

## **Potential for Marine Tourism Development in Kelapa Island, Thousand Islands, DKI Jakarta**

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### **Abstract**

The Thousand Islands are one of the popular tourist locations nearby Jakarta, Indonesia's capital city. However, it is regrettable that not many people are aware of several locations in the Thousand Islands. Siput Island, which is part of Kelapa Island Village, is a marine tourism destination that not many people know much about or frequently visit. In order to attract tourists, it is therefore vital to promote Siput's tourism industry.

**Purpose:** The study's objectives were to ascertain the current and potential circumstances on the island of Siput, as well as the difficulties and potential strategies for promoting marine tourism there.

**Methodology:** The researcher's method is a qualitative one that includes interviews, observation, and documentation. Data triangulation is the analytical approach employed.

**Result:** The results show that Kelapa Island has advantages in terms of uniqueness and beliefs held by individuals in the local community. The role of MSMEs around the island is also one of the advantages possessed by Kelapa Island. In addition, it was also found that the weakness of Kelapa Island is the lack of available funding for further degotism. While rivalry, egoism, and natural calamities pose challenges, the potential of Pulau Kelapa is what draws several businesses to invest there. The 4A (Attraction, Accessibility, Amenities, & Ancillary) tourist development strategy for Pulau Kelapa has certain components that have been completed, beginning with attractions in the form of activities and cuisine, while amenities still need to be concentrated on restrooms and places of worship.

**Keywords:** Kelapa island, Marine, Tourist Attractions, Tourism Development Strategy

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### **A. INTRODUCTION**

Indonesia is part of a nation known as an archipelagic nation. Geographically, Indonesia is situated at the crossroads of two continents (Asia and Australia) and two oceans (the Indian Ocean and the Pacific Ocean), making it the largest archipelagic nation in the world (Darmawan et al., 2016:288). Indonesia has 17,504 islands and a coastline of 99,093 kilometers, making it the second-longest coastline in the world. Its marine waters cover 5.8 million square kilometers, or 71% of its total land area (Nisa, 2016:5).

Indonesia offers a number of advantages in the tourism industry, particularly in marine and coastal tourism. Indonesia is anticipated to become a global leader in marine and coastal tourism in this instance. According to Rahmadani (2021:81), 60% of Indonesian tourism is dependent on the coast's richness. This demonstrates that the majority of tourism attractions in Indonesia are beach or water-related. According to the Indonesia Investment website, the tourist sector currently accounts for around 4% of Indonesia's total economy. Current global trends indicate that nature tourism (nature) makes a significant contribution to tourism, contributing 35%, including marine tourism. The 2012 "Global Report on Tourism" published by UNWTO states that maritime tourism plays a significant influence in the development of tourism destinations.

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Figure 1. Location of 10 Priority Tourist Destinations  
 Source: Ministry of Tourism 2017

The Thousand Islands are still a part of the province of DKI Jakarta, the capital of Indonesia. The Thousand Islands are recognized as a region with maritime tourism potential and aesthetic appeal. As a result, the DKI Jakarta administration has classified the Thousand Islands region as a location for settlements for the original inhabitants of the Thousand Islands, as a destination for marine tourism, and as a place of conservation. A set of islands known as the Thousand Islands is an archipelago that contains about ± 110 islands. Only 11 (eleven) of the islands' hundreds are inhabited. The inhabited islands have the following names: Untung Jawa Island, Pari Island, Lancang Besar Island, Tidung Island, Harapan Island, Sebira Island, Pramuka Island, Kelapa Island, Kelapa Dua Island, Panggang Island, and Payung Besar Island.

No.	Lokasi	Januari			Februari			Maret			April			Jumlah (Jan - Apr)		
		Wisman	Wisman	Jumlah	Wisman	Wisman	Jumlah	Wisman	Wisman	Jumlah	Wisman	Wisman	Jumlah	Wisman	Wisman	Jumlah
1	TJJA Ancol*	410.391	-	410.391	292.473	-	292.473	490.114	-	490.114	348.297	-	348.297	1.541.275	-	1.541.275
2	Taman Mini Indonesia Indah*	138.734	-	138.734	46.703	-	46.703	61.096	0	61.096	6.383	6.383	252.916	-	252.916	
3	T. Marga Satwa Ragunan*	159.442	246	159.688	94.174	125	94.299	125.968	150	126.118	30.186	141	30.327	409.770	662	410.432
4	Monumen Nasional	-	-	-	TUTUP	-	TUTUP	TUTUP	-	TUTUP	-	-	TUTUP	-	-	TUTUP
5	Museum Nasional	22.350	274	22.624	4.369	92	4.461	9.854	309	10.163	17.536	577	18.113	54.109	1252	55.361
6	Museum Satria Mandala	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	Museum Sejarah Jakarta	18.825	-	18.825	8.989	-	8.989	16.398	-	16.398	5.974	51	6.025	50.186	51	50.237
8	Museum Tekstil	-	43	958	480	33	513	862	109	971	100	720	2.877	285	3.162	
9	Museum Bahari	1.195	34	1.229	812	39	851	2.508	54	2.562	820	89	909	5.335	216	5.551
10	M. Seni Rupa dan Keramik	4.104	45	4.149	1.426	31	1.457	2.050	24	2.074	419	25	444	7.999	125	8124
11	Museum Wayang	7.193	103	7.296	3.582	65	3.647	7.854	117	7.971	2.089	262	2.351	20.718	547	21.265
12	Museum Joang '45	345	-	345	234	-	234	292	-	292	159	-	1.030	-	1.030	
13	Taman Arkeologi P. Onrust	1.779	-	1.779	1.557	-	1.557	2.646	-	2.646	714	-	714	6.696	-	6.696
14	Pel. Sunda Kelana	-	-	383	2.647	-	2.647	263	3	266	404	-	404	3.697	3	3.700
15	Kepulauan Seribu	19.582	152	19.734	11.693	431	12.124	16.721	271	16.992	8197	1.186	9.383	56.193	2.040	58.233
16	PBB Setu Babakan	15.037	-	15.037	13.989	11	14.000	12.392	-	12.392	5.172	-	5.172	46.590	11	46.601
17	Museum Prasasti	-	-	495	219	-	219	361	-	361	322	-	322	1.397	-	1.397
18	Planetarium	-	-	TUTUP	-	-	TUTUP	-	-	TUTUP	-	-	TUTUP	-	-	TUTUP
19	Rumah Si Pitung (Marunda)	1.650	-	1.650	1.148	-	1.148	1.322	0	1.322	230	-	230	4.350	-	4.350
20	Kawasan Kota Tua	84.896	670	85.566	52.891	566	53.457	62.847	635	63.482	40.824	1.072	41.896	241.458	2.943	244.401
	Jumlah	887.316	1.567	888.883	537.386	1.393	538.779	813.548	1.672	815.220	468.346	3.503	471.849	2.706.596	8.135	2.714.731

Table 1. Data on Tourist Visits to 20 Tourist Attraction Locations at Jakarta  
 Source: Each tourist attraction, 2022

From the data at Table 1 above, it can be seen that in 2022, the number of tourist visits to the Thousand Islands (# 15) are 19,582 person domestic tourist and 152 foreign tourists. Although the number is still far from other attractions, it is very possible to be developed, because it can be seen from the data that TJJA Ancol as the gateway to the Thousand Islands, become the most visited by tourists. Kelapa Island is an island included in the Thousand Islands row. This island is still in a magnificent and pristine state, with sea fir trees and mangroves covering its surface. Kelapa Island is an island that can be utilized as a natural tourism destination due to its unique and breathtaking landscape. The potential for

Kelapa Island to become one of the Leading Tourist Destinations in the Thousand Islands is good and deserving if these opportunities are taken advantage of. Attraction of the Kelapa island region is its marine biological resources, which are distinguished by the presence of coral reef ecosystems and marine biodiversity. Due to its abundant marine life, Kelapa Island has a beautiful natural appeal.

A development strategy is required for tourism based on natural charm and beauty (Saimima et al., 2018:145). According to Pitana (2005:56) That the development of a location with tourist potential is a planning activity that tries to use and maintain places and areas well in order to produce an area with greater marketability. Tourism development can be carried out by a variety of parties, as well as through collaboration between parties, by re-maintaining developed themes or creating new areas. Thus, tourism development can be viewed as a series of activities whose objective is to create synergies in the utilization of various tourism resources in order to further integrate non-tourism-related aspects such as access roads, hotels, and others that are still directly related to or in the continuity of tourism development.

The government has planned to build ten new Balis as part of developments in the tourism industry, as was previously explained, This assertion, however, is at odds with the reality of tourism development in the Thousand Islands, which is perceived as lacking in local government involvement to increase opportunities and opportunities for sustainable coastal and marine tourism development, making them unable to compete with other marine tourism destinations in Indonesia, such as Raja Ampat Papua, Derawan Kalimantan, Karimunjawa, and others. Even though the above-mentioned regions offer the same chances, the Thousand Islands do not. However, there are numerous barriers to the growth of tourism in the Thousand Islands, particularly on the Kelapa islands, which prevents its full potential from being realized.

Accordingly, the issue that needs to be addressed is the government's lack of involvement, which is seen as limiting chances for the development of sustainable coastal and marine tourism, which has suffered from a lack of competitiveness in the context of marine tourism. Additionally, there are numerous barriers to tourism growth, which prevents them from being fully explored. Consequently, the purpose of this study is to (1) Analyzing the situation of Kelapa island in the Thousand Islands and its possibilities, (2) examine the Thousand Islands' tourism issues (3) Examine the marine tourism development plan that could be implemented on the Kelapa island of the Thousand Islands. It is intended that this research would help readers better understand and educate themselves about marine tourism

## **B. RESEARCH METHOD**

Qualitative approaches are defined as methods that are empirically based on situations that reflect the reality of life. Qualitative research focuses on social phenomena based on the perspectives of the participants in the research. (Triyono, 2021:33). Qualitative methods are defined as approaches used to create new knowledge that has never existed or has not existed for a very long time. Using qualitative approaches, one examines an object whose solution or solutions have not yet been determined. Qualitative approaches employ interacting relationships to generate new theories. (Zakariah et al., 2020:57).

Observations of a social science in the environment are utilized to conduct qualitative approaches (Mekarisce, 2020:146). Qualitative methods can be viewed as a type of study in which researchers immediately enter the field or context in which the research is conducted. This is done so that adequate and reliable data collection can take place, allowing environmental researchers to gain a clear understanding of the environmental situation. In qualitative approaches, descriptive or narrative language is required so that the researcher's perspective can be reflected in the research (Triyono, 2021:33).

Qualitative research characteristics based on opinions Ambarwati (2022:40) involves humans as researchers, is modern, use inductive reasoning, and is descriptive..

The population of the Thousand Islands region's Kelapa island was determined by the researcher. Sampling was conducted using Purposeful Sampling, a sample determination based on a researcher's consideration (Sugiyono, 2012:85). In this research, three individuals from Kelapa Island served as resources. Observation, interviews, and documentation are employed for data gathering in this study. The definition of observation is a circumstance in which the researcher does an analysis by observing the study environment. (Soraya & Husna, 2020:255). When the informants are aware of the researcher's whereabouts, active observation is established. whereas semi-structured interviews were used to conduct the interviews.

To compare the data gathered from many sources and draw a conclusion, researchers employ a triangulation strategy. Testing for credibility, transferability, dependability, and confirmability constitutes approaches for establishing the reliability and validity of qualitative research. In qualitative research, validity is associated with the transferability and generalizability of the data's veracity. To assess external validity, transferability in qualitative research is examined here. The concept of reliability in qualitative research focuses on dependability and confirmability, where the item is deemed to be consistent with what is required and reliable. (Afiyanti, 2008:137). This study employs data gathering, data reduction, data presentation, and findings as data analysis methodologies (Rijali, 2019:83).

### **C. RESULTS AND ANALYSIS**

This research was conducted for 3 months, although the Thousand Islands are not far from the city of Jakarta as Indonesia the capital, but access is limited, there are only 3 departures in the morning, so researchers have to stay overnight every time field observation. The transportation and accommodation costs that must be incurred during field research are considerable.

Due to the abundance of coconut trees on the island, Kelapa Island was developed. From Pramuka Island, the island is reachable in thirty minutes. The reason for this is that the island's white sand is so silky and has its own distinct character. A constructed bridge connects Kelapa Island to the Island of Hope via its pristine waters. There are boats on the island, making it easy for individuals to travel from one island to another. Kelapa Island gives a cool location to showcase each attraction more effectively. In this case, please note that every nook and cranny of Kelapa Island provides several opportunities for individuals to shoot photographs and preserve special moments.



*Figure 2. Kelapa Island from Above*  
*Source: Personal Documentation, 2022*

Kelapa Island became one of the Kelapa Island tourism attractions that may be developed to capture the attention of the local community and visiting visitors over time, when the Kelapa Island community and government formed a Tourism Awareness Group or *Kelompok Sadar Wisata (Pokdarwis)*. Since the founding of the Tourism Awareness Group (*Pokdarwis*) on Kelapa Island in 2018, the community has been enthusiastic about attracting more tourists to the island and providing them with better service. As a community organization, Pokdarwis is a group based on public awareness that operates without compensation. This demonstrates that the inhabitants of Kelapa Island are willing to participate voluntarily and without force.

Additionally, the community desires to enhance the potential around Kelapa Island, one of which is Kelapa Island, so that it becomes even better and can compete with other islands. As 1st Informant explained:

*"We have established a Pokdarwis group. Every member of this organization can engage and be active voluntarily. The most crucial factor is the individual's desire to aid in the improvement of Kelapa Island. Individuals who change their minds and no longer wish to participate are permitted to leave this group, as we do not instruct them."*

It is evident that the role of Pokdarwis in the development of Kelapa Island requires the confidence and dedication of all concerned. Through this idea, each individual is able to mold change and have the proper vision and mission together. Unity is the key to facilitating the program's ideal formation. Existing condition and potential on Kelapa Island to determine the Existing condition and potential of the Kelapa island, Pulau Kelapa Village, the researcher will define it in terms of the 4A (Attraction, Accessibility, Amenities, and Ancillary):

#### **a. Attraction**

Observations indicate that the island of Kelapa has a number of distinctive features, including tourist activities, fishing facilities, and scuba diving, among others. Kelapa Island is known for its water-based attractions, which are among its most popular and defining features.



*Figure 3. Culinary Product*

*Source: Pokdarwis Documentation, 2022*

### **b. Accessibility**

Accessibility focuses on the infrastructure and amenities that are available to get to Kelapa Island; it takes a speed boat about two hours to travel from the main dock at Marina Ancol to Kelapa Island. Regarding accessibility, the resource person, 1st Informant, stated that inexpensive and within-budget transportation would be employed to cut prices so that they did not appear excessively expensive. The resource's statement, which is below, was made by 1st Informant:

*"Accessibility is very crucial in the tourism industry. For Kelapa Island itself, accessibility is designed to make transportation cost-effective and even less expensive, so that expenditures on transportation can be reduced."*



*Figure 4. Kelapa Island Access Transportation*  
*Source: Pokdarwis Documentation, 2022*

### **c. Amenities**

Kelapa Island will also offer glamping and accommodations as a sort of dwelling that will function as a homestay for tourists. On this Kelapa Island, it is also necessary to construct a multi-purpose room and a food court so that tourists have access to a variety of dining options. In addition, additional tourist attractions that can be developed include Snorkelling, Water Sports, and water-based activities such as the use of cannon boats or canoes.



*Figure 5. Lodging or Homestay*  
*Source: Pokdarwis Documentation, 2022*





Figure 6. Public Toilet

Source: Personal Documentation, 2022

The leader of Kelapa Island guarantees that there are restrooms and places of worship around the island to make it easier for travelers to use the restroom or perform religious rituals. In addition, the Kelapa island will provide travelers with street food stall and dining options so that they may better appreciate the natural beauty. On the island of Kelapa, there is a pier that is used to enter and exit the island.



Figure 7. Pier

Source: Personal Documentation, 2022

#### **d. Ancillary**

The supporting organizations that support and are enthusiastic about the growth of Kelapa island tourism are Neighbourhood, Urban Village, PKK, and Karang Taruna. In fact, sources indicate that each RW can be further subdivided into multiple subtypes. This occurs because the more support that is offered, the more momentum will be given to the growth of the Kelapa island so that it can be carried out effectively. 1st Informant, the source, stated as follows:

“Karang Taruna and PKK are sustaining institutions that consistently contribute to the growth of Kelapa islands. They will provide complete support for the Kelapa island development initiative, including assistance with event catering and successful development, among other things.”

In the meantime, Mr. 3rd Informant, the resource person, provided his perspective on the Hamlet, which is subdivided into numerous fields in certain regions: *“In reality, there are numerous people who may provide assistance and support for the future development of this Kelapa island. First, the Hamlet in*

*this area can be subdivided into multiple areas, there will be Urban Village, and many more who will provide support."*



Figure 8. Services

Source : Personal Documentation, 2022

In addition, the Kelapa island provides a satisfactory service, as service is a must for the tourism industry sector to be able continue providing clients with satisfactory service. Distributing fire extinguishers to minimize the occurrence of flames in the environment is one method. As is well known, the source 3rd Informant made the following claim:

*"Service is one of the institutions that can be introduced to encourage the growth of tourism on Kelapa islands. If, for instance, tourists do not have a positive experience, they will not be able to return. Therefore, service is one of the most effective means of attracting travelers to Kelapa Island."*

**SWOT ANALYSIS**

Based on the results of the conducted interviews, researchers have gotten solutions that can be used to resolve the issues with this research. The reason for this is that the Kelapa island, which is still under construction, has devised a development strategy since 2019, but this has been hampered by the COVID-19 virus, which has caused issues in the tourism industry. The establishment of COVID-19 has delayed planned for the Kelapa island's tourism growth by two years. Kelapa Island is now in the middle of development, which will be continued according on the scenario regarding the propagation of COVID-19. Following is a SWOT analysis of the Kelapa island based on the viewpoints expressed by the speakers:

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>• Believe that Kelapa Island will be able to develop.</li> <li>• Has a specialty dish that is not offered by any other tourist destination.</li> <li>• There are numerous UMKM that may be sold on the Kelapa island.</li> </ul>	<ul style="list-style-type: none"> <li>• Having a budget that is less than the maximum, hence presenting development obstacles.</li> </ul>
<b>Opportunity</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• There is a desire among other parties to invest in Kelapa islands.</li> </ul>	<ul style="list-style-type: none"> <li>• The willingness of participants to subdue their egos and contribute to success</li> </ul>



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<ul style="list-style-type: none"><li>• There are numerous forms of tourist attractions, such as cultural and religious tourism, which can serve as a catalyst for future growth.</li><li>• The distinctiveness of the Kelapa island piques the curiosity of others.</li><li>• Establishing a social vehicle</li></ul>	<ul style="list-style-type: none"><li>• There is substantial rivalry within the same industry.</li><li>• Community perspective on Kelapa Island</li><li>• The danger posed by natural catastrophes such as hurricanes</li></ul>
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*Table 2. SWOT Analysis*

*Source : Personal Documentation, 2022*

It can be seen from the table above that the advantages and opportunities associated with the growth of this snail island are substantial. Nonetheless, weaknesses and risks can inevitably be encountered during development. The three interviewees shared similar perspectives on the SWOT factors that may influence the growth of Kelapa island tourism. According to the source, 1st Informant, *"Belief is one of the strengths contributing to the growth of Kelapa island."* Therefore, if the individuals engaged have strong beliefs, the creation of Kelapa islands can also be effective. The resource person, 2nd Informant, expressed his opinion, that *"The distinctiveness of the local cuisine in the Kelapa island region is unlike any other tourist attraction. Every item traded here is directly derived from fish. One example is pastels made entirely of fish."* The distinctiveness of the local cuisine of the Kelapa island is one of its assets, according to the informants' opinions. The uniqueness of cuisine in tourist sites is critical to adopt in order to generate an attraction for visitors to visit.

A further advantage of the Kelapa island is that small and medium-sized enterprises can sell food on the island. 2nd Informant, the resource person, indicated that in the Kelapa island region, there are a large number of UMKM that sell, including souvenirs that may be taken home. The significance of MSMEs in the development of Kelapa islands is evident from this perspective. According to the thoughts of the resource person, 1st Informant, the lack of funds to establish a Kelapa island is a problem in the growth of the Kelapa island. 1st Informant, the expert, reinforced this point. *"Due to the fact that Kelapa Island is a social organization, it does not receive a budget; hence, it must struggle and cannot be constructed soon as intended. This development has a very small budget, which forces the parties involved to develop the Kelapa island slowly."*

Due to other companies' desire to invest their money in the development of Kelapa islands, opportunities that are owned in that process exist. Additionally, the Kelapa island may draw visitors with its tourist attractions, which include religious and cultural tourism. One of the potentials for the island to be able to draw a lot of attention is due to the peculiarity of the Kelapa island itself. Do not overlook the rides designed for everyone in the community, not just visitors. 3rd Informant explained that rides are part of the infrastructure and facilities that can provide excellent prospects for tourism attractions. 3rd Informant provided the following statement as the resource person:

*"A social vehicle is one of the prospects for the development of the Kelapa island. In addition to the general population, many tourists will be able to experience the upcoming rides."*

Meanwhile, 1st Informant, indicated that *"The island of The Thousand Island is a unique blend of religious and cultural tourism. Furthermore, guests can see natural sights during their stay."* The selfishness and apathy of the community to participate in the successful growth of the Kelapa island is the threat posed by the successful development of the Kelapa island. According to the informant, 1st Informant, it is well-known that the level of egotism contained in humans, particularly among friends, can occasionally

generate divisions and barriers in the implementation of progress. The 1st Informant, stated: *“Opinion and ego differences between friends will drive a wedge between them. Therefore, it would be preferable if he resigned to prevent a schism.”*

In addition, there is a great deal of competition in industries that are comparable. The development of the Kelapa island may also be jeopardized by the various paradigms possessed by the community and its neighbors. The reason is because people's perspectives can impede the development of Kelapa islands. 1st Informant stated that *“There is a need for planting in order to ensure that all members of a community share the same ideas and viewpoints, as the paradigms of different communities vary.”* The greatest danger is the occurrence of natural calamities that can occur without warning. According 3rd Informant, the island of Kelapa faced a natural calamity in the shape of a tornado, which posed a threat to the destination. 3rd Informant issued the following remark as the resource person:

*“This island was endangered by a natural calamity a while back when a tornado occurred there.”*

Kelapa Island uses social media as the main component of its marketing strategy. As is common knowledge, one of the marketing tactics that can draw visitors from beyond the island is the usage of social media. This is due to the fact that everyone uses social media in some capacity. Additionally, Kelapa Island will employ the Word of Mouth marketing technique, in which customers can tell their friends and family about the intriguing features of the resort. The 1st Informant, said what is written below:

*“People use social media today. Social media is used by everyone... social media makes it possible to look for any information, making its role in marketing crucial if businesses want to draw in tourists. However, a creative aspect is required in order to attract the attention of tourists.”*

Kelapa Island will leverage media in its marketing efforts so that its message can be disseminated beyond the island. This concept can be implemented by creating a distinctive icon that portrays the Kelapa island in order to attract the Governor's attention. This will allow the governor to meet with journalists. This method will attract the attention of the community to the Kelapa island. 2nd Informant, the informant, stated that when the governor visited the Kelapa island, he came down to the island., Then, he would invite the governor to promote Awareness and bring journalists with him so that Kelapa Island will have the opportunity to promote itself via the media. The following is a quote from the source 1st Informant :

*“If, for instance, we can advertise Kelapa island to attract the attention of Indonesia's top executive, namely the governor, we will, of course, also invite the governor. This is an opportunity for Kelapa Island to be reported and marketed until it reaches its intended audience, as the governor will typically be accompanied by media.”*

## **DISCUSSIONS**

Based on the findings of the research, it is known that the Kelapa island has a lot of potential and advantages, which makes it possible to further develop the location in order to pique tourists' attention. The advantages and chances the Kelapa island offer include a special quality that may be one of the attractions for travelers. According to Wardana et al., (2020:212), A tourist attraction must incorporate an element of distinctiveness in order to grab the attention of tourists, even if only for a short time. The uniqueness of natural resources and manufactured goods is one of the distinctive assets that must be had in the tourism industry. One of the strategies that must be executed by the tourist sector is the 4A tourism development strategy. Attractions, accessibility, facilities, and ancillary are the most important determinants of tourist development's efficacy. (Gustyana et al., 2022:14-20). Facilities such as public restrooms and places of worship are the primary facilities that Kelapa Island considers. Access from the

Kelapa island to the Kelapa island will be by boat at a cost that is relatively low. Kelapa Island will also provide culinary venues, glamping, and water-based activities as tourism attractions.

Social media are utilized as a promotional technique on Kelapa Island. As is common knowledge, social media play a significant role in the growth and marketing of the business sector. According to Wahyuni et al., (2020:130), Because it can be done for little money and offers a high level of effectiveness, social media is a tool for promotion. Social media can be used to promote travel and affect travel decisions through influencing the behavior of tourists. Wardiani et al., (2020:234) He opined that the use of social media to promote tourism has numerous advantages that are not limited to photo posts but may also pique the attention of social media users in the activities conducted by tourist attractions. Based on this perspective, it is clear that the most effective strategy for tourism promotion is to utilize social media.

#### **D. CONCLUSION**

The conclusion that can be derived from the findings of the research is that the Kelapa island is still in the process of being developed and planned. Kelapa island has the potential to be developed as a tourism destination. Based on the interview results, it was determined that the Kelapa island has potential due to its advantages in the field of distinctive food, the beliefs held by individuals, and the role of UMKM in sales. The absence of funding for the development of the Kelapa island is its biggest shortcoming because the initiatives done fall within the social category. There is a desire from other parties to invest, which is the opportunity that belongs to Kelapa Island. Due to the fact that Kelapa island contains a variety of tourist attractions that might serve as tourist attractions. The challenge posed by the Kelapa island is its egotism and the intense competitiveness in the tourism industry. Moreover, the community's mindset is distinct. Unpredictable dangers, such as hurricanes, pose the greatest danger and can wreak havoc on tourist attractions in the Thousand Islands region.

Kelapa Island is renowned for its tourist attractions, which include rides, glamping, cuisine, a Swimming Pool, and marine tourism activities. The primary facilities that Kelapa Island considers are restrooms and places of worship. Kelapa Island has prepared for accessibility by creating a boat connection between Kelapa Island and Kelapa Island to assist the crossing process. Lastly, the institutions that provide support include Karang Taruna and PKK, while Kelapa Island focuses mostly on the tourist services it offers.

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