destinations in the world, according to Travellers' Choice (NTB Tourism Office, 2023). Natural tourism in Lombok is diverse, ranging from beaches, waterfalls, mountains, cultural heritage, and tourist forests. Tourism that is quite famous for its natural beauty, especially the river and protected forest, is the Aik Nyet tour.

Aik Nyet is one of the tourist areas in Sesaot Village, Narmada District, West Lombok Regency. This area is located in Aik Nyet Hamlet, Buwun Sejati Village, approximately 22 kilometers from Mataram. This tourist area presents a natural scenery, with rivers, springs, and protected forests that are still very beautiful. Since 1982, this area has experienced significant development. Initially, people used this area to harvest fruits, wash clothes, wash dishes, and bathe. However, as times progressed, this area began to be known by the wider community. It was used for commercial activities such as tourist parks, picnic spots, and camping until it became today's tourist area (Puji et al., 2023).

Since 2011, the Aik Nyet tourist area management has been carried out by a group of youths affiliated with mosque youth in Aik Nyet Hamlet. This tourist area includes a natural forest to the east and a bathing pool to the west. The entrance to this tourist area can be taken through two different routes: counter 1, located on the east side, and counter 2, located on the west side. As a tourist location for quite a long time, the Aik Nyet tourist area has been managed and developed as a modern tourist area. This can be seen from tourist locations' facilities, infrastructure, and attractions. The Aik Nyet tourist area has provided several public facilities such as prayer rooms, toilets, a gazebo, and several attractions, including forest tours, bathing pools, camping sites, culinary tours, educational tours, and water tubing expeditions (Puji et al., 2023).

The existence of aik nyet tourism has a positive impact on the social and economic of the local community. This tourism opens up new jobs for the surrounding community; some people are directly involved as tourism managers, and not a few people also open business stalls at tourist locations. In addition, the management of aik nyet tourism itself is managed directly by the NTB provincial LHK office with the village-owned enterprise (BUMDes) of Buwun Village Sejati so that the income from this tourist area can be managed as a source of funds for the village and regional development.

The positive impact of Aik Nyet tourism on the surrounding area is a strong foundation for tourism managers, village governments, and local governments to increase the development of Aik Nyet tourism in a better and more sustainable direction. For this

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reason, a proper strategy and analysis are needed to develop a sustainable tourist area and determine the direction of better tourism development.

As explained by Suryono in (Primadany et al. (2013), the definition of strategy in principle is related to the following issues: Implementation policies, determination of goals to be achieved, and determination of ways or methods of using infrastructure. Strategy is always related to 3 things, namely goals, means, and methods. In this case, tourism managers, village governments, and local governments must have practical goals and ways to develop existing tourism.

Therefore, in this case, the researcher aims to research the development strategy of aik nyet tourism in the Sesaot area using SWOT analysis and the Pls-sem approach. The results of this study are expected to be used as a source of reference for readers and stakeholders in the policy formulation process related to the direction of Aik nyet Sesaot tourism development.

Problem Formulation

Based on the above background, the formulation of the problem in this study is as follows:

1. What are the results of the SWOT analysis of the Aik North Sesaut tourist area?
2. What are the results of the PLS-sem test of the Aik nyet sesaut tourist area?
3. What is the strategy for developing Aik nyet Sesaot tourism using SWOT analysis and the PLS-SEM approach?

Tourism Development Strategy

According to Grede (Sanjaya et al., 2018), strategy is a method organizations use to move from one position to another. An effective strategy is related to three organizational issues, namely competence, scope, and allocation. In addition, strategy is an inseparable step in development.

In this case, Rozalena and Dewi (Sanjaya et al., 2018) explained that development results from education and training to assume responsibility improve and improve knowledge and abilities. Therefore, in the development of tourist villages, the natural and social environment should be considered so as not to interfere with the local community's social, economic, and cultural structure. Based on the definition of strategy and development, it can be concluded that a development strategy is a plan or a series of decisions to achieve goals to become broader, deeper, and more developed in a structured and systematic manner.

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In addition, Pitana Dalam (Nggini et al., 2019) also explained that tourism development is an activity to advance a place or area that is considered to need to be arranged in such a way either by maintaining what has developed or creating a new one. So that tourism development is a series of efforts to realize integration in the use of various tourism resources, integrating all aspects outside tourism that are directly related to the continuity of tourism development.

Based on this description, a tourism development strategy is a plan systematically prepared to maintain and rearrange a new and existing tourist destination by considering the internal and external aspects of tourism to achieve broader goals.

SWOT Analysis

According to Rangkuti, F. (1998), SWOT analysis systematically identifies various factors to formulate a company's strategy. This analysis is based on the logic that can maximize power (*strengths*) and opportunities (*Opportunities*), but at the same time, it can minimize weaknesses (*Weaknesses*) and threats (*Threats*). The strategic decision-making process is always related to the development of the company's mission, goals, strategies, and policies. Thus, the strategic planner must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions.

Therefore, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) can be an essential instrument in the development of a tourist destination because it can help tourism managers, village governments, local governments, or other stakeholders in translating or explaining in detail what are the strengths, weaknesses, opportunities and threats to the tourist destination itself. In addition, the results of this SWOT analysis can be used as a reference for *stakeholder*s in formulating the policy direction for developing a tourist destination.

RESEARCH METHODS

The research method used in this study is quantitative. According to Sugiono (Nugroho, A. 2018Quantitative research is research by obtaining data in the form of numbers or qualitative data that is raised. In addition, (Hermawan et al. M. 2019) also explained that quantitative research is research that takes place scientifically and systematically, where the observations made include everything related to the object of research, phenomena, and correlations that exist in between. The purpose of quantitative research is to obtain an explanation of a theory and the laws of reality.

DATA COLLECTION METHODS

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A questionnaire is the data collection method used to obtain information in this study. The researcher distributed a Google form questionnaire to people who have visited Aik nyet tourism. Two types of data are used: primary data and secondary data. Primary data is obtained by distributing questionnaires to visitors, while secondary data is obtained through the Internet, such as journals, websites, books, and other articles.

Data Analysis

The data testing in this study uses Pls-sem analysis with the help of SmartPLS 4.0 software. In this study, the classification of *Partial Least Squares* (PLS) with the Structural Equation Modelling (SEM) technique can describe the linear relationship between indicator variables and latent variables simultaneously (Anggita et al., 2019).

PLS (Partial Least Square) is an analysis method that focuses on variance and allows the testing of measurement and structural models simultaneously. Structural Equation Modelling (SEM) is a field of statistics used to test complex relationships between components in a single analysis. (Sarstedt et al., 2020).

In addition, PLS-SEM allows researchers to estimate highly complex models with many constructs and indicator variables, with much smaller sample size requirements than factor-based SEM methods. PLS-SEM also offers much flexibility in estimating multifaceted model relationships, such as in the process or in high-level models (Sarstedt et al., 2020).

Research Variables And Indicators

Table 1: Research variables and indicators

Variable	Indicator	Symbol
Facilities / Support	Are the tourist facilities adequate?	**A1**
	Is there a need to add supporting facilities for tourist areas?	**A2**
Tourist Attractions	The Aik nyet area is lovely	**B1**
	Aik nyet tourism has many tourist attractions that can be developed	**B2**
Tourism accessibility	Is road access to tourist locations easy to reach?	**C1**

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	Is there a need to improve road access to tourist sites?	**C2**
Cost	Is the price of tourist entrance tickets affordable?	**D1**
	Are food prices in tourist areas affordable?	**D2**
	Are parking rates in tourist areas manageable for visitors?	**D3**
Environmental Impact	Can the Development of the Aik Nyet Tourism Area result in Environmental Damage?	**E1**
	Are tourist areas prone to natural disasters?	**E2**
Tourism Popularity	Is the Aik North tourist area famous among the community?	**F1**
In general	Aik nyet tourism can be developed into the best natural tourism area in NTB.	**Y1**

RESULTS AND DISCUSSION

Respondent Identities

Respondent identity is a summary of respondents' object data collected through questionnaires in the study. In this study, respondents were divided into different categories based on gender, last education, address, occupation, age, marital status, family status, visit status, and the number of visits made by the respondents. In Table 1 below, the respondents in this study are dominated by women, namely 101 and 49 male respondents. The last education of the respondents in this study was dominated by the education level of SMA/SMK/MA, 97 respondents, followed by Strata 1 with as many as 49 respondents, Strata 2 with as many as three respondents, and Diploma 3 with as many as one respondent. This study conducted a survey of people in West Nusa Tenggara (NTB), including Mataram City as many as 59 respondents; East Lombok Regency as many as 33 respondents; West Lombok Regency as many as 27 respondents, Central Lombok Regency as many as 24 respondents, Sumbawa Regency as many as four respondents, Dompu Regency as many as one respondent, followed by Banyuwangi Regency as many as one respondent and Makassar City as many as one respondent.

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Employment was dominated by 129 respondents, followed by seven respondents for Private Employees, five for Teachers, five for Unemployed, one for fishermen, one for ASN, one for Entrepreneurs, and one for Entrepreneurs. The majority of respondents in this study were 20 to 30 years old, as many as 82 respondents, followed by 66 respondents in the age range of 14-20, and over 30 years old, as many as two respondents.

In addition, the researcher also explored respondents' visits status by dividing them into several different categories. Most respondents' visit status was carried out in groups based on data from 117 respondents and as many as 33 respondents individually. For the marriage status, the respondents were dominated by unmarried people, as many as 148 respondents, and married as many as two respondents. Then, for the status in the respondents' family, the majority came from family members as many as 148 respondents followed by the head of the family as many as two respondents. Respondents in this study were recorded quite often in visiting tourist sites; it was recorded that those who visited more than 5 times were 39 respondents, followed by those who visited 2 times as many as 38 respondents, visited 1 time as many as 29 respondents, visited 3 times as many as 27 respondents, visited 4 times as many as 11 respondents and who visited 5 times as many as six respondents.

Table 2: Respondent's Identity

Information	Sum	Percentage
Gender		
Male	49	49
Female	101	101
Total	150	150
Latest Education		
Senior High School	97	97
Bachelor's degree	49	49
Master's degree	3	3
Diploma 3	1	1
Total	150	150
Address (City)		

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Mataram City	59	59
East Lombok Regency	33	33
Central Lombok Regency	24	24
West Lombok Regency	27	27
Sumbawa Regency	4	4
Dompu Regency	1	1
Banyuwangi Regency	1	1
Makassar City	1	1
Total	150	150
Employment		
Students/Students	129	129
Fishermen	1	1
Teachers	5	5
Private Employee	7	7
Civil Servant	1	1
Entrepreneurial	1	1
Self-employed	1	1
Unemployed	5	5
Total	150	150
Age		
14-20	66	66
20-30	82	82
30-40	1	1
Over 40	1	1
Total	150	150
Marital Status		
Married	2	2
Unmarried	148	148
Total	150	150

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Status in the Family		
Head of Family	2	2
Family Members	148	148
Total	150	150
Visitor status		
Individual	33	33
Group	117	117
Total	150	150
Number of Visits		
1 time	29	29
2 times	38	38
3 times	27	27
4 times	11	11
5 times	6	6
Above 5 times	39	39
Total	150	150

Source: Primary data

SWOT ANALYSIS

Based on the results of the questionnaire distribution and the answers of 150 respondents to the research questions, the mapping of strengths, weaknesses, opportunities, and threats for the SWOT analysis of the Aik Nyet Sesaot tourist area can be seen in Table 2. The mapping is a data collection and identification process as a pre-analysis (Brata et al., 2015).

There are several research indicators that are used as questions, namely Facilities/Supports, Tourist Attraction, Tourism Accessibility, Cost, Environmental Impact, and Popularity of Tourist Areas. In this case, the researcher conducted a SWOT analysis mapping (strengths, weaknesses, opportunities, and threats) based on the average percentage of respondents' answers to each question indicator. The strength of the Aik Nyet tourist area comes from the attraction of Aik Nyet tourism itself; the majority of respondents agree on the beauty and beauty of Aik Nyet tourism. besides that, the majority of respondents also agree that Aik Nyet has many tourist attractions that can be

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developed. The strength of this tourism is also followed by tourism accessibility; most respondents answered that they entirely agree that road access to tourist locations is easy to take. In addition, the majority of respondents also answered that they entirely agree with the price of entrance tickets and food prices in the tourist area, which are affordable; parking rates in the tourist area are also not burdensome for visitors; this proves that affordable travel costs are the strength of this tourist area.

Furthermore, the weakness of the Aik nyet tourist area comes from tourist facilities/supporters; the majority of respondents strongly agree that there is an addition of supporting facilities in the tourist area, and the majority of respondents also agree that there is a need to improve road access to tourist sites. This tourist area is also near a protected forest, which makes it prone to natural disasters. Most respondents answered that they entirely agree that this tourist area is prone to natural disasters. On the other hand, Aik Nyet tourism is quite well known by the community, and the majority of respondents answered that they agree that the existence of the Aik Nyet tourism area is famous among the community.

Table 3: SWOT analysis of respondents' answers

	Indicator	Percentage (%)	SWOT Analysis
1	**Facilities / Support**		
	a. Are the tourist facilities adequate?	• Strongly disagree (0.7) • Disagreement (16) • Quite agree (58.7) • Agree (24) • Strongly Agree (0.7)	Weaknesses
	b. Is there a need to add supporting facilities for tourist areas?	• Strongly disagree (0) • Disagreed (0) • Quite agree (9.3) • Agree (40.7) • Strongly Agree (50)	Weaknesses
2	**Tourist Attractions**		

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	a. The Aik nyet area is splendid and beautiful	• Strongly disagree (0.7) • Disagree (0) • Quite agree (14.7) • Agree (54) • Strongly Agree (30.7)	Strength
	b. Aik nyet tourism has many tourist attractions that can be developed	• Strongly disagree (0.7) • Disagree (0.7) • Quite agree (15.3) • Agree (51.3) • Strongly Agree (32)	Strength
3	**Tourism accessibility**		
	a. Is road access to tourist sites accessible to reach?	• Strongly disagree (0.7) • Disagreement (10, 7) • Quite agree (54) • Agree (32.7) • Strongly Agree (2)	Strength
	b. Is there a need to improve road access to tourist sites?	• Strongly disagree (0) • Disagree (1.3) • Quite agree (26) • Agree (40) • Strongly Agree (32.7)	Weaknesses
4	**Cost**		
	a. Are tourist entrance tickets affordable?	• Strongly disagree (1.3) • Disagree (6) • Quite agree (51, 3) • Agree (36, 7) • Strongly agree (4.7)	Strength

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	b. Are food prices in tourist areas affordable?	• Strongly disagree (2.7) • Disagree (17, 3) • Quite agree (55, 3) • Agree (22, 7) • Strongly Agree (2)	Strength
	c. Are parking rates in tourist areas manageable for visitors?	• Strongly disagree (4.7) • Disagreement (14) • Quite agree (50) • Agree (27, 3) • Strongly Agree (4)	Strength
5	**Environmental Impact**		
	a. Can the Development of the Aik Nyet Tourism Area result in Environmental Damage?	• Strongly disagree (4.7) • Disagree (53.3) • Quite agree (34) • Agree (5.3) • Strongly Agree (2.7)	Threat
	b. Are tourist areas prone to natural disasters?	• Strongly disagree (0.7) • Disagree (26) • Quite agree (50.7) • Agree (18) • Strongly agree (4.7)	Threat
6	**Tourism Popularity**		
	a. Is the Aik North tourist area famous among the community?	• Strongly disagree (0) • Disagree (2) • Quite agree (16) • Agree (49.3) • Strongly Agree (32.7)	Chance

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7	**In general**		
	a. I believe that Aik nyet tourism can be developed into the best natural tourism area in NTB.	• Strongly disagree (1.3) • Disagree (1, 3) • Quite agree (20) • Agree (37.3) • Strongly Agree (40)	Variable (Y)

Source: primary data (processed)

Furthermore, according to the strengths, weaknesses, opportunities, and threats, an analysis of the development strategy of the Aik Nyet Sesaot tourist area can be carried out based on the results of SWOT. The strategies that can be carried out are in the form of four alternative strategies, namely the alternative SO strategy (a strategy that uses strength to take advantage of opportunities), the alternative WO strategy (a strategy that minimizes weaknesses to take advantage of opportunities), the alternative ST strategy (a strategy that uses strength to overcome threats) and the alternative WT strategy (a strategy that minimizes weaknesses and avoids threats) (Delita et al.; T., 2017).

a. SO (Strength and Opportunities) strategy, a strategy that optimizes strengths (Strength) to take advantage of opportunities (opportunities);

1. The aik nyet season tourist area must still be able to preserve the beauty of the tourist attractions at the tourist location.
2. Building new attractions that can add new attractions for tourists to visit, but still considering the natural beauty side of the aik nyet tourism itself.
3. Expanding the visitor parking area, considering that weekends and holidays are always full of visitors.
4. Make tour packages so that they are more accessible for tourists who come to visit in groups.
5. Adding variants of food menus at tourist locations so that visitors have many choices in determining consumption when traveling.
6. Create a website and social media that contains complete and updated information about tourist areas to create even more massive tourism promotion.

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b. WO (Weakness-Opportunity) strategy is a strategy to minimize weaknesses and take advantage of opportunities.

1. Building better accessibility, such as repairing potholes, improving road directions to tourist sites, and beautifying travel routes.
2. Improving existing tourism facilities/supporters such as information service facilities, expansion of parking areas, public facilities (prayer rooms, toilets, gazebo, etc.), and tourist attractions (bathing pools, photo spots, forests, etc.).
3. Adding tourism facilities/supporters such as building a wider parking area, building more and broader public facilities (prayer rooms, toilets, gazebo, etc.), and building more varied attractions so that visitors can feel more comfortable and not bored when visiting tourist sites.
4. Tourism managers must actively promote tourism through social media and provide updated information to the community around the tourist area to increase visitor interest and loyalty to Aik nyet Sesaot tourism.

c. ST (Strength-Threats) strategy is a strategy of using force and overcoming threats.

1. Before building and repairing facilities/supporters, it is best to conduct an EIA (environmental impact analysis) analysis first to minimize the impact of environmental damage.
2. Build security and monitoring posts at tourist locations to anticipate the possibility of natural disasters at tourist locations.
3. Make rules for visitors to maintain environmental sustainability when traveling, such as the prohibition of littering, the prohibition of bathing using soap, the prohibition of uprooting/cutting down plants at tourist sites, and other rules that can maintain environmental sustainability at tourist sites, so that the beauty and natural beauty that are the potential of the Aik Nyet tourist area will be maintained.

d. WT (Weakness-Threats) strategy is a strategy to minimize weaknesses and avoid threats.

1. Forming a tourism task force that accompanies visitors and controls visitors if there are actions from visitors that can pollute or damage existing tourist facilities.
2. Make information boards and rules for traveling in tourist areas.

PLS-SEM TESTING

a. Descriptive Data

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Descriptive statistics are an essential part of biomedical research that describes basic data characteristics (Mishra et al., 2019). The table below shows the results and answers of 150 respondents. The questions in this study are related to tourism accessibility, cost, environmental impact, attractiveness, supporting facilities, popularity, and potential for developing new tourist areas (variable Y). The answer criteria are 5: strongly disagree, disagree, quite agree, agree, and strongly agree. The results of the respondents showed that variable Y showed the highest result with an agreeing criterion of 4.47, followed by the popularity of the tourist area with a somewhat agreeing criterion of 3.25, tourist accessibility with a disagreeing criterion of 2.71, the cost of traveling with a disagreeing criterion of 2.09, the attractiveness of a tourist area with a strongly disagreeing criterion of 1.45, the environmental impact of a tourist area with a strongly disagreeing criterion of 1.10, and supporting facilities with a strongly disagreeable criterion of 0.06.

Table 4:Descriptive statistics table

Construction	Rata-rata	Category
Tourism accessibility	2.71	Disagree
Cost	2.09	Disagree
Environmental impact	1.10	Strongly disagree
Attraction	1.45	Strongly disagree
Supporting facilities	0.06	Strongly disagree
Popularity	3.25	Quite agree
Y1 (Variable Y)	4.47	Agree

Source: primary data (processed)

Outer Model

Convergent validity

Convergent validity aims to determine the validity of each relationship between an indicator and its construct or latent variable. There are two types of validity in PLS-SEM: convergent and discriminatory. Convergent validity means a set of indicators representing one latent variable and the underlying latent variable. This representation can be demonstrated through unidimensionality, which can be expressed using the average value of the extracted variant (*Average Variance Extracted / AVE*). The AVE value is at

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least 0.5. This value describes sufficient convergent validity which means that one latent variable can explain more than half of the variants of its indicators in the mean (Ghozali, 2016).

Convergent validity tests can be assessed based on *outer loadings* or *loading factors* and *Average Variance Extracted* (AVE). Usually, in research, a loading factor limit of 0.70 is used. An indicator can be declared to meet *convergent validity* and has a high level of validity when *the outer loadings value is*> 0.70 while the Average *Variance Extracted* (AVE) value is> 0.50 (Chin & Todd, 1995). Based on the figure below, the outer loading value of all variable indicators is more significant than 0.7 so it is said to be valid. Note: If an indicator with an external loading value is less than 0.7, it should be omitted and not used in subsequent tests.

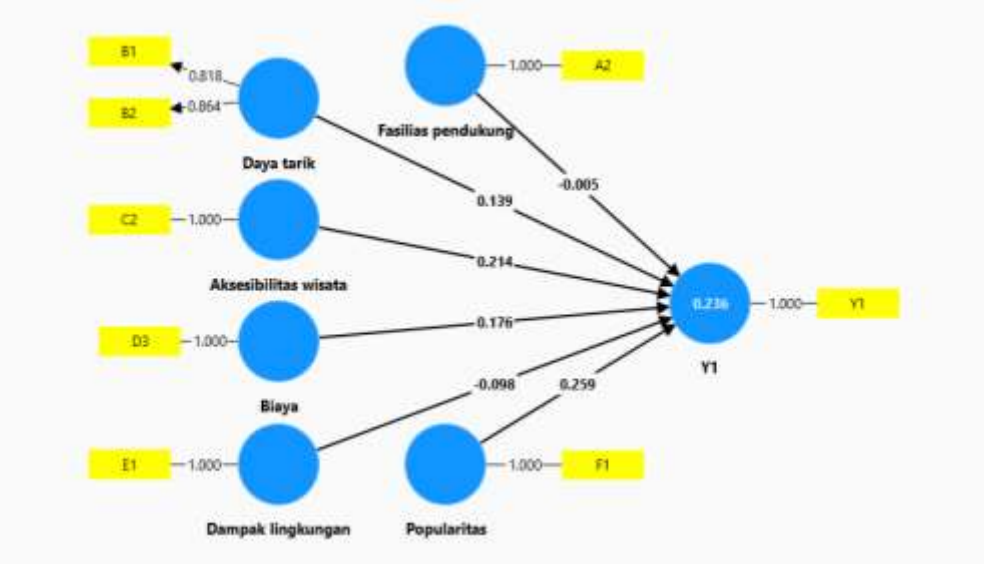


Figure 1. Outer loading value

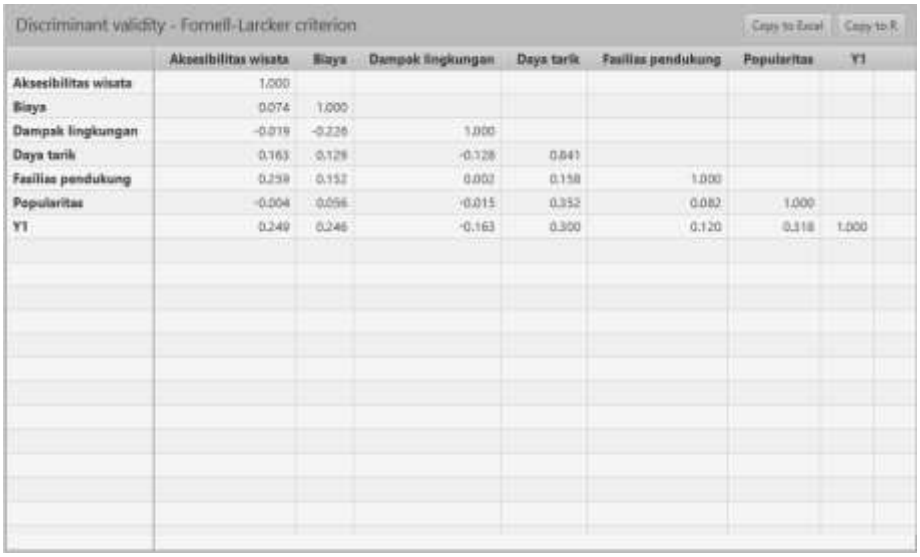
Discriminant Validity

Validity means measuring what should be measured (Ghozali, 2016). Discriminant validity is done to ensure that each concept of each latent model is different from the other variables. Validity testing is conducted to determine how accurately a measuring instrument performs its measurement function (Ghozali, 2016). *The discriminant validity* test can be assessed in SMART-PLS based on *the fornell-larcker criterion* and *cross loading.* In the *fornell-larcker criterion test*, *the discriminant validity* can be said to be good if the root of the AVE in the construct is higher than the correlation of the construct with

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other latent variables. In contrast, the *cross-loading* test must show a higher indicator value for each construct compared to the indicator in other constructs (Sekaran & Bougie, 2016). The figure below is the result of the *Fornell-Larcker criterion test, which shows that* the root of the AVE in the construct is higher than the correlation of the construct with other latent variables.



Discriminant validity - Fornell-Larcker criterion

	Aksesibilitas wisata	Biaya	Dampak lingkungan	Daya tarik	Fasilias pendukung	Popularitas	Y1
Aksesibilitas wisata	1.000						
Biaya	0.074	1.000					
Dampak lingkungan	-0.019	-0.226	1.000				
Daya tarik	0.163	0.129	-0.128	0.841			
Fasilias pendukung	0.259	0.152	0.002	0.158	1.000		
Popularitas	-0.004	0.056	-0.015	0.352	0.082	1.000	
Y1	0.249	0.246	-0.163	0.300	0.120	0.318	1.000

Figure 2. The Test Result of Fornell-larcker Criterion

Outer Loading

The inner model is a structural model used to predict causality relationships (cause-and-effect relationships) between latent variables or variables that cannot be directly measured. *The structural model (inner model)* describes the causality relationship between latent variables built based on the substance of the theory. In the structural model *test (inner model)*, they are using the help of *Bootstrapping* and *Blindfolding* procedures in SMART PLS. Tests on structural models were conducted to test the relationship between latent constructs (Sekaran & Bougie, 2016).

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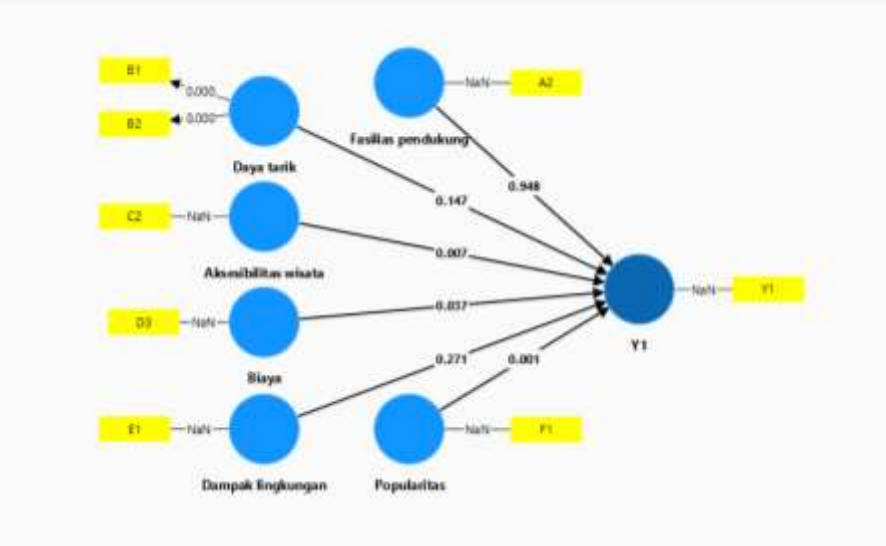


Figure 3. Structural model test results

Table 5: Inner model test

Panel	Coefficient value	P - values	Information
Tourist accessibility -> Y1	0.214	0.007	Significant
Cost -> Y1	0.176	0.037	Significant
Environmental impact -> Y1	-0.098	0.271	Insignificant
Attraction -> Y1	0.139	0.147	Significant
Supporting facilities -> Y1	-0.005	0.948	Insignificant
Popularitas -> Y1	0.259	0.001	Significant

Source: SMART PLS 4.0 (processed)

The results of the inner model show that tourism accessibility in the Aik nyet Sesaot tourist area has a positive and significant value when viewed from the calculation results, which show a < value of 0.05, namely 0.007 < 0.05. The cost is also positive and significant, with a result of 0.037 < 0.05. Furthermore, the environmental impact was negative and insignificant, with a result of -0.098 > 0.05. Attractiveness has a positive and significant value with a result of 0.139 < 0.05. The supporting facilities were negative and insignificant, with a result of -0.005 > 0.05. Finally, popularity has a positive and significant value with a result of 0.259 < 0.05.

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AIK NYET SESAOT TOURISM DEVELOPMENT STRATEGY

Based on the results of the PLS-sem test, a strategy for developing the Aik Nyet Sesaot tourist area can be formulated based on the Outer Model and Outer Loading results. The outer loading value showed that some indicators of the research variable were more significant than 0.7, so they were declared valid, and some variable indicators were less than 0.7, so they were declared invalid. Furthermore, based on the results of the Inner model test, the results show that tourism accessibility, cost, attractiveness, and popularity have positive and significant values because they have a value of < 0.05. Meanwhile, Environmental Impact and Supporting Facilities have a negative and insignificant value because they have a > value of 0.05.

a) Facilities / Support

The Facility/Supporting variable has two indicators, namely A1 and A2; based on the results of the Outer loading indicator, A1 is declared invalid, and A2 is declared valid and has positive and significant values. This shows that in the effort to develop the Aik Nyet Sesaot tourist area, it is necessary to add supporting facilities for the tourist area, such as information service facilities, expansion of parking areas, public facilities, and tourist attractions so that tourism facilities/supporters can be more adequate.

b) Tourist Attractions

The Tourist Attraction variable has two indicators, B1 and B2, based on the results of outer loading; both are declared valid and have positive and significant values. This shows that to develop the Aik Nyet Sesaot tourist area, it is essential to maintain the beauty of the Aik Nyet tourism itself. This can be done by conducting an EIA (environmental impact analysis) first before developing in a tourist area. In addition, the development of tourist attractions in the Aik Nyet area is also essential to be carried out considering that many tourist attractions can be developed from the Aik Nyet Sesaut tourist area, such as building new tourist attractions.

c) Tourism Accessibility

The tourism accessibility variable has two indicators, namely C1 and C2; based on the results of the Outer loading indicator, C1 is declared invalid, and C2 is declared valid and has positive and significant values. This shows that to develop the Aik Nyet Sesaot tourist area, it is necessary to improve road access to tourist sites so that road access is easy.

d) Cost

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The Cost Variable has three indicators, namely D1, D2, and D3; based on the outer loading results, indicators D1 and D2 are declared invalid, and D3 is declared valid and has positive and significant values. This shows that in the effort to develop the Aik Nyet Sesaot tourist area, it is essential to maintain visitor parking rates, considering that it does not burden visitors. However, on the other hand, the price of entrance tickets and food prices at tourist locations that have not yet been reached is also essential to be the attention of tourism managers. This can be overcome by making tour packages in groups, so that the costs incurred by individuals in traveling to the Aik Nyet area are more affordable.

e) Environmental Impact

The Environmental Impact Variable has two indicators, namely E1 and E2; based on the results of the outer loading indicator, E2 is declared invalid, and E1 is declared valid and has negative and insignificant values. This shows that in the effort to develop the Aik Nyet Sesaot tourism area, it is vital to prioritize environmental aspects so that it can also maintain the beauty of Aik Nyet tourism itself. To do this, there are several ways that can be taken, such as conducting an AMDAL analysis in the development process, making rules so that visitors continue to maintain the sustainability of the tourist environment, creating security posts and forming a tourism task force.

f) Tourism Popularity

The Tourism Popularity variable has one indicator, namely F1, based on the results of the outer loading of the F1 indicator is declared valid and has a positive and significant value. This shows that in an effort to develop the Aik Nyet Sesaot area, it is very important to continue to increase the popularity of the tourist area among the community. This can be done by creating websites and social media that contain complete and updated information about the tourist area so that it can improve the *branding* of the tourist area itself.

CONCLUSION

This study explains the development strategy of aik nyet tourism in the sesaot area using SWOT analysis and the Pls-sem approach. The results of the study showed the average percentage of respondents' answers which were then mapped into instruments in determining SWOT (Strengths, Weaknesses, Opportunities and Threats). Furthermore, a strategy that can be carried out can be formulated in the form of four alternative strategies, namely the alternative SO strategy (a strategy that uses strengths to take advantage of opportunities), an alternative WO strategy (a strategy that minimizes

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weaknesses to take advantage of opportunities), an alternative ST strategy (a strategy that uses strengths to overcome threats) and an alternative WT strategy (a strategy that minimizes weaknesses and avoids threats). In addition, the results of the test using PLS-sem also show that the accessibility of tourism in the Aik nyet Sesaot tourist area has a positive and significant value when viewed from the calculation results which show a < value of 0.05, namely 0.007 < 0.05. The cost was also positive and significant, with a result of 0.037< 0.05. Furthermore, the environmental impact was negative and insignificant with a result of -0.098 > 0.05. Attractiveness has a positive and significant value with a result of 0.139 < 0.05. The supporting facilities were negative and insignificant, with a result of -0.005 > 0.05. Finally, popularity has a positive and significant value with a result of 0.259 < 0.05.

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