Research Paper

Development Priority Destination Analysis Community Based Tourism in Budo Village Wori District, North Minahasa District

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SUMMARY
The aim of the research is to analyze the application of marketing concepts using (SPT) segmenting, targeting and appropriate positioning to rebuild interest in tourist visits in priority destinations in Budo village, Wori sub-district, North Minahasa. Next, we will analyze its influence on community empowerment, its implications for community culture in priority destinations, and its impact on community income and improving the village economy. The idea of this research is to support Sam Ratulangi University's strategic plan in the field of Social Humanities and Culture in the areas of social and cultural development and strengthening based on community empowerment. The object of this research is community involvement as actors in the tourism industry itself, where community involvement has not been optimal, resulting in a decline in tourist visits in recent years. The focus of this research is to analyze the application of marketing concepts using (SPT) segmenting, targeting and appropriate positioning to rebuild interest in tourist visits in priority destinations in Budo village, Wori sub-district, North Minahasa. Next, we will analyze its influence on community empowerment, the implications of community culture in priority destinations. By using appropriate segmenting, targeting and positioning (SPT) in the development of community-based tourism, it is possible to solve the problems that exist in the area. With SWOT analysis, you can generate the tourism potential of the area by knowing the strengths and business opportunities of the priority destinations of the Budo tourist village.
Keywords: (SPT), community empowerment, community culture.

CHAPTER I

North Sulawesi has a lot of tourism potential such as Bunaken, Lake Linau, Tangkoko forest, Pall beach, Budo tourist beach. This attractive tourism potential in North Sulawesi is experiencing problems with tourist visits due to the Covid 19 pandemic. There are government regulations to close most tourist destinations in most regions in Indonesia, the impact has reached the province of North Sulawesi. Budo Village has a beautiful underwater world, tourists can see dwarf seahorses as big as two cm which are not found in other waters in Sulawesi. Budo Beach also has a Mangrove Tour and is the gateway to Bunakan Island.The area is 1650 M2 with a population of 1200 people. The implementation of this research will begin in February 2023 and end in December 2023, with the title of the research being "analysis of priority destinations for community-based tourism development in Budo village, Wori sub-district, North Minahasa district. The targeted findings in this research are increasing tourist attraction on the beach. The Budo tourist village is known for its mangrove tourism and is an alternative gateway to get to the Bunaken Marine Park. It has a mangrove forest of around 30 hectares covered with diverse mangrove vegetation, which is local wisdom. In this research, the development of marketing management concepts and theories, especially segmentation, targeting and positioning (STP) strategies, which consist of personal selling, sales promotion and advertising in local tourism in the Budo area, Wori sub-district, so that tourism interest increases and has an impact on the income of the village community.

Research Urgency
The urgency of this research:
1. As input to the tourism industry, especially the Budo village tourist destination
   is a leading sector in North Sulawesi which is currently experiencing a decline.

2. Furthermore, with a SWOT Analysis, community involvement in maintaining and protecting mangrove forests, community culture, regional dances and culinary products can be studied and appropriate solutions to existing problems can be obtained, so that they candrive the regional economy.

by companies to attract the attention of consumers. Sales promotion activities must be carried out intensively, whether in the form of discounts or providing various bonuses that can be arranged to stimulate consumers. Personal selling activities can be carried out to increase sales promotions which are carried out directly by the sales staff themselves who have been prepared by local tourism authorities. Below is the number of visitors in Budo Village, Wori District, North Sulawesi.

Based on the bar diagram above, it can be seen that there is a surge in visitors to the beach. This shows that there are positive views shown by tourists regarding their interest in visiting Lilang beach tourism. Even though visitors in 2016 experienced a decline, this is something the local government must address to think about the right strategy to increase the number of tourist visits to Lilang Beach. Tourist visits which have fluctuated over the last few years (2015 - 2018) show that consumer interest in beach tourism is very large. Lack of promotion in terms of advertising, personal seling has not been carried out at Lilang Beach to increase tourist interest in Kema Beach so that it increases further. Based on this background, the researcher intends to conduct research on Analysis of Sales Promotion and Advertising, as well as Personal Selling on Tourist Interest in Lilang Beach, North Sulawesi province.

CHAPTER II

2.1. LITERATURE REVIEW
This chapter discusses theoretical studies, state of the art and previous research results which are the theoretical basis related to marketing management, marketing concepts and strategies which emphasize more on using appropriate segmenting, targeting and positioning (SPT) in developing community-based tourism. Concepts, theories and paradigms about how to apply segmenting, targeting and positioning analysis (SPT) in developing community-based tourism.

2. Understanding Marketing Management
2.1. STATE OF THE ART
The state of the art in this research refers to previous research which examined (SPT) segmenting, targeting and positioning and their relationship with tourist destinations. In this research, the implementation (SPT) of segmenting, targeting and positioning is linked to community empowerment in priority tourist destinations in Budo Village, Wori subdistrict, North Minahasa Regency. This is because the researcher feels that these two factors are variables that are relevant to the current situation so that they will produce novelty in the research.

2.2. RESEARCH ROAD MAP
The ideas from this research support Sam Ratulangi University's strategic plan in the field of Social Humanities and Culture in the areas of social and cultural development and strengthening based on community empowerment. This research analyzes the application of marketing concepts using (SPT) segmenting, targeting and appropriate positioning to rebuild interest in tourist visits in priority destinations in Budo village, Wori sub-district, North Minahasa.
The research target is: Improvement and improvement of tourist destinations by using segmenting, targeting and positioning strategies (SPT) in priority tourist destinations in Budo village, Wori sub-district, Minahasa Regency.
This research is also in accordance with the road map for superior fields at Sam Ratulangi University for the next five year period (2021·2025) regarding the field of Social Humanities and culture research in the areas of increasing tax revenue and regional economic potential as well as accelerating poverty reduction and equality. Geopolitically, North Sulawesi in the Asia Pacific region has many tourism areas which can be used as a source of regional income. Minahasa is one of the districts that has potential tourism areas to be developed. One of the tourism potentials of North Minahasa district is the Budo tourist village in Wori sub-district. This research is important to carry out to make the priority destination of Budo village able to increase again with community involvement in supporting tourism.

2.3. EMPIRICAL STUDY
Iskandar, Ariffudin (2021) Marine Tourism of Tlocor, Destination Branding, Analysis of Segmentation, Targeting, and Positioning, Tourism Marine Tourism of Tlocor is the only marine tourism in Sidoarjo Regency. Therefore, researchers designed destination branding for Tlocor Marine Tourism using effective and communicative visual communication media through segmentation, targeting and positioning

analysis. This design aims to create brand awareness for Tlocor Marine Tourism and as support in destination branding for the tourist destination category for enjoying nature, vacationing with family, and outdoor activities in the outbound area of Lusi Island.

CHAPTER III
RESEARCH OBJECTIVES AND BENEFITS
This research has a specific objective, to analyze the application of marketing concepts using appropriate segmenting, targeting and positioning (SPT) to rebuild interest in tourist visits in priority destinations in Budo village, Wori sub-district, North Minahasa. Next, we will analyze the impact on community empowerment, the implications of community culture in priority destinations, as well as the impact on community income and increasing the village economy.

3.1. General purpose
The research is the application of theoretical concepts and paradigms regarding marketing strategy approaches in terms of marketing concepts using (SPT) segmenting, targeting and appropriate positioning to rebuild interest in tourist visits in priority destinations in Budo village, Wori sub-district, North Minahasa.

3.2. Benefits of research
1. As input to the tourism industry, especially the Budo village tourist destination, which is a leading sector in North Sulawesi which is currently experiencing a decline.
2. Furthermore, with a SWOT analysis, community involvement in maintaining and protecting mangrove forests, community culture, regional dances and culinary products can be studied and appropriate solutions to existing problems can be obtained, so as to be able to drive the regional economy.
3. The results of the RDUU research can be a reference for future researchers in studying the application of marketing concepts using (SPT) appropriate segmenting, targeting and positioning in the development of community-based tourism.

3.2. Data Collection Method
1. Survey Method
2. Collect all the necessary data by making observations or
direct observation
3. Interview Method
4. Collect data by conducting oral and written interviews
with related parties related to research.
5. Questionnaire
6. Literature study collects data sourced from books, the internet, and others.
3.3. Analysis Methods and Tools
The analytical tool used is SWOT analysis (Ghozali, 2006).
SWOT analysis is defined as an acronym for Strengths, Weakness, Opportunities, and Threats which is an effective market research analysis technique. Typically, SWOT analysis is used to evaluate an organization's performance in the market and is used to develop effective business strategies

CHAPTER. IV
RESEARCH METHODS
3.1. The scope of research
1. This research uses a quantitative approach with the SWOT analysis method
2. Research objects are MSMEs and communities directly involved in the destination
local tourism.
3. Research location, Budo village, Wori subdistrict, North Minahasa Regency
4. Research data collection is carried out by making direct observations,
interview, and continued with distributing questionnaires using techniques
sampling is incidental sampling with an accidental approach.
5. The proposed research time is 8 months.

CHAPTER. V
ACHIEVED RESULTS AND OUTCOMES
This research uses SWOT analysis to measure community involvement in the Budo Beach tourist destination in Wori sub-district, North Minahasa Regency. According to Kotler (2009: 51), SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a way to observe the external and internal marketing

environment. According to Freddy Rangkuti (2009: 18) SWOT analysis is the systematic identification of various factors to formulate a strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. Effective use of SWOT analysis can play an important role in determining competitive strategy,in order to know the strengths, weaknesses, opportunities and threats faced by the organization in maintaining its survival and continuity. According to Jatmiko (2004: 134), strategy is a series of integrated and coordinated commitments and actions designed to exploit (core competence) and gain competitive advantage. This process involves determining specific goals for MSMEs in the culinary and non-culinary sectors and community involvement to support Budo Beach as a priority destination. Community involvement in MSME businesses and identifying internal and external factors that support and those that do not in achieving these goals.

The problem that is sought to be answered in this RDUU research is how the right marketing strategy, in this case determining a product strategy for regional culinary and non-culinary products (such as souvenirs for visitors, t-shirts, key chains, etc.) that are suitable for sale to increase people's income. in making Budo Beach a priority destination in Wori sub-district, North Minahasa Regency.

The objectives of the SWOT analysis in this research are;Utilizing the potential of the strengths of Budo village, in this case the level of community involvement in supporting the Budo Village tourist destination in Wori sub-district, North Minahasa Regency.

Minimizing weaknesses into strengths and eliminating threats, this strategy evaluates the main strengths and weaknesses in the culinary and non-culinary businesses, in this case the MSMEs involved in it.

Main Internal Factors.
Create an internal factor evaluation matrix (IFE Matrix). According to Fred. R. David (2011), in creating an IFE (internal factor evaluation) matrix it can be developed in five stages:
1.Main internal factors use one to ten strengths and weaknesses. Make itbe as specific as possible, use percentages, and comparative figures.
2. Give a weight ranging from 0.0 (not important) to 1.0 (very important) foreach factor. The weight given to each factor identifies the relative importance of the factor to the company's success in the culinary industry. Regardless of whether the key factor is strength orinternal weaknesses, factors that are considered to have the greatest influence onaffecting culinary and non-culinary products must be given the highest weight.
The sum of all weights must be equal to 1.0.
3. Give a rating of 1 to 4 for each identified factor
whether the factor shows a major weakness (rank = 1) or a minor weakness (rank = 2),
a minor strength (rank = 3) or a major strength (rank = 4). Note that strengths should get a rating of 3 or 4, and weaknesses should get a rating of 1 and 2.

1.TO KNOW YOUR STRENGTHS

Factor	Weight	Ranking	Weighted average
1. There are 20 UMKM involved in Budo village	0,15	4	0,60
2.The delicious taste of UMKM products such as fresh fish which is processed into various dishes	0,10	4	0,40
3.Culinary products Free from dangerous preservatives and colorings.	0,05	3	0,15
4.The price is affordable	0,05	4	0,20
5. Close distance from the city center so it is easy to reach	0,05	3	0,15
6. Availability of boats from boat entrepreneurs for fleets visiting priority destinations around Budo village	0,05	3	0,15
7.There are many fish sellers at affordable prices as souvenirs typical of Budo village	0,05	4	0,20
Total weight	**0,5**		
		Amount of data	1,85
		total strength	1,85

2.TO KNOW YOUR WEAKNESSES

Factor	Weight	Ranking	Weighted average
1.Most culinary products don't have a brand yet.	0,05	1	0,05
2.Doesn't have attractive packaging yet (Pakeging)	0,05	2	0,10
3.Doesn't have a label yet	0,05	2	0,10
4.No guarantee yet (BPom)	0,05	2	0,10

5.The production process is still conventional	0,10	1	0,10
Non-culinary products	**Weight**	**Ranking**	**Weighted average**
6. Do not yet have a homestay as a condition for forming a tourist destination.	0,10	2	0,20
7.Don't have a tour guide yet	0,05	2	0,10
8.Doesn't have a permanent kiosk yet	0.05	2	0,10
Total weight	**0,5**		
		Amount of data	0,85
		total strength	
			0,85

From a total strength of 1.85, it could be a culinary and non-culinary business opportunity in Budo Budo village, which is a priority destination in Wori sub-district, North Minahasa Regency, but with a weakness in culinary and non-culinary products which is quite large, 0.85 could be a threat later if not repaired from now on. Meanwhile, the opportunity factor of = 2.10 provides opportunities for better development in certain sectors, for example tourism facilities and infrastructure such as roads, homestays in Budo to become a priority destination in Wori sub-district, North Minahasa Regency.

Analyze using a segmentation, targeting and positioning (STP) approach to find the accuracy of research to improve weaknesses in culinary products by having a brand, attractive packaging, halal label (lebeling) and guaranteesso that it can increase sales of culinary products so that they can be widely known to make Budo Village a priority destination in Wori sub-district, North Minahasa Regency.

Create an External Factor Evaluation Matrix (external factor evaluation - EFE matrix) to identify opportunities.

1. Give a weight to each factor from 0.0 (not important) to 1.0 (most important). Weights indicate the relative importance of a factor to the success of a company or business industry. Opportunities are often given a higher weight than threats, but threats can also be given a high weight if they are very serious or very threatening.
2. Give each key external factor a rating of 1 to 4 on how effective the company's current strategy is in responding to that factor. Where 4 = superior company response, 3 company responses above average, 2 company responses average, 1 company response poor.
3. Multiply each factor weight by the ranking to determine the weighted value.
4. Add up the weighted value of each variable to determine the total weighted value for the organization under study.

3. TO KNOW YOUR OPPORTUNITIES

Factor	Weight	Ranking	Weighted average
1. Included in the socio-cultural area	0,15	4	0,60
2.Entering a new culinary market for Budo village has become a priority destination in Wori sub-district, Regency North Minahasa.	0,15	3	0,15
3.The area is fertile so it is not difficult to get raw materials for culinary products	0,05	3	0,15
4.Surrounded by tourist areas that can be connected with Budo villages such as Likupang, Bunaken	0,15	4	0,60
5. There is a chance that Budo village will become a priority destination in Wori sub-district, North Minahasa Regency.	0,15	4	0,60
Total weight	**0,55**		
		Amount of data	2,10
		total strength	
			2,10

What to do after analysis
Creating a high-speed wifi network in tourist areas so that consumers are more comfortable in the Budo beach tourist area in Wori sub-district, North Minahasa Regency, in accordance with the tourism ministry's Go digital program.
Increasing new innovations in products sold such as flavors such as durian flavored dadol and others.

4.TO KNOW YOUR (THREATS)

Factor	Weight	Ranking	Weighted average
1. Unpredictable weather making raw materials expensive	0,25	4	1
2.Many competitors follow the products that have been made so far.	0,20	4	0,80
Total weight	0,45		
		Amount of data	1,8
		total strength	
			1,8

What to do after analysis

Creating consistent culinary marketing so that from the raw material process to the production process there are no obstacles until the sales stage and continues to maintain quality and consistencymaintain competitive prices.

From the SWOT value data above, there are the following value conclusions:

Total weighted average strength (strength)= 1,85

Total weighted average weakness (weakness) = 0,85

Total weighted average opportunities (opportunities) =2,10 total

weighted average threats (threats) = 1,80 score

weighted average opportunity score of 2.10 + threat score of 1.80 = 3.9

With a total weighted score of 3.9, it indicates that the public and visitors respond very well to the opportunities and threats that exist in the UMKM industry in the culinary sector.

From the results of the calculations above, STP's marketing strategy is to strengthen segmentation, targeting and positioning to create the Budo tourist village as a priority destination in the Wori sub-district, North Minahasa Regency.

requires repair and improvement. Meanwhile, threats = 1.80, no matter how small the threats that exist in the culinary industry, will have a big impact on the industry if they are not addressed immediately.

Thus, the strength factor of 1.85 is greater than the weakness factor of 0.85. Meanwhile, the opportunity factor of 2.10 is greater than the threat factor of 1.8. Therefore, the position of UMKM products in the culinary and non-culinary gift industry made by the public is still at the stage of growth.

Suggestion

The function and benefits of the Mangrove Forest, which until now Budo Village, acts as an absorber of carbon dioxide (CO2) from the air, this must continue to be maintained and preserved to protect the community from environmental pollution.

The culinary products in Budo village as one of the main attractions must be improved and more MSMEs involved in them.

The need for investors to support tourism activities in the village so as to increase visitor attraction.

The involvement of village communities in supporting tourist destinations in Budo Village must be increased, in this case they are the main support in tourism activities in the village, such as preparing food for visitors, having houses provided as homestays.

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