



ALONG BEACH MANAGEMENT STRATEGY IN IMPROVING THE ECONOMY OF THE ALONG VILLAGE COMMUNITY IN SIMEULUE

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Abstract

This research focuses on the management strategy of Along Beach to improve the economy of the community of Along Village, Salang District, Simeulue Regency. The main objective of the study is to understand management strategies and the factors that support and inhibit such management. The method used is qualitative, with data collection through observation, interviews, and documentation. The object of the study involved seven informants, including the Head of the Tourism Office and visitors to Along Beach. The strategies implemented include tourism promotion through social media, training to improve the quality of human resources, and the provision of adequate facilities. Community involvement, such as Agam Inong Simeulue in tourism promotion, also contributes to the improvement of the local economy by creating job and business opportunities. Supporting factors for the management of Along Beach include exotic scenery and good accessibility. However, there are several obstacles, such as lack of hygiene awareness among visitors, budget limitations, and inadequate parking lots. This study shows that effective management can reduce unemployment and increase the income of the community around Along Beach.

Keywords: *Strategic Management, Tourism Development, Economic Enhancement, Along Beach.*

A. Introduction

Indonesia is the largest archipelagic country in the world which has 17,508 islands and an area of 7,700,000 km². Indonesia has the 4th longest stretch line in the world, which is ± 95.181km. From the advantages possessed by Indonesia as a maritime country, of course there are various abundant marine and fisheries potentials, but this potential has still not been explored optimally. (Eka, 2019)

Indonesia's wealth of natural resources stretching from Sabang to Merauke and the variety of cultures owned by each region is an important capital in increasing

economic growth and community welfare. The alternative way to increase economic growth and community welfare is by managing and developing the tourism industry. Tourism is such a complex activity because it can involve multi-dimensional, whether it is physical, social, economic, political, or cultural. (Saputro, 2014)

Panta is the boundary between the land area and the ocean area. The land area is an area located above and below the land surface that starts from the boundary of the highest tidal line. Then, the ocean area is an area located above and below the sea level, which starts from the sea side at the lowest receding line, which also includes the seabed and the part of the earth that is below it. Indonesia as a country that is blessed with large marine resources including the largest marine biodiversity and non-biodiversity where in the sea there are living creatures in the form of animals and plants or corals, such as fish, shrimp, squid, seaweed and many others, from the sea humans can take or enjoy marine products which are called fishermen. With the above conditions, there are a lot of potential business opportunities based on resources (*Resources based industry*), such as the marine industry, fisheries, tourism, processing industry, marine service industry and other environmentally friendly industries. (Hermansah, 2019)

Tourism development is a strategy, process or method used to realize integration in the use of various tourism resources, integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development such as, promoting, expanding and improving tourism conditions and tourist attractions so that they can attract tourists and are able to provide benefits to the community around the object tourism and for the Government. (Fredrick, 2022)

Pantai Along is one of the tourist attractions in Simeulue Regency, Nanggroe Aceh Darussalam Province. It is located on Unnamed Road, Along, Salang, Simeulue Regency, Aceh, Indonesia about ±27.60 Km from the Simeulue Regent Office. Simeulue Regency is a regency located in Aceh, Indonesia. The capital of this district is located in Sinabang. This regency is located approximately 150 km from the west coast of Aceh, Simeulue Regency stands firmly in the Indian Ocean. Simeulue Regency is an expansion of West Aceh Regency since the upgrade of status in 1996 and its inauguration in 1999, with the hope that development will be further improved in this region.

Based on the results of the initial observation that in Panta Along there are a lot of tourists, especially on holidays, have facilities and infrastructure that have been built up such as the availability of many garbage cans so that visitors do not throw garbage carelessly and findings, the problems that occur in the Panta Along tourist attraction are the number of visitors/tourists in Panta, The factor that causes the large number of visitors is that there are facilities and infrastructure that have been prepared, such as sanitation, road access, provision of garbage cans and other supports. This can be found

in the panta tourist attraction in Along village, Salang District, Simeulue Regency where the sanitation facilities are *representative*, so that visitors feel comfortable to bathe there. Tourism promotion is important in tourism development, because it can invite the outside community who want to know the uniqueness of Panta Along in Simeulue Regency through attractive tourism promotion. And Panta Along is managed by the local community of Along village.

Based on the description above, the researcher is interested in conducting a study entitled "Along Beach Management Strategy in Improving the Economy of the Community of Along Village, Salang District, Simeulue Regency".

B. Methodology

This type of research uses qualitative research. The approach in this research is descriptive research. The data sources used in this research are primary and secondary data. The primary data obtained by the researcher directly from the research subjects using measurement values or direct data collection values from the subjects as the information sought (Anwar, 2011) and which became the source of primary data in this study were data obtained from the place that became the object of the study, which amounted to 7 people, consisting of the Head of the Tourism Department, the Head of the Aleong Pant Village, 2 Aleong Pant Managers and 3 Aleong Pant Visitors. The simple sampling technique in this study was a simple (random sampling). While secondary data from primary data that has been further processed and presented either by the primary data collector or by other parties, for example in the form of tables or diagrams. This secondary data is used by researchers to be further processed (Arikunto, 2014). The secondary data obtained by researchers is a profile photo of the village panter Along, Salang District, Simeulue Regency. Data collection techniques applied in this study are Observation, interviews, documentation.

C. Results and Discussion

1. Finding

A management strategy is a way, process or act of managing by carrying out certain activities. The concept of tourism strategy and management is important to be carried out as an effort to increase tourists or visitors to visit a tourist attraction. Management is so important to be carried out in order to provide the direction and goals of tourism development activities. However, in a plan that leads to long-term goals by paying attention to adjusting conditions to changes in the internal and external environment to make resource location priorities effectively, the plan requires strategies in its management.

The purpose of beach tourism management is the result of a strategy carried out by parties involved in tourism management in Simeulue Regency. Purpose is a mission and the ability to carry out and carry out the mission in order to achieve the goals that have been set. The existence of a mission to achieve the goal of improving the community's economy and Regional Original Income (PAD) through tourism is very useful for future developments in Simeulue Regency. Based on an interview with Mr. Asmanuddin as the Head of the Simeulue Regency Tourism and Culture Office, explained that:

"In the work plan of the Culture and Tourism Office, of course we have a goal in every action we take, we coordinate with all related parties to unite in the development of tourism here, both in promotion, supervision and so on. The initial purpose of the establishment of Along Beach tourism was by empowering the community to be enthusiastic about the potential of tourism to advance the village and improve the community's economy, in the way we directly involve the community through tourism activities, in the past there was a lot of rejection from residents but increasingly here they are aware of the benefits of Along Beach tourism, a lot of support and want to contribute directly to the management and development of Along Beach in order to support the economy local community". (Asmanuddin, 2023)

The same thing was also expressed by the Head of Along Village, namely Mr. Mahdali, he explained that;

"The purpose of beach management here is to improve the community's economy, so people here can sell around the beach so that they can help their family's economy." (Mahdali, 2024)

Based on the results of the interview above, it can be concluded that the purpose of beach management is for tourism developments in Simeulue Regency, because with this development, it can increase the number of tourists who want to travel to Simeulue Regency and can improve the economy of the people of Along Village.

Facilities and infrastructure are an important factor that can support the quality of a certain place, in this study what is meant is Along Beach. In determining the quality of management, adequate facilities and infrastructure are needed. This is because the tourism sector is an industry that is oriented towards visitor satisfaction in order to achieve the desired goals. Based on an interview with Mr. Asmanuddin as the Head of the Simeulue Regency Tourism and Culture Office, explained that:

"We as the Tourism and Culture Office of Simeulue Regency, have prepared prayer rooms, bathrooms, gazebos and places when there are meetings and others so that visitors who go to this beach can enjoy the facilities here, especially if anyone

wants to pray, there is already a prayer room and ablution place." (Asmanuddin, 2023)

The same thing was also expressed by Mr. Mahdali, as the Head of Along Village said that:

"Kasi as the village has built a public toilet for visitors after bathing on the beach, can clean their bodies and prayer rooms for worship and have also provided garbage cans in each café around along Along beach". (Mahdali, 2024)

The same thing was also conveyed by Mr. Muhammin as the manager of Along Beach, who said that:

"Initially, there was indeed a little gazebo provided, it was facilitated by the village and more and more people came every day, so I added a gazebo to make it comfortable for people to come here, especially the average person who often visits here always brings family, so for the convenience of visitors, so the gazebo is added". (Muhammin, 2024)

The same thing was also expressed by Mrs. Sudarsih as the manager of Along Beach, she said that:

"In the past, at the beginning of Along Beach, there were very few gazebos provided, but now that the management at Along Beach has also provided several gazebos so that if there are visitors who bring their families here, they can relax and rest." (Haris, 2024)

Based on the above statement, it can be concluded that the facilities and infrastructure at Along Beach are adequate because of the availability of public toilets, gazebos for rest, places of worship and the availability of garbage cans around the beach.

Tourism management is a step taken by related parties to improve the economy of the community around Along Beach. This is a management strategy carried out by the tourism office in carrying out its duties as a work unit of the Regency apparatus engaged in culture and tourism in Simeulue Regency. The actions taken have the aim of increasing the number of visitors/tourists from the national and international levels. Mr. Asmanuddin as the Head of the Simeulue Regency Culture and Tourism Office, explained that:

"One of the strategies carried out by the Simeulue tourism office is through social media, TV, youtube, print media such as the distribution of brochures, this is done as an effort to promote tourism so that more tourists come to Simeulue, these are the ways that are carried out for the development of tourism in Simeulue, besides that we also have Simeulue inong temples that participate in promoting the tourism here". (Asmanuddin, 2023)

The same thing was also expressed by Mr. Mahdali, as the Head of Along Village said that:

"The management strategy that we carry out as the Village is with promotional activities on their respective social accounts, because from the website and social media accounts we hope that it can be accessed by the entire community because this is global, even outsiders can access it so that this can be a way to attract the interest of the community and also show off the beauty of tourist attractions in Along Village. With the availability of social media accounts, this can also be a forum to share with each other and we also hope that the community will help each other spread information and moments while traveling at Along Beach". (Mahdali, 2024)

Based on the statement mentioned above, it can be concluded that the strategy in the management of Along Beach carried out by the Simeulue Regency Culture and Tourism Office includes promotions carried out through social media and print media, as well as the existence of support personnel to help promote Simeulue tourism, namely the existence of tourism awareness groups and Agam-Inong Simeulue who are tasked with promoting tourism there. The purpose of this strategy is to improve the economy of the community around Along Beach.

Promotion through social media has a huge influence on tourist visits. The following is an explanation from Juniasman as a visitor to Along Beach:

"I have actually known about the tour of Along Beach for a long time, and this is my second visit here, when I opened an Instagram *YouTube* I was surprised how come Along Beach looks very different and finally I looked for information on other social media and today I proved and it turns out that Along Beach has a new face that is increasingly interesting to visit. The photo spots are now very diverse, I as a tourist here feel very at home". (Juniasman, 2024)

Other things were also conveyed by Mrs. Maya as a tourist visitor:

"I know this Along Beach tour from a photo of my friend in *Facebook*. From the photos, there are a lot of photo spots, so I am interested in visiting here. Especially here I feel very comfortable with the coolness, so we can freely surround the beauty". (Rahmat, 2024)

From the interview statement above, it can be proven that tourism promotion by utilizing various media, especially social media such as *Facebook*, *Instagram*, *YouTube*, and others is very effective in attracting the number of tourist visits.

The environment is an object that must be considered by the Culture and Tourism Office in tourism management to increase tourists who come to Simeulue, this method is a good and beautiful nature management process for tourists to enjoy. Based on the

results of an interview with Mr. Asmanuddin as the Head of the Simeulue Regency Culture and Tourism Office, he explained that:

"Yes, we pay attention to how the environment in tourist attractions, whether it is maintained or not for the cleaning of places on the beach, because this is also for the comfort of beach visitors and also beautiful to be seen by tourists who come to Simeulue, we also collaborate with the environmental agency to pay attention to how the environment is in tourist attractions in Simeulue. We as the government have a role and function as the maker and determinant of all policies related to the development of tourist attractions and tourist attractions, attractions in tourist attractions are very important". (Asmanuddin, 2023)

Furthermore, the researcher conducted an interview with the Head of Along Village, namely Mr. Mahdali, he explained that:

"We will definitely take care of the environment around the beach, in addition to the recommendation from the Government to clean the areas near the beach so that they look clean and beautiful to look at". (Mahdali, 2024)

The same thing was also conveyed by Mr. Muhammin as the manager of Along Beach, who said that:

"We will definitely take care of the environment around the beach, in addition to the recommendation from the Government and the local village head to clean the areas near the beach so that they look clean and beautiful to look at, that is also the basis of our services". (Muhammin, 2024)

The same thing was also expressed by Mrs. Sudarsih as the manager of Along Beach, she said that

"I always take care of the environment around the beach, because if the beach is clean, visitors will automatically be comfortable and at home to relax in our place". (Haris, 2024)

Based on the above statement, it can be concluded that environmental management in Simeulue Regency will continue to be carried out, seeing the many potentials contained in Simeulue Regency. This is also a benchmark in tourism management in Simeulue Regency, not only to attract tourists to come to Simeulue, but also to improve the economy of the Simeulue community.

The briefing carried out by the Culture and Tourism Office is a way to maintain the state of the tourist attraction and pay attention to the rules that apply in Simeulue Regency, especially along Along Beach. This is a form of tourism management that is important to be carried out, because with these directions it will create a public order that should be obeyed to achieve a common goal.

The results of the interview with Mr. Asmanuddin as the Head of the Culture and Tourism Office of Simeulue Regency, explained that:

"The directions that we do for the beach managers, visitors who travel to Simeulue are to maintain and obey the regulations in Simeulue, don't let anything unwanted happen here can all have crossed the line, this will also have an impact on all of us later, the directive changes the appeal we give and there are also we call the beach managers for us to provide input on how to protect the beach, visitor ethics, if there is something unpleasant, it is permissible to be reprimanded". (Asmanuddin, 2024)

The same thing was also expressed by Mr. Mahdali, as the Head of Along Village said that:

"This direction is also carried out for mutual benefit, the existence of this direction is to keep everything consistent in maintaining tourism in Simeulue, this direction is not only for us who contribute to promoting tourism here, but also for managers, visitors to tourist attractions, and the general public, we do this as a form of tourism management strategies in Simeulue Regency, Moreover, we are an area with Islamic law. The existence of this direction is for the benefit of the Simeulue Regency Government and also the people of Simeulue, if this has been carried out properly, of course the results of local original income will also be helped by the community's economic sector". (Mahdali, 2024)

The same thing was also expressed by Mr. Muhamin, as the manager of Along Beach said that:

"We have indeed listened to directions from the government on how to manage our place, the directions certainly have good intentions to be listened to, such as regarding drinks and food here so that there is no haram food and drinks to drink and eat, now we do listen to these things". (Muhamin, 2024)

The same thing was also expressed by Mrs. Sudarsih, as the manager of Along Beach said that:

"Yes, we have received directions for the management of this beach, the directions were conveyed by officers from the tourism office to maintain this place well, the goal may be to be clean and pleasant to look at, yes, and can increase the number of tourists who appear when this beach is clean". (Haris, 2024)

Based on the above statement, it can be concluded that the Simeulue Regency Culture and Tourism Office has carried out various briefings by involving the Environment Agency in managing tourism in Simeulue Regency. Tourism management is indeed very much needed for a direction, so that the development of tourism can achieve the goals and objectives that have been set. The briefing carried out by the responsible parties will have an impact on income for the people of Along Village.

One of the uses of coastal areas carried out by humans is to make the beach a tourist attraction. As we all know, beaches have their own natural beauty. Therefore, the beauty of the beach can be used to become a means of human recreation to unwind. Beaches can also be used as a source of livelihood through the tourism industry. Mr. Asmanuddin as the Head of the Simeulue Regency Culture and Tourism Office, explained that:

"We provide space for people who want to trade, usually the majority of those who sell here are women housewives, here the traders are only food traders selling such as rujak, Snack and others and Sundays pottery vendors or children's toys from, we are personally happy because the community takes part in every development of along beach tourism, and Along beach has an exotic scenery, the clear sea water makes it easier for visitors to see the bottom of the beach there are rocks that make it more exotic plus visitors can do swimming activities to enjoy the atmosphere of the open sea, and hope that later it can improve the economy and community welfare". (Asmanuddin, Strategi Pengelolaan Pantai Along Dalam Peningkatan Ekonomi Masyarakat Desa, 2023)

The same thing was also expressed by Mr. Mahdali, as the Head of Along Village said that:

"Grace for the surrounding community because can increase people's income. Among the economic impacts grown by the development of the Along Beach tourist attraction and the availability of tourism jobs in the village, namely Along Beach, has a positive impact on the opening of jobs. Tourism in Along Beach produces several jobs, namely being café employees, grilled fish traders, and parking lot rentals and other jobs". (Mahdali, 2024)

The same thing was expressed by Mr. Muhaimin as the manager of Along Beach, saying that:

"I am personally very happy because this Along Beach tour, supports and participates directly as the manager of this Along Beach tour. In the past, I was a fisherman crew who participated in people's sea, now since Along Beach I have an additional activity, namely being a beach manager. It really helps to increase my family's income". (Muhaimin, 2024)

This was also conveyed by Mrs. Sudarsih as a resident and trader who manages Along Beach said that

"The fact that Along Beach is there also helps me a lot. I trade in two places, at home on the same Sunday here, the trading results are enough to increase my daily income". (Haris, 2024)

Based on the above statement, it can be concluded that the existence of the Along Beach tourist attraction is certainly a blessing for the surrounding community

because it can improve the community's economy and reduce the unemployment of the local community. From the results of the study, it can be seen that the impact of the opening of Along Beach tourism is that many residents who generally work as breeders, farmers, and fishermen have switched professions as tourism servants, traders and others.

Tourism management does need to be developed by the Simeulue Regency Tourism and Culture Office, the efforts taken are a step taken to increase the number of tourist visitors in Simeulue Regency. As for the supporting factors for the management of Along Beach in improving the economy of the people of Along Village, Salang District, Simeulue Regency, the results of an interview with Mr. Asmanuddin as the Head of the Culture and Tourism Office of Simeulue Regency, explained that:

"The supporting factor is that Along Beach has an exotic view with clear sea water, making it easier for visitors to see the bottom of the beach Along, around it there are rocks that make it more exotic plus visitors can enjoy the atmosphere of the open sea and adequate facilities and infrastructure". (Asmanuddin, Strategi Pengelolaan Pantai Along Dalam Peningkatan Ekonomi Masyarakat Desa, 2023)

The same thing was also expressed by Mr. Mahdali, as the Head of Along Village said that:

"Along Beach can be a tourist destination in Simeulue Regency because this place has a beautiful panoramic attraction, plus there is road access that is easy to reach from various parts of the city and outside the city". (Mahdali, Strategi Pengelolaan Pantai Along Dalam Peningkatan Ekonomi Masyarakat Desa Along Kecamatan Salang Kabupaten Seumeulu, 2024)

The same thing was expressed by Mr. Muhammin as the manager of Along Beach, saying that

"The supporting factor is that Along Beach has a very beautiful scenery, adequate facilities and infrastructure such as the availability of garbage cans, public toilets, places of worship and game rides". (Muhammin, 2024)

This was also conveyed by Mrs. Sudarsih as a resident and trader who manages Along Beach said that:

"The supporting factor is that Along Beach has a very beautiful scenery, adequate facilities and infrastructure such as the availability of garbage cans, public toilets, places of worship and this place has a beautiful panoramic attraction, plus there is easy road access". (Haris, 2024)

Based on the above statement, it can be concluded that the supporting factor for the management of Along Beach in improving the economy of the people of Along Village, Salang District, Simeulue Regency is that Along Beach has a very beautiful

scenery, adequate facilities and infrastructure such as the availability of garbage cans, public toilets, places of worship and this place has a beautiful panoramic attraction, plus there is easy access to the road.

Tourism management does need to be developed, the efforts taken are a step taken to increase the number of tourist visitors in Simeulue Regency. In its implementation, of course, there are obstacles that cannot be denied. These obstacles are the things that hinder the development of Along Beach in Simeulue Regency. The results of the interview with Mr. Asmanuddin as the Head of the Culture and Tourism Office of Simeulue Regency, explained that:

"One of the obstacles to beach management Along in improving the economy of the community in Along Village is budget limitations, we do need to carry out developments in the tourism sector that are more magnificent and comfortable to visit, it is one factor that is very supportive for the development of tourist attractions in Simeulue Regency, but we are still very limited in budget, especially 3 years more and less we have been hit by the pandemic, so there are many budget shifts for pandemic handling, but if we have an adequate budget to build beautiful and magnificent places, God willing, we will quickly develop in this tourism sector". (Asmanuddin, Strategi Pengelolaan Pantai Along Dalam Peningkatan Ekonomi Masyarakat Desa Along Kecamatan Salang Kabupaten Seumeulu, 2024)

The same thing was also expressed by Mr. Mahdali, as the Head of Along Village said that:

"One of the obstacles to beach management Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency is the lack of hygiene awareness from visitors, lack of concern for environmental cleanliness and order of regulations that have been set, especially around the area of the Along Beach tourist area". (Mahdali, 2024)

The same thing was expressed by Mr. Muhammin as the manager of Along Beach, saying that:

"The issue of cleanliness is still the main problem, there is a lot of plastic waste scattered, especially visitors who are not aware of the importance of maintaining the cleanliness of tourist attractions, there are also visitors when swimming bringing food not to be thrown into the trash. If not cleaned immediately, the plastics can carry the current and be afraid that it will harm the fish." (Muhammin, 2024)

This was also conveyed by Mrs. Sudarsih as a resident and trader who manages Along Beach said that:

"One of the obstacles is visitors who are not aware of the importance of maintaining the cleanliness of tourist attractions if our parking problem is still not

wide, parking is sometimes still a complaint to tourists, namely the lack of available parking spaces even though there are already parking lots around Along Beach tourism but for four-wheeled parking spaces are still lacking". (Haris, 2024)

The same thing was also expressed by Mr. Juniasman, as a visitor to Along Beach, saying that

"What I see is that most visitors here often throw garbage carelessly." (Juniasman, 2024)

The same thing was also expressed by Mrs. Maya, as a visitor to Along Beach, saying that

"I see that most visitors here often throw garbage carelessly even though the management has provided garbage cans". (Rahmat, 2024)

Based on the above statement, it can be concluded that the inhibiting factor in the management of Along Beach in improving the economy of the community in Along Village is budget limitations, visitors who are not aware of the importance of maintaining the cleanliness of tourist attractions if our parking problem is still not spacious, parking is sometimes still a complaint to tourists, namely the lack of available parking space even though there is already a parking lot around Along Beach tourism but For four-wheeled parking lots, it is still lacking.

2. Discussion

The word Strategy comes from the Greek word Strategos which consists of two syllables, namely "Stratos" which means Military and "Ag" which means lead. At first, the context of strategy was widely interpreted as something done by generals in making plans to defeat the enemy to achieve victory in the war. (Qudrat., 2014)

Strategy is a tool to achieve goals in a company in the long term and to determine follow-up programs and resource allocation priorities. Meanwhile, according to Yugha, strategy is a very important tool in achieving competitive advantage. This strategy is used as a process to determine the best plan chosen by top leaders to achieve a specific goal. (Yugha, 2013)

Strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity in a certain period of time. Strategy is an action that has an incremental nature (always increasing) and is continuous, and is carried out based on the perspective of what customers expect in the future. Thus, the strategy always starts from what can happen and does not start from what happens. (Umar, 2008)

According to Siagian, strategy is a series of fundamental decisions and actions made by top management and implemented by all ranks of an organization in order to

achieve the organization's goals as described in the plan or design. The formulation of a strategy is closely related to the formulation of goals and objectives for the strategy. If the goal (*Goals*) is more ultimate and indirect, then the target (*objectives*) is more direct and concrete. The goal can basically be in the form of solving problems, fulfilling needs, or taking advantage of opportunities. (Sondang, 2010)

A strategy is a cohesive, broad and integrated plan that links strategic excellence to environmental challenges, designed to ensure that the main objectives of tourism can be achieved through implementation. Management is so important to be carried out in order to provide the direction and goals of tourism development activities.

Strategy is a series of fundamental decisions and actions made by top management and implemented by all ranks of an organization in order to achieve the organization's goals as described in the plan or design. The principles of the strategy are as follows:

- a. The strategy must be consistent with the environment. Not making a strategy that goes against the flow. Follow the flow in society.
- b. Every organization doesn't just create a strategy. It depends on the scope of the activity. If there are many strategies made, then one strategy must be consistent with the other.
- c. The strategy should focus on its strengths, not its weaknesses.
- d. Resources are something very critical.
- e. The strategy should take into account risks that are not too big.
- f. Strategies should be prepared on the basis of the successes that have been achieved.
- g. Signs of the success of the strategy are seen with the support of the relevant parties, and especially from the executives of all work unit leaders in the organization. (George, 2015)

Improving the community's economy is a change in the level or improvement of conditions from a weak economy to a better economy, or experiencing progress from before. To increase the power of society by developing and dominating its potential or empowering both natural and human resources. Thus the community and the environment can generate and grow added value that can increase their prosperity and well-being. (Diarta, 2015)

Beach management in Along Village in economic activities has increased very rapidly. There are so many people who open businesses in Along Beach, especially on school holidays many tourists from outside the region come to visit. With the addition of the Along Beach tourist area, the surrounding community has the opportunity to open a new business, which used to only rely on income from gardening, farming, fishermen or

selling in the market, even the unemployed can now sell in the Along Beach area. Starting from the sale of food and beverages, mat rental to rubber buoy rental.

The management strategy of Along Beach in improving the economy of the people of Along Village, Salang District, Simeulue Regency is as follows:

1. Tourism promotion

Tourism promotion is communication in tourism marketing. In a tourist attraction or tourist destination, promotion must be carried out properly and continuously. Based on the results of the research, the promotions carried out in the management of Along Beach are by utilizing various media, especially social media such as *Facebook*, *Instagram*, *YouTube*, and others are very effective in attracting the number of tourist visits.

2. Conducting training

Training can be interpreted as a planned process to modify attitudes or behaviors of knowledge and skills through learning experiences. The goal is to achieve effective performance in any activity or various activities. Based on the results of interviews, the community often participates in training on beach management in order to improve the quality of human resources.

3. Outstanding facilities and infrastructure

Facilities and infrastructure are one of the attractions for tourists. Facilities and infrastructure are things that must be present in a tourism. The facilities and infrastructure in Panta Along are now quite complete such as the availability of garbage cans, public toilets, places of worship, public rides and other facilities and with the existence of Panta Along tourist attractions it has an impact on the economy of the surrounding community, namely the creation of job and business opportunities for the community, contributing to the local economy or the income obtained by the business community.

The management strategy of Panta Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency is like tourism promotion by utilizing various media, especially social media such as *Facebook*, *Instagram*, *YouTube*, and so on are very effective in attracting the number of tourist visits, holding training to improve the quality of human resources, as well as facilities and infrastructure that are available and With the existence of the Panta Along tourist attraction, it has an impact on the economy of the surrounding community, namely the creation of job and business opportunities for the community, contributing to the local economy or income obtained by the business community.

As for the supporting and inhibiting factors for the management of Panta Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency,

the following are the supporting factors and inhibiting factors of the Panta Along tourist attraction.

1. The factors that support the management of Panta Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency are as follows:

a) Has an Exotic Scenery

The clarity of the sea makes it easier for visitors to see the bottom of Panta Along, around it there are rocks that make it more exotic plus visitors can do activities to enjoy the atmosphere of the open sea.

b) Facilities and Infrastructure

Facilities and infrastructure are things that must be present in a tourism. Facilities and infrastructure are one of the attractions for tourists. The facilities and infrastructure in Panta Along are now quite complete such as the availability of garbage cans, public toilets, places of worship, public rides and others.

c) Easy location in Access

To make a tourist destination a good destination, the location factor plays a role in determining the success of the destination of a tourist attraction. Panta Along can be a tourist destination in Simeulue Regency because this place has a beautiful panoramic attraction, plus there is road access that is easy to reach from various corners of the village and outside the village.

2. The factors that hinder the management of Panta Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency, are as follows:

a) Lack of Hygiene Awareness of Visitors

Human life cannot be separated like the natural environment or the social environment. The process of developing tourism management can be assisted by increasing public awareness. Lack of concern for visitors' concern for environmental cleanliness and order of regulations that have been set, especially around the Panta Along tourist area. If the number of visitors to tourist areas is too high or uncontrolled, it can damage the environment. The facilities and natural beauty of tourist areas can sometimes be damaged by the careless actions of visitors, whether intentionally or unintentionally. The simplest model is that there are still many visitors who throw their garbage in any place.

b) Budget Limitations

The budget is indeed one of the most important aspects in developing tourism in Simeulue Regency, if the budget is limited, strategic programs for the development of the tourism sector in Simeulue Regency will also be limited for now and in the future.

c) Less Large Parking Lot

Infrastructure is inseparable from human existence because all aspects of life depend on it. Parking facilities in tourism itself are one of the supporting factors in developing tourism, aiming to provide a vehicle place for visitors to be comfortable in traveling and maintaining environmental order. The parking problem is still not wide, parking is sometimes still a complaint to tourists, namely the lack of available parking space even though there is already a parking lot around the Panta Along tour, but for four-wheeled parking is still lacking, while car parking is placed along the tourist road first, because it is not yet available.

D. Conclusion

Based on the results of the research and discussion, this study can be concluded that the Panta Along management strategy in improving the economy of the people of Along Village, Salang District, Simeulue Regency is that the Head of the Culture and Tourism Office of Simeulue Regency has made various efforts such as tourism promotion by utilizing various media, especially social media such as *Facebook*, *Instagram*, *YouTube*, and it is very effective to attract the number of tourist visits, hold training to improve the quality of human resources, facilities and infrastructure, besides that there is also Agam Inong Simeulue who participates in promoting tourism and with the existence of the Panta Along tourist attraction has an impact on the economy of the surrounding community, namely reducing unemployment in the local community and creating job and business opportunities for the community, contribute to the local economy or income earned by the business community.

The supporting factor for the management of Panta Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency is that Panta Along has exotic scenery, facilities and infrastructure that are easy to reach from various parts of the village and outside the village. The factors that hinder the management of Panta Along in improving the economy of the people of Along Village, Salang District, Simeulue Regency, are constrained by the lack of awareness of cleanliness of visitors who often throw garbage carelessly, budget limitations and a small parking lot.

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