



EXPLORING THE POTENTIAL OF TOURISM AND MARKETING STRATEGIES TO IMPROVE THE ECONOMY IN JAYAWIJAYA REGENCY, PAPUA

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Abstract

Jayawijaya is an area that has traditional culture that still exists in the current era of globalization and officially turns 65 years old on December 10, 2021. As one of the districts in the central mountainous region, it should be able to compete with other districts and cities, especially in terms of tourism. The contradiction that has been felt in the past decade, namely Jayawijaya, seems to have lost its attraction for local people and foreign tourists to come to visit. The purpose of this study is to explore the potential of tourism that is oriented to the values of local wisdom and environmental and cultural preservation, which is based on the local community (communitybased tourism), including the marketing strategy of tourism objects in order to provide economic benefits for the community in the long term. In particular, this research is to find out and understand several things in order to formulate strategies in solving the problem of competitive and sustainable tourism potential.

Keyword: *Tourism Potential, Marketing Strategy, Improving the Economy*

MENGEKSPLORASI POTENSI STRATEGI PARIWISATA DAN PEMASARAN UNTUK MENINGKATKAN PEREKONOMIAN DI KABUPATEN JAYAWIJAYA PAPUA

Abstrak

Jayawijaya adalah area yang memiliki budaya tradisional yang masih ada di era globalisasi saat ini dan secara resmi berusia 65 tahun pada 10 Desember 2021. Sebagai salah satu kabupaten di wilayah pegunungan pusat, itu harus dapat bersaing dengan kabupaten lain dan kota, terutama dalam hal pariwisata. Kontradiksi yang telah dirasakan dalam dekade terakhir, yaitu Jayawijaya, tampaknya telah kehilangan daya tariknya bagi masyarakat setempat dan wisatawan asing untuk dikunjungi. Tujuan dari penelitian ini adalah untuk mengeksplorasi potensi pariwisata yang berorientasi pada nilai-nilai kearifan lokal dan pelestarian lingkungan dan budaya, yang didasarkan pada masyarakat setempat (pariwisata berbasis masyarakat), termasuk strategi pemasaran objek pariwisata untuk menyediakan Manfaat ekonomi bagi masyarakat dalam jangka panjang. Secara khusus, penelitian ini adalah untuk mengetahui dan memahami beberapa hal untuk merumuskan strategi dalam memecahkan masalah potensi pariwisata yang kompetitif dan berkelanjutan.

Kata kunci: Potensi Pariwisata, Strategi Pemasaran, Meningkatkan Ekonomi



Introduction

The tourism potential of Jayawijaya Regency is no less interesting than other regions in Indonesia and even abroad. All of this has not been touched and even arranged to become a leading tourist attraction and attraction for tourist visits, especially the eternal snow in the central mountains and Lorentz National Park which covers an area of 2,505,600 ha. This area is the largest conservation area in Southeast Asia, located at an altitude of 0-4,884 m above sea level and spread over 4 districts, namely: Jayawijaya, Mimika, Puncak Jaya and Asmat districts. On December 12, 1999, the United Nations through the United Nations Educational Scientific and Cultural Organization (UNESCO) officially designated it as a natural world heritage site which has approximately 43 types of ecosystems, a tropical area that has glaciers (Peak cartenz) and the amazing Habema lake, decorated with glaciers. alpine meadows and marshes. The diversity of tourism potential is a capital in tourism development that must be addressed as an opportunity. The thing that must be owned in running a tourism business is the number of relationships that are able to present something different from other tours, so that they become their own characteristics and are ready to compete by providing products in the form of good services and services.

Jayawijaya is an area that has a traditional culture that still exists in the current era of globalization and is officially 65 years old on December 10, 2021. As one of the districts in the central mountainous region, it should be able to compete with other districts and cities, especially in terms of tourism. The contradiction that has been felt in the past decade, namely Jayawijaya, seems to have lost its attraction for local people and foreign tourists to come to visit. Apart from the social disaster that hit this city on September 23, 2019, tourists tend to prefer other cities in Papua as their tourist destinations. The low tourist arrivals in Jayawijaya district, among others, is caused by the distance to Wamena is very far and still uses air transportation. Transportation is expensive and the tourism marketing strategy in Jayawijaya is not precise, so the number of tourists visiting is relatively small when compared to other regions in Indonesia. This was exacerbated when Jayawijaya district was faced with quite serious social problems with the outbreak of the corona virus pandemic (Covid-19) which had implemented social distancing and physical distancing since early March 2020. The imposition of various travel restrictions by many countries trying to stem the spread and transmission a virus that can be fatal. Indonesia. Responding to the various problems faced by Jayawijaya Regency, it is necessary to conduct a study to produce strategies that can be used by tourism actors in Papua, especially in Jayawijaya Regency in exploring tourism potential as well as marketing strategies for tourism objects in Jayawijaya. The purpose of this study is to explore the potential of tourism that is oriented to the values of local wisdom and environmental and cultural preservation, which is based on the local community (communitybased tourism), including the marketing strategy of tourism objects in order to provide economic benefits for the community in the long term. In particular, this research is to find out and understand several things in order to formulate strategies in solving the problem of competitive and sustainable tourism potential. In connection with this background, the research problem can be stated as follows. "How to explore tourism potential and marketing strategies to improve the economy in Jayawijaya Regency, Papua

Methodology

The data collection method in this study is a study of literature from research results, government policies and news in the mass media which is relevant. Data analysis was carried out qualitatively with descriptive methods by looking at tourism developments and the phenomenon of tourism conditions both during the Covid-19 pandemic and socio-cultural and political matters. The sources of information taken as studies are those published in the period from 2017 to 2021.

In this study, the informants were the Jayawijaya Regency Tourism Office, MSME business actors, hotel managers, tourism observers, people who visited tourist objects and residents around tourist attractions in Jayawijaya. data collection techniques through observation, interviews and literature study. Sources of data using primary data and secondary data. The analytical technique used in this research is to examine all the data obtained from various sources, both from in-depth interviews, field observations, and documentation. The existing data is processed through data grouping, classification according to the order of problems and classification of internal and external factors.

Finding and Discussions

Jayawijaya is one of the regencies located in Papua Province, with the capital city in Wamena. Its location in the mountains makes this district has an amazing view. A glimpse of the exoticism of the Baliem Valley with Wamena City in its valley comes from the uniqueness of some local residents who are still encountered as in the stone age. In the Dani tribe (Hughula), who inhabit the Baliem Valley up to the slopes of the Jayawijaya Mountains, there are still men who wear koteka or just cover their genitals with a certain type of pumpkin skin "koteka" (holim). Natural attractions as the basis for the development of ecotourism in the Baliem Valley, including very diverse flora and fauna, stunning natural scenery, there are many ecotourism resources (such as waterfalls, caves, lakes, lakes, and rivers) are very potential to be developed, there are trekking routes long and short, as well as white water rafting facilities, but there are not many enthusiasts, so the supply is still limited. In fact, cultural attractions are the prima donna of tourism development in the Baliem Valley, because the arts, culture, traditions and customs of the Balinese people (Dani "Hughulu") are very unique for foreigners, festivals and carnivals are held regularly every year in August.

Figure 1
Map of Jayawijaya Regency

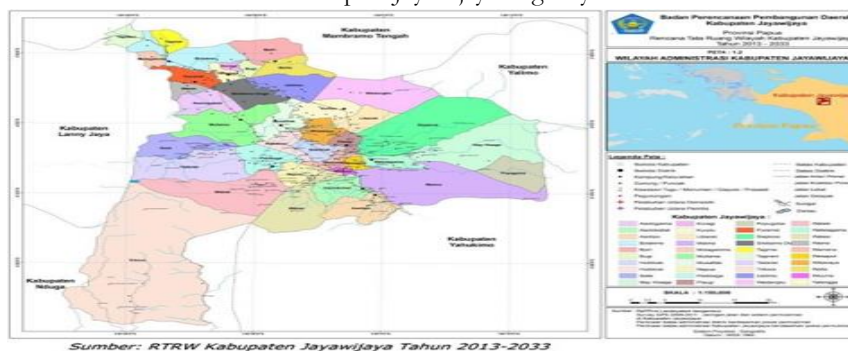


Table 1
Data Type of Tourism Object

No	Type of Tourism Object	Location	
		District	Village
I	Nature Tourism		
	1. Air Garam	Asotipo	Hitigima/Asotipo
	2. Air Garam	Kurulu	Jiwika
	3. Goa Lokale	Usilimo	Wosilimo
	4. Goa Sikepalki	Usilimo	Wosilimo
	5. Goa Kontilola	Kurulu	Waga-Waga
	6. Telaga Biru	Asotipo	Asolokobal
	7. Danau/ Telaga Anegera	Musatfak	Anegera
	8. Danau Habema	Pelebaga	Nanggo Trikora
	9. Pasir Putih	Pisugi	Aikima
	10. Goa Bunda Maria	Kurulu	Jiwika
	11. Taman Rekreasi Mandiri	Asotipo	Asotipo
	12. Air Terjun Tinggima	Wollo	Wollo
13. Air Terjun Napu	Napua	Napua	

II	Cultural		
	1. Jembatan Gantung Tradisional 2. Jembatan Gantung Tradisional 3. Jembatan Gantung semi Modern 4. Mumi Aikima 5. Mumi Jiwika 6. Mumi Araboda 7. Mumi Pumo 8. Grup Tari/ Etai Suroba 9. Pos Olah Seni (POS) 10. Pos Olah Seni Wouma 11. Pos Olah Seni Yali Mabel 12. Pos Olah Seni Obia	Wamena Asotipo Wamena Kurulu Kurulu Asologaima Asologaima Kurulu Wamena Wouma Kurulu Kurulu	Sinakma Asotipo Wesaput Aikima Jiwika Araboda Pumo Suroba Wesaput Wouma Jiwika Obia
III	TourismRitual Tourism		
	1. Patung Ukumiarek 2. Patung Kur Mabel 3. Museum Pilamo 4. Tugu PEPERA	Asotipo Wamena Wamena Wamena	Hitigima/Asotipo Jl. Yos Sudarso Wesaput Jl. Yos Sudarso

Source: Department of Culture and Tourism, Jayawijaya 2021

TABLE.2
FOR FOREIGN
DEVELOPMENT OF VISITSTOURISTS TO PAPUA IN 2019 vs 2018

MONTHS January-December	MAIN ENTRANCE
	OF PAPUA Jayapura
56.287	2019
104.075	2018
Growth (%)	-45.92

Source: : Department of Culture and Tourism, Jayawijaya 2021

Table 3
Number of tourist arrivals
ENTRY AND NATIONALITY BY
DECEMBER YEAR 2019

MONTH January to December	MAIN ENTRANCE
	PAPUA Jayapura
National	
ASEAN	152
ASIA (outside ASEAN)	16
Middle East	0
Europe	6
America	12
Oceania	5,969
Africa	0
2019	6,155
2018	3,202
Growth (%)	92.22

Source: Department of Culture and Tourism, Jayawijaya 2021

There are many natural tourism sites, cultural tourism and ritual tourism that hold extraordinary beauty and uniqueness normal. The exoticism of Jayawijaya is one of the potentials to improve the welfare of the community if all tourist sites are managed properly. Obstacles in exploring tourism

potential and developing all potential tourism objects that already exist are in line with the information conveyed by the informant as follows:

...The Jayawijaya Regency Government is experiencing obstacles including those related to "Ulayat Rights". There are those who are willing and those who are not. Those who do not agree with matters related to religion or sacred places. So it is hoped that in the future the government will need to approach the owners of tourism objects in order to explore the potential economic income of the local community. If these objects are developed, they will become superior objects as well as create jobs for the community, for example the site. mummy culture. In that place there are 30 people who have benefited from the mummy site. (SS 55 Th).

Based on data Jayawijaya has approximately 29 tourism objects. In fact, every tourist attraction has more than one potential, namely natural resources ranging from mountains, jungles, lakes, rivers, and cultural arts. The five natural potentials and one cultural product (local wisdom) are the core of the tourism business in Jayawijaya. Through these five, the Regional Original Income should also increase, starting from levies and taxes on restaurants, hotels, and other supporting facilities.

This matter in line with the information submitted by the informant as follows:

...Requesting the Jayawijaya Tourism and Culture Office to immediately establish communication with each ulayat owner so that untouched tourism objects can be managed properly (JRB55TH) The Government of the Republic of Indonesia has clearly formulated it through the Law RI No. 10 of 2009 concerning Tourism, which states that the tourism industry is a collection of interrelated tourism businesses in order to produce goods and/or services to meet the needs of tourists in the implementation of tourism. Or when viewed from the RI Law no. 10 of 2009 concerning Tourism in Article 1 paragraph/point 9 it is stated that the tourism industry is a collection of tourism businesses that are interrelated in the context of producing goods and/or services to meet the needs of tourists in the implementation of tourism. The implementation of tourism can be interpreted as the components that support a tourism object ranging from the craft industry, hospitality, transportation and so on. So from this explanation it is increasingly visible that the potential for Regional Original Income from the tourism sector, through levies and taxes.

Local governments increasingly have the freedom to cultivate various regional potentials, including tourism objects and attractions. This freedom is guaranteed by the Central Government through Law no. 22 of 2009 concerning Regional Government, and Law No. 25 of 1999 concerning Financial Balance between Central and Regional Governments. From the two laws, the Regional Government has the authority and flexibility to implement real, straightforward and responsible regional autonomy.

2.1 Nature Tourism and Cultural Tourism as Sustainable Tourism

Natural beauty and cultural uniqueness become tourism icons that make their own power and uniqueness. The beauty of nature not only spoils the sense of sight, but also provides freshness to the soul and body. Nature tourism is related to the responsibility of tourists, communities and related agencies to always maintain environmental sustainability and cleanliness. Community participation in developing natural tourism is needed, especially in the context of sustainable tourism. Cultural tourism inspired by the local wisdom of the community is also the main attraction. The community as the owner of culture has an important task to always maintain the traditions and culture that have been passed down from generation to generation by their ancestors. The sustainability of cultural tourism is largely determined by the community that owns the culture itself. Cultural tourism not only shows the richness of the repertoire of an ethnic group, but also shows the identity and character of the ethnic community. Cultural tourism can also give a certain image for the people who own the culture.

Tourism objects in Jayawijaya generally have the characteristics of natural tourist destinations. The beauty of the natural panorama in the form of a stretch of hilly forest, rivers, lakes, religious sites and Goa, even the charm of the mountains is the main goal. However, cultural tourism is no less important. The task of the community and related agencies in this context is to maintain the quality of the destination as well as possible. Sustainable tourism which is supported by the existence of natural tourism and cultural tourism owned by an area is very much determined by the commitment and participation of the community, not only to attract the number of tourists, but also to maintain and develop the quality of tourist destinations that are correlated with people's lives.

2.2 Tourism Marketing Strategy in Jayawijaya

Various tourism potentials owned by the regions, both in developed and less developed areas, are the basic capital for tourism development. However, relying on natural, cultural and artistic wealth alone is not enough to boost the number of tourist visits. Strategic steps are needed to market and design tourism development patterns that are in accordance with the character of the local area. There is no tourist attraction that is not worth selling. Like selling a product, tourism needs a reliable and targeted marketing strategy. Various strategic efforts that can be made to promote tourism in less developed areas include:

1) Identifying and exploring the potential of Tourist Attractions (ODTW).

This step must be done carefully in order to be able to fully understand the strengths, potential and tourist attractions that are owned. Followed by the establishment of various tourism supporting facilities such as accommodation, transportation, restaurants, art markets, folk crafts and others. Next is polishing with a touch of art, physically rearranging tourist objects so that their beauty and cleanliness are guaranteed so that they are attractive and comfortable to visit. The development of tourism facilities and infrastructure continues to be improved without compromising the interests of the local community. Optimization and development of tourism potential in less developed areas can be used as a challenge and a driving force for development in order to catch up with the backwardness experienced by the community and the region itself.

2) Establish partnerships with various parties.

The development of tourist areas is one of the concepts of network development. The pattern of developing a tourism network requires synergistic collaboration between local governments and the private sector. Partial management of tourism by a region for reasons of regional authority and interest is a barrier to the development of ODTW and will hinder the development of the tourism sector. The basis for the mindset needed in the development of the world of tourism is mutuality-oriented. Through this mindset, efforts are made to increase cooperation between types of tourism businesses as a joint force that synergizes in developing tourism in less developed areas.

3) Improvement of image and revitalization of tourism products.

This strategy can be carried out through promotions in various media, both print and electronic as well as brochures/leaflets that present information on tourism potential and security conditions of an area. Promotion is one part of the tourism marketing mix that cannot run alone and is separate from other tourism marketing mix indicators. The tourism development strategy must provide a sense of security and tranquility for tourists to be able to enjoy the tourism objects presented. In this way, the image of an area can be improved and the good impression of other nations on our nation can be developed. Whether or not an area develops into a tourist destination depends on the tourism products offered by the area. The better and more competitive the products produced, the more tourists who visit the area. Existing tourism products require a new touch, and are packaged more variedly so as not to seem monotonous and cheap. If you want to get more tourist visits, the products to be sold must have added value and have characteristics that distinguish them from other regions. As an illustration, if so far we have been selling the Baliem Valley Festival which tourists identify with Traditional Culture, then most of the tourists who visit like Nature and Culture tourism. In the future, Jayawijaya also needs to market

educational tourism which will eventually be able to arouse the enthusiasm of tourists to visit and extend their stay.

4) Determine the target and market segment.

Effective marketing includes estimating the number of visits and potential tourists. Appropriate and reliable marketing communication strategies will help bring together the components of tourism supply and demand components, namely the number of tourists visiting, length of stay, and budget. The integrated plan will also provide signals and directions to all tourism industry players in running their business. In addition, the tourism products offered must be varied in order to meet the tastes of tourists, because each market segment requires different products and themes. Good tourism marketing can encourage an increase in adequate employment, because in it there are productive economic activities ranging from crafts, arts, food, transportation, travel, herbs, and so on. Tourism development needs to be directed at creating job opportunities and doing business in the area around tourism objects. Therefore, the arrangement and maintenance of tourism objects needs to be improved both in terms of quality and quantity. Cultural barriers experienced by local communities in capturing tourism business opportunities, as well as superior cultural potential in certain local communities, need to be identified, understood and handled with all cultural sensitivities appropriately and wisely. By understanding the various potentials and cultural barriers that exist in the local community, the tourism potential in less developed areas can be maximized. Tourism development is not only the task of the government, but also tourism business players are expected to play an active role in developing destinations as well as implementing appropriate, efficient, and effective marketing strategies, especially for potential ODTW to be marketed. With this strategy, less developed areas will become attractive and exciting tourism destinations.

5) Comprehensive Market Research Reference

In determining the target market for domestic and foreign tourists, a weighting of the variables is made to determine the focus of the market for both foreign tourists and domestic tourists. Determination of the new foreign and domestic tourist market based on desk analysis taken from BPS and accurate reference sources, including from Euromonitor, UNWTO, WEF, as well as other relevant reference sources so that it has not reached the expected depth of information.

6) Marketing Communication Strategy

Optimizing Indonesian tourism branding (Wonderful Indonesia) for Jayawijaya is published optimally in various main market countries and Indonesia's tourism potential. An integrated tourism marketing communication strategy that can be used by the Government and Indonesian tourism stakeholders in conducting Indonesian tourism marketing activities. Utilization of advances in information and communication technology must be more optimal in promoting the image of Indonesian tourism in the international world. This is because there are many tourism stakeholders who do not have awareness and do not have the ability to respond to the development trends of technology, information, and social media.

7) Application of Tourism Through Virtual Tourism (Lies et al., 2020)

This virtual tourism is a new method of reducing boredom during a pandemic. Tourist attractions in Indonesia that offer virtual tours. Therefore, the application of this tour is also not evenly distributed throughout the region. Both domestically and abroad. In Indonesia itself, there are many virtual tours, both those that were created before the pandemic occurred, and those that were newly created during the pandemic.

Conclusion

- 1) Exoticism of Jayawijaya is one of the potentials to improve the welfare of the community if all tourist sites are managed properly. tourism in Jayawijaya. Through these destinations, it should be able to increase Regional Original Income.

- 2) Tourist Domestic Tourist Orientation.
Local wisdom is the hallmark of each region that has the potential to support the development of an area. The potential of culture and local wisdom in tourism development is part of the product of human creativity that has economic value. Domestic tourism has become the choice of tourists after the pandemic.
- 3) New Model of Tourism
Development of a Tourism Library is an effective innovation through digital libraries and online tourism as alternatives that can be used by the community as well as a medium for promoting tourism destinations. Virtual Tourism (Virtual Tourism) can be the right choice during the COVID-19 pandemic and this new normal era.
- 4) Exoticism of Jayawijaya is one of the potentials to improve the welfare of the community if all tourist sites are managed properly. tourism in Jayawijaya. Through these destinations, it should be able to increase Regional Original Income. Tourist Domestic Tourist Orientation. Local wisdom is the hallmark of each region that has the potential to support the development of an area. The potential of culture and local wisdom in tourism development is part of the product of human creativity that has economic value. Domestic tourism has become the choice of tourists after the pandemic. New Model of Tourism. Development of a Tourism Library is an effective innovation through digital libraries and online tourism as alternatives that can be used by the community as well as a medium for promoting tourism destinations. Virtual Tourism (Virtual Tourism) can be the right choice during the COVID-19 pandemic and this new normal era.

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