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Border Area Development Miangas Island as a Tourism Attraction in the District of Talaud Islands North Sulawesi

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Abstract

This research explores the potential of Miangas Island as a tourist destination using a mixed methods approach. The findings highlight the importance of involving stakeholders and propose the MULTIPOL approach for enhancing the island's attractiveness. Recommendations are provided for policymakers and community leaders in developing border areas to maximize tourism potential.

Keywords: development, potential, border area, tourist attraction

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1.0 Introduction

This study focuses on the development of the border area of Miangas Island in Talaud Archipelago, North Sulawesi, as a potential tourist attraction. The border area concept refers to the territory along the national boundary, and Miangas Island shares a maritime border with the Philippines. Border areas have unique characteristics and interactions with neighboring countries, presenting opportunities for economic growth.

Developing Miangas Island as a tourist destination can leverage its natural and cultural assets, leading to economic growth, employment opportunities, and community well-being. However, challenges such as complex tourism development, inadequate infrastructure, and the need for community awareness must be addressed.

Tourism development on Miangas Island is complex due to cultural entities, traditions, natural resources, and challenges related to businesses, accessibility, social psychology, ecology, and government policies. A comprehensive and interdisciplinary approach is necessary for planning and development.

Improving tourism facilities and infrastructure, including accommodations, restaurants, transportation, electricity, and telecommunication networks, is crucial to enhance the tourist experience and attract more visitors.

2.0 Literature Review

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In the literature review, two relevant studies are considered. The first study by Pranoto et al. (2021) focuses on the infrastructural realization of the Indonesia-Malaysia cross-border tourism concept in Sambas Regency, West Kalimantan. The study examines tourism development in the Aruk Border area and highlights the two stages of development: a priority core zone and a supporting zone with various infrastructure facilities.

While there are similarities between this study and Pranoto et al.'s (2021) research, such as the focus on border area tourism development, there are notable differences. The main difference lies in the research location, with Pranoto et al. studying the border area with Malaysia, while this research focuses on the border area with the Philippines. Additionally, the level of tourism development in Sambas Regency is more advanced compared to Miangas Island due to its location on a contiguous landmass.

Another relevant study by Ramli et al. (2020) discusses the challenges of tourism development on Miangas Island, specifically regarding infrastructure development and tourism marketing. The study highlights the government's role in managing Miangas Island through policies and involvement of state institutions. However, there are weaknesses in policy implementation, and the study emphasizes the underutilization of the island's potential.

3.0 Methodology

The development of the border area of Miangas Island as a tourist attraction in the Talaud Archipelago Regency of North Sulawesi requires a research design that aligns with the complex conditions of the research object and the chosen research methodology, which is mixed-methods. With mixed-methods, there is a collaboration between qualitative and quantitative methods in this study. In this case, relying solely on qualitative or quantitative research would be considered inadequate.

Qualitative research plays a crucial role in obtaining in-depth understanding of the local community's perspectives, cultural heritage, and traditional identity related to tourism development on Miangas Island. Methods such as interviews, focus groups, and observations can be used to explore the experiences, perceptions, and attitudes of community members and stakeholders.

On the other hand, quantitative research can provide measurable statistical data and indicators to evaluate the economic impact, visitor satisfaction, tourism trends, and infrastructure needs for tourism development on Miangas Island. Surveys, questionnaires, and statistical analysis can be used to collect and analyze numerical data.

4.0 Findings

4.1 Unveiling the Journey: Developing Miangas Island as a Captivating Tourist Destination in Talaud Islands Regency, North Sulawesi. In the development of Miangas Island as a tourist attraction in the Talaud Archipelago Regency, involving stakeholders is a crucial aspect. Without stakeholder participation, even the most effective programs and policies may not be successfully implemented. Stakeholders play a dual role as both drivers and recipients of the potential impacts of proposed policies. To conduct a stakeholder analysis for the development of the border area as a tourist attraction, this study employs the Actor analysis method with the assistance of MACTOR software.

To perform the actor analysis, it is essential to identify key actors and determine their strategic goals. The findings from the Focus Group Discussion (FGD) have identified 10 main actors, as shown in Table 1.1, along with the labels that will be used in the MACTOR software.

Table 1.1 Key Actors in Transforming Miangas Island's Border Area into a Thriving Tourist Attraction (Analysis of Primary Data Processed in 2023)

Actors	MACTOR Symbol
1. Talaud tourism office	1. Dispar
2. Talaud Society	2. Society
3. Border Management Agency	3. Limits
4. DPRD Talaud	4. DPRDTalaud
5. Talaud cultural service	5. Disbud Talaud
6. Tourism business actors	6. Business Par
7. Non-tourism business actors	7. NonPar Enterprises
8. Community Figures	8. Thomas
9. Academics	9. Academics
10. Media actors and activists	10. Media

Table 1.2 shows the direct influence and dependency scores of various actors involved in the development of the border area of Miangas Island as a tourist attraction. The analysis highlights the importance of media actors, community leaders, tourism services, and the border agency in driving the development of tourism in the area. Media actors, with a score of 91, play a crucial role in introducing and promoting the border area, making it an attraction in itself. Community leaders, with a score of 78, along with the tourism service and the border agency, are strategic actors that work together to develop the border area as a sustainable, attractive, and competitive tourism destination.

Table 1.2 Scores of influence (Ii) and dependency (Di) of Talaud tourism development actors (Analysis of Primary Data Processed in 2023)

Matrix of Direct and Indirect Influences (MDII)												
	Dinpar	Masyarakat	DinBatas	DPRDtd	Disbud	Usahapar	usahanonpa	Tomas	Akademis	media	Ii	
Dinpar	6	10	7	3	7	12	12	9	2	6	68	
Masyarakat	4	6	4	3	4	9	9	7	2	5	47	
DinBatas	7	9	8	3	8	9	9	10	2	7	64	
DPRDtd	9	9	10	3	10	8	8	7	2	5	68	
Disbud	8	10	9	5	9	9	9	10	2	6	68	
Usahapar	2	4	3	2	3	7	7	6	1	3	31	
usahanonpa	3	5	3	3	3	5	5	4	1	3	30	
Tomas	10	12	11	5	11	10	10	11	2	7	78	
Akademis	6	6	7	3	7	5	5	6	2	5	50	
media	11	13	12	5	12	12	12	12	2	7	91	
Di	60	78	66	32	65	79	81	71	16	47	595	

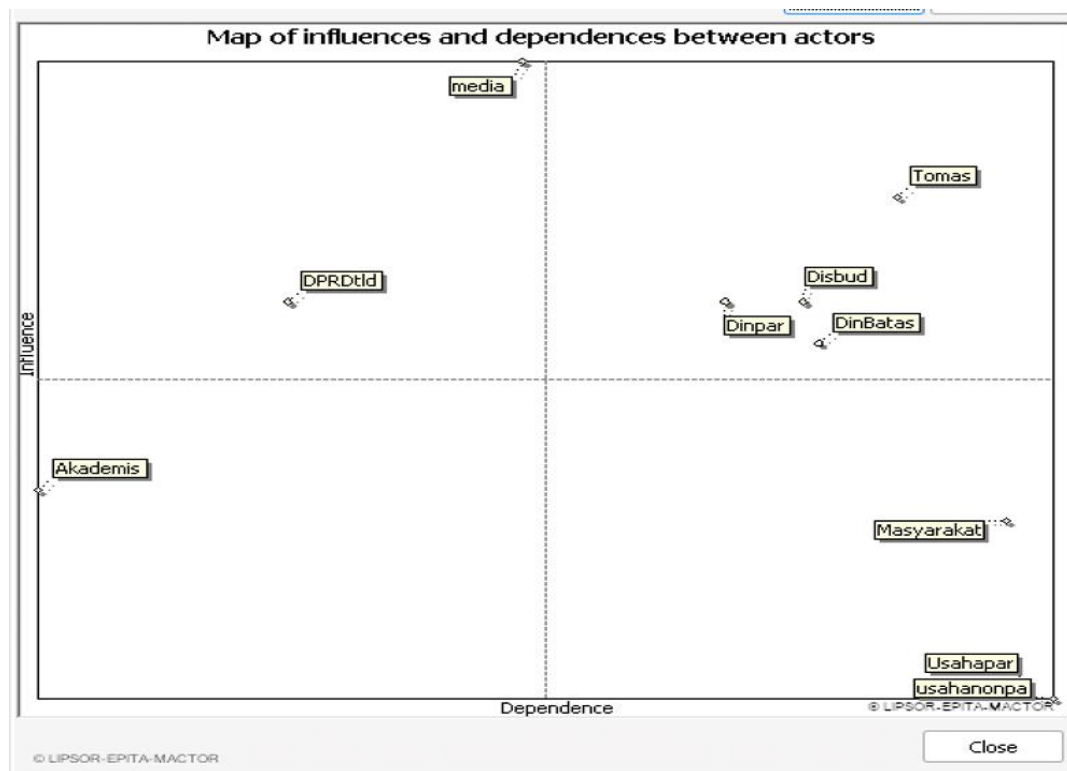


Figure 1.1 Actor mapping based on influence and dependency (Analysis of Primary Data Processed in 2023)

Figure 1.1 illustrates the Map of Influence and Dependence between Actors involved in the development of tourism in Talaud. The map divides the actors into four quadrants based on their level of influence and dependency.

In quadrant 1, media actors and the Talaud Regency DPRD are identified as having high influence but low dependency. They play a crucial role in driving tourism by raising awareness through media coverage and ensuring regulatory readiness through the DPRD.

Quadrant 2 consists of actors such as the tourism agency, border agency, cultural agency, and community leaders. They have significant influence but are also highly dependent on the actions and policies of other actors.

Quadrant 3 involves actors like the community, tourism business actors, and non-tourism actors. They have high dependency but low influence, as they are greatly impacted by the policies and programs implemented by other actors.

Quadrant 4 represents academics, who have low influence and low dependency. They are relatively autonomous and do not rely heavily on interrelationships with other actors.

Understanding the roles and interdependencies of these actors is crucial for effective collaboration and strategic planning in the development of tourism in Talaud.

Table 1.3 provides the MACTOR results, which analyze the role of actors and their relationship to the objectives in the context of developing border areas as a tourism base in Talaud district. The table includes the weighted actor-objectives interactions, as well as the degree of mobilization, indicating actors who play a significant role in this development.

The highest-scoring actor in terms of mobilization is the media, followed by the tourism agency, DPRD, and community leaders. These actors are considered to be more responsive and influential in the development of border areas and tourism in Talaud Regency.

The degree of mobilization also highlights the most sensitive objectives in this context. Increasing people's income is the most critical objective, followed by reducing conflict, environmental preservation, and generating regional revenue. These objectives are crucial considerations when formulating a tourism strategy in the border areas of Talaud district.

Understanding the roles and mobilization of actors, as well as the sensitive objectives, is essential for effective planning and decision-making in the development of tourism in Talaud's border areas.

Table 1.3 Table 3MAO (Actor-Objectives) of tourism development in Talaud District (Analysis of Primary Data Processed in 2023)

		income	PAD	Daya saing	lingkungan	Konflik	Mobilisatio
►	Dinpar	2.3	3.4	2.3	2.3	2.3	12.5
	Masyarakat	1.6	0.5	0.5	1.1	1.6	5.3
	DinBatas	1.9	1.9	1.9	-0.9	0.9	7.6
	DPRDtd	3.0	3.0	3.0	1.5	1.5	12.2
	Disbud	2.1	2.1	1.0	2.1	2.1	9.3
	Usahapar	0.7	0.5	0.5	0.5	0.5	2.6
	usahanonp	0.5	0.2	0.2	-0.2	-0.2	1.4
	Tomas	2.4	1.2	1.2	2.4	3.6	10.9
	Akademis	2.5	1.3	1.3	2.5	1.3	8.8
	media	3.8	1.9	1.9	3.8	3.8	15.2
	Number of	20.8	16.0	13.8	16.1	17.6	—
	Number of	0.0	0.0	0.0	-1.2	-0.2	—
	Degree of	20.8	16.0	13.8	17.3	17.8	—

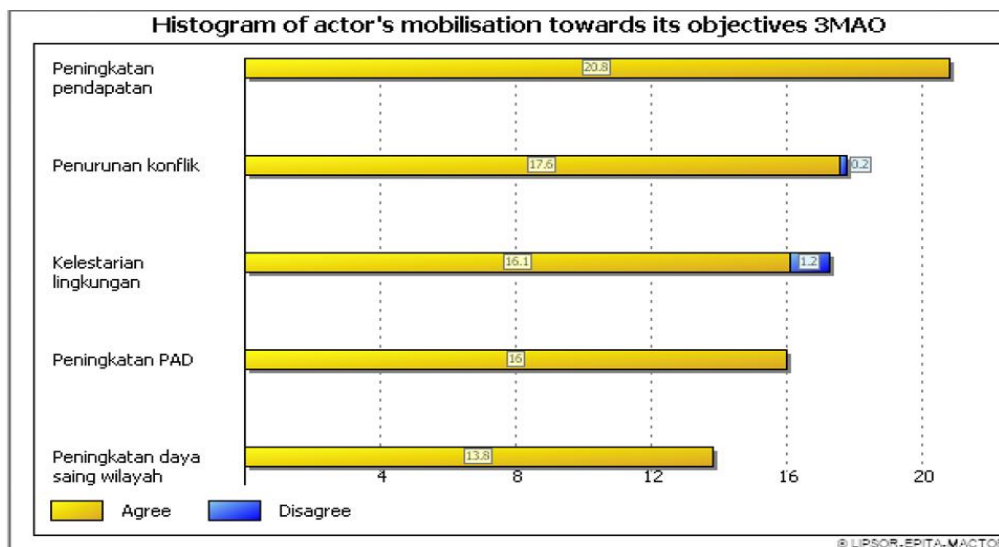


Figure 1.2 Histogram of actor mobilization towards goals (Analysis of Primary Data Processed in 2023)

Figure 1.3 depicts the convergence between actors, indicating the potential for collaboration among them. The strongest convergence is observed between the media, tourism agency, and DPRD. This collaboration holds the potential to facilitate the development of tourism in border areas. Another group shows convergence between the DPRD, Disbud, Tourism Office, community leaders, media, and the border agency, further supporting the collaboration. These findings highlight the importance of cooperation and coordination among actors in realizing tourism development in Talaud's border areas. By leveraging these convergences, stakeholders can work together more effectively towards achieving the common goal of tourism growth and development.

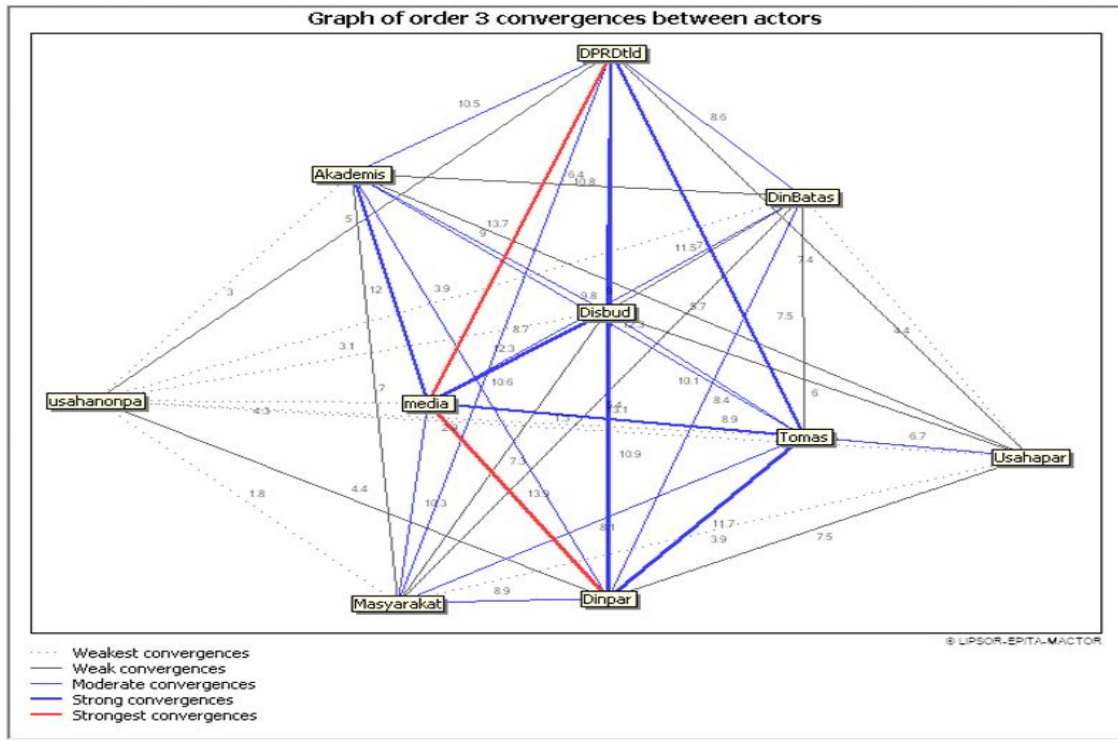


Figure 1.3 Convergence between actors in tourism development (Analysis of Primary Data Processed in 2023)

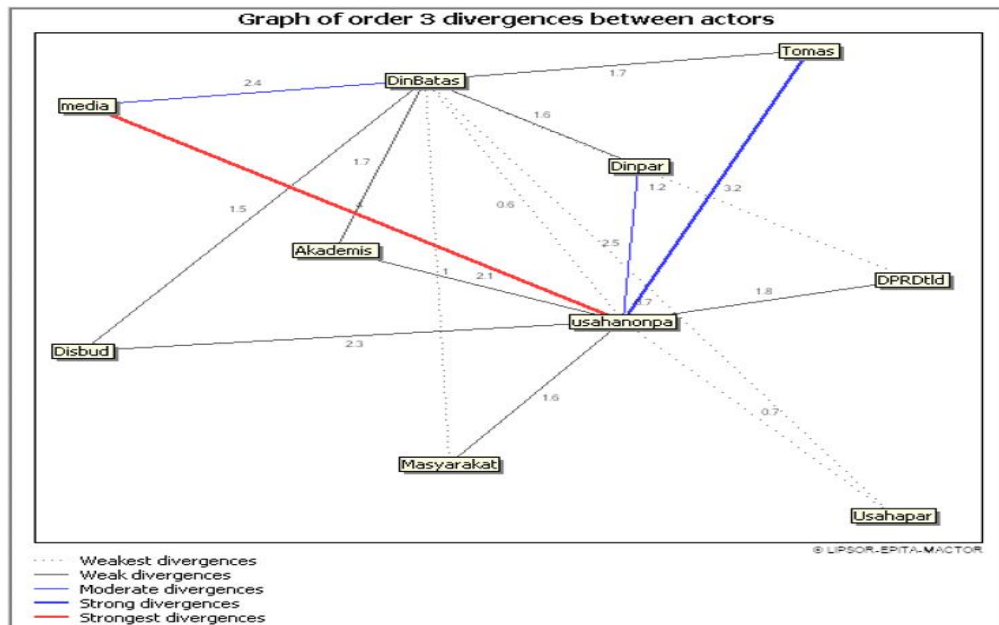


Figure 1.4 Divergence between actors on tourism development in Talaud (Analysis of Primary Data Processed in 2023)

Figure 1.4 illustrates potential divergences in the tourism context, specifically regarding conflicting interests between the media and non-tourism businesses, as well as community leaders. If the media focuses heavily on promoting tourism aspects, non-tourism actors may perceive a sense of disadvantage and marginalization. Additionally, community leaders may face inequality in promoting the development of border areas in Talaud District. These divergences highlight the need for careful consideration and balanced approaches to ensure that the interests and concerns of all actors are taken into account in the tourism development process. Effective communication and collaboration are essential to address these divergences and foster a more inclusive and sustainable tourism strategy.

Table 1.4 presents the degree of ambivalence, as indicated by the EQ score. The highest EQ value is found in EQ3, derived from the 3MAO matrix. This degree of ambivalence reflects the potential for collaboration and conflict between actors. The table reveals that the highest EQ(3) values are observed in non-tourism businesses and border agencies. This suggests that effective communication and active involvement of these actors in the development of tourism in border areas can enhance the strategy and overall development outcomes. However, if these actors are not engaged from the beginning, potential conflicts or obstacles may arise in the development of border areas and tourism in Talaud Regency. Therefore, it is crucial to ensure the inclusion and cooperation of all relevant actors to promote a successful and harmonious development process.

Table 1.4 Value of Actor Ambivalence in tourism development in Talaud District (Analysis of Primary Data Processed in 2023)

		EQ[1]	EQ[2]	EQ[3]
▶	Dinpar	0.1	0.1	0.1
	Masyarakat	0.1	0.1	0.1
	DinBatas	0.4	0.3	0.3
	DPRDtId	0.1	0.1	0.1
	Disbud	0.1	0.1	0.1
	Usahapar	0.1	0.1	0.1
	usahanonp	0.8	0.7	0.8
	Tomas	0.1	0.1	0.1
	Akademis	0.1	0.1	0.1
	media	0.1	0.1	0.1

Figure 1.5 displays the relationship between actors and objectives through quadrant and cluster mapping. The analysis reveals three main clusters of interrelationships between actors and goals. Clusters A and B intersect with each other and are associated with the objectives of increasing income, enhancing local revenue (PAD), and improving competitiveness. These objectives align with the interests of tourism and non-tourism businesses, the DPRD, Disbud, and the Tourism Office. Actors in Cluster B also intersect with Cluster C, which includes the community and community leaders, with a focus on reducing social conflicts. This objective also relates to the interests of the border agency, as managing conflicts is crucial for maintaining stability in the border area.

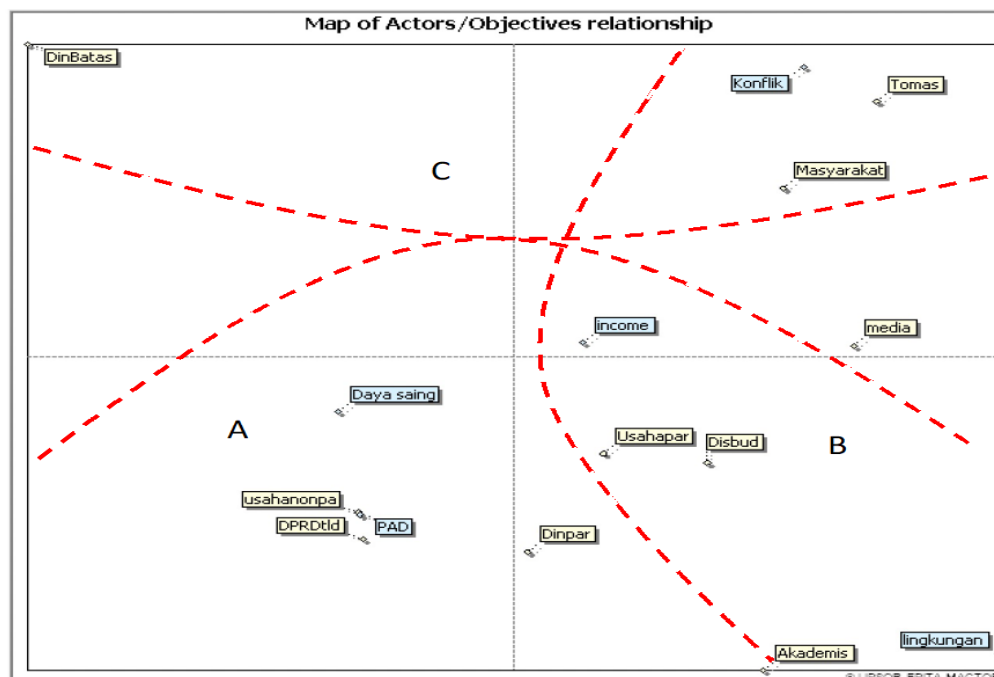


Figure 1.5 Mapping the relationship between actors and objectives (Analysis of Primary Data Processed in 2023)

4.2 Unlocking Miangas Island's Tourism Potential: A Strategic Approach for Border Area Development in Talaud Archipelago Regency, North Sulawesi.

The strategy for developing the border area of Miangas Island as a tourist attraction in Talaud Islands Regency, North Sulawesi, was implemented using MULTIPOL analysis (MULTI-POLICY). This strategic instrument is based on a participatory approach and involves Focus Group Discussions. MULTIPOL analysis incorporates a combination of criteria, actions (programs or initiatives), policies, and scenarios. Following the FGD conducted on April 4, 2023, the following four Multipol components were identified.

The results of the MULTIPOL Software analysis on policy actions are presented in Table 1.6. After scoring and calibrating the FGD results, the optimal combination of strategies supporting criteria and objectives was determined. The table shows that infrastructure strengthening achieved the highest score of 13.4 in regulatory strengthening policies, followed by institutional capacity building actions. Infrastructure strengthening also scored the highest in the infrastructure policy with a score of 14.1. Overall, this action had the highest average score of 12.6 (Moy value) with a standard deviation of 1.1 (Ec.Ty), surpassing capacity strengthening (4), ICT strengthening (3), branding strengthening (2), and stakeholder involvement (1). These values are indicated in the last column of Table 1.5 labeled as "Number".

Table 1.5 Results of Multipol Actions on Policy (Analysis of Primary Data Processed in 2023)

Actions/Policie	1 : Regulasi	2 : Budaya	3 : lingkungan	4 : PolicyInfr	5 : networki	6 : Moy.	7 : Ec. Ty	8 : Number
1 : Kapasitas	11.4	13.5	12.2	10.9	13.1	12.2	1	4
2 : infrastruk	13.4	11.2	12.5	14.1	11.6	12.6	1.1	5
3 : ICT	11.1	12.8	12.6	11.4	12.1	12	0.6	3
4 : stakeholde	8.3	9.8	9.2	8.4	9.4	9	0.6	1
5 : Branding	8.7	10.4	9.6	8.6	9.9	9.4	0.7	2

Figure 1.6 presents the Profile Map, illustrating the mapping between actions and policies. Infrastructure strengthening emerges as the highest action in regulatory strengthening policy, while institutional capacity building supports cultural strengthening policy. In environmental preservation policy, both infrastructure and ICT play supportive roles, as public awareness and access to information are crucial for effective environmental preservation. Similarly, in infrastructure policy, infrastructure strengthening and ICT are both essential for achieving this policy goal, as they contribute to physical infrastructure development and the availability of internet networks. In policies centered on strengthening community networks, increasing institutional capacity and strengthening ICT are pivotal actions that enhance social capital and communication, ultimately supporting sustainable tourism development in border areas.

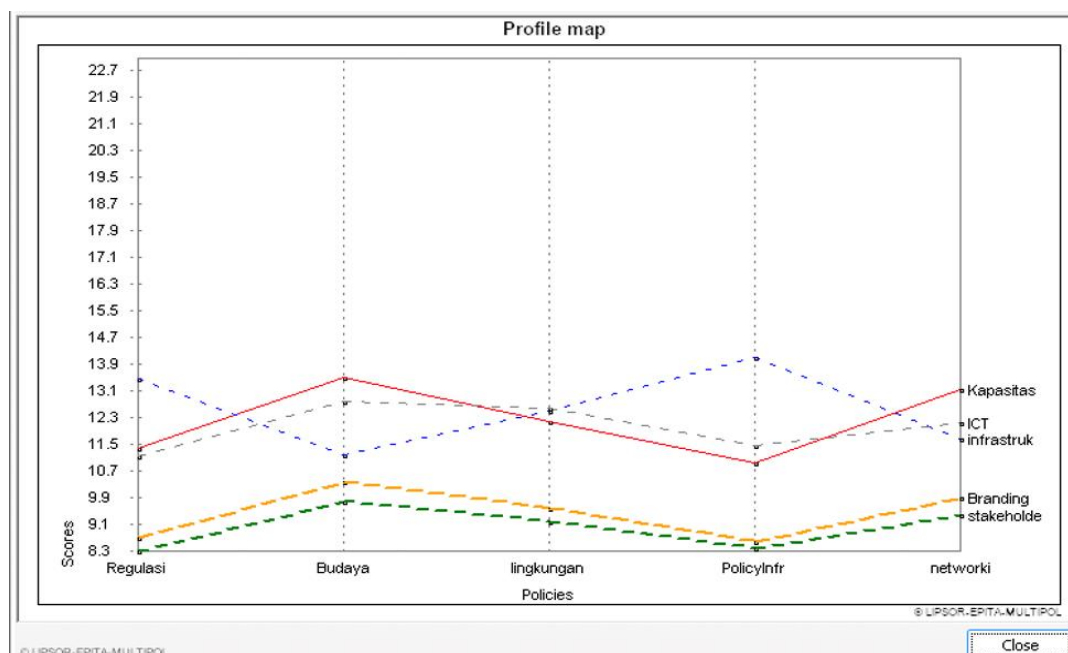


Figure 1.6 Profile map between policy and action strategy for tourism development in border areas (Analysis of Primary Data Processed in 2023)

Figure 1.7 depicts a "closeness map" or proximity map illustrating the relationship between Actions and Policy for the development of tourism strategies in border areas. As shown in Figure 1.8, there are three clusters of closeness identified. Cluster A is associated with a policy that promotes infrastructure development with regulatory measures. This policy is supported by actions aimed at strengthening tourism infrastructure and its supporting facilities. Cluster B is related to environmental and cultural policies, which closely align with actions such as ICT development programs, strengthening stakeholders, and enhancing tourism branding in border areas. The third cluster represents a cross-sectional cluster with Cluster B, involving cultural development and network strengthening, supported by actions such as capacity building programs, branding, and strengthening of stakeholders.

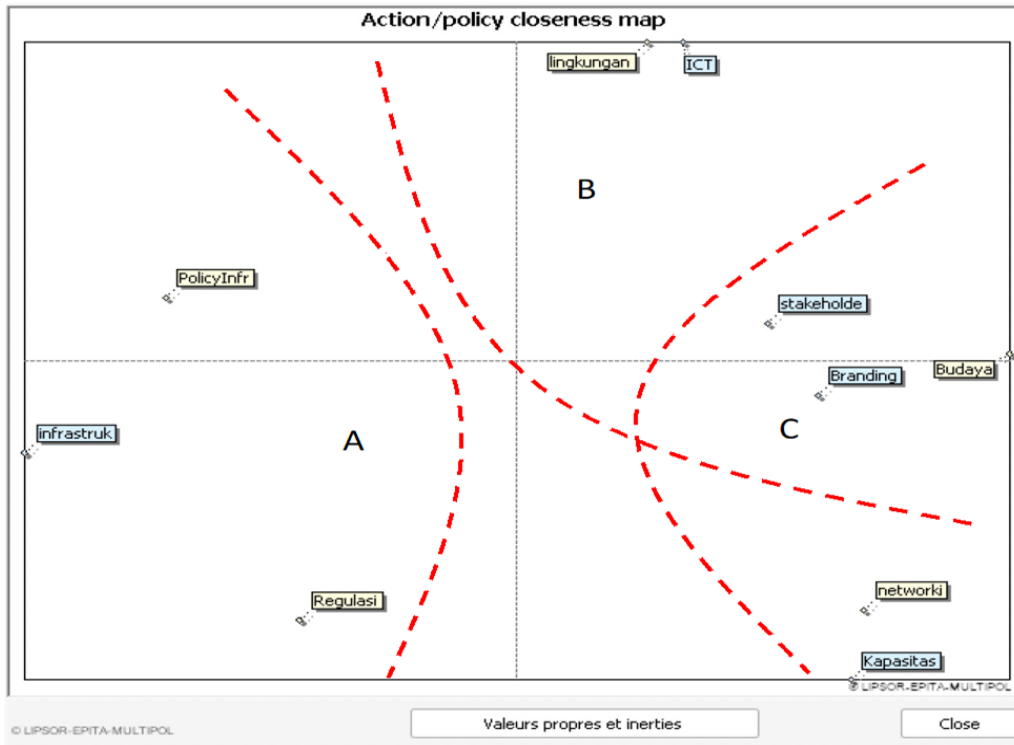


Figure 1.7 Closeness Map between Policy and Actions (program)
(Analysis of Primary Data Processed in 2023)

Table 1.6 displays the policy scores for different scenarios. In the status quo scenario, the main policy with a score of 21.5 is the development of a network to raise public awareness of the importance of tourism development. This is crucial because establishing networks between the government, the public, and the private sector is essential for realizing tourism development in Talaud District. The second-best policy choice in the status quo scenario is cultural development, with a score of 21. Therefore, without any breakthrough, the government of the Talaud district area should focus on developing strong networks among stakeholders and strengthening cultural assets, which can serve as a tourism attraction for the Talaud Islands.

Table 1.6 Policy Scores in Different Scenarios
(Analysis of Primary Data Processed in 2023)

Evaluation of policies with respect to scenarios							
	Policies/Scena	1 : Status quo	2 : TransGrad	3 : Progresif	4 : Moy.	5 : Ec. Ty	6 : Number
▶	1 : Regulasi	19.5	19.8	20	19.8	0.2	3
	2 : Budaya	21	19.5	18	19.5	1.2	1
	3 : lingkungan	19.5	19.5	19.5	19.5	0	1
	4 : PolicyInfr	19.8	20.5	21.2	20.5	0.6	4
	5 : networki	21.5	20.5	19.5	20.5	0.8	4

In the scenario of a gradual transition from purely border areas to tourism-based areas, the supporting policies include regional infrastructure development (score 21.2), preparation of regulations (score 20), and networking and environmental preservation (both with a score of 19.5). Infrastructure development and regulatory preparations are crucial prerequisites for the development of a sustainable tourism area in the Miangas island border area. These aspects not only stimulate tourism-based economic activities but also drive other economic activities in the Talaud archipelago border areas.

In the progressive scenario, where development is accelerated with full resource support, the supporting policies remain largely the same as in the gradual transition scenario, namely infrastructure development and regulations. However, policies related to networking or building networks with all stakeholders rank third, along with environmental preservation, both with a score of 19.5. This indicates the importance of involving all stakeholders in building sustainable tourism in border areas.

Overall, infrastructure and networking policies have equally high scores of 4 each, followed by regulatory preparations with a score of 3, and cultural and environmental preservation policies with a score of 1 each. The mapping between these policies and scenarios can be seen in the picture below.

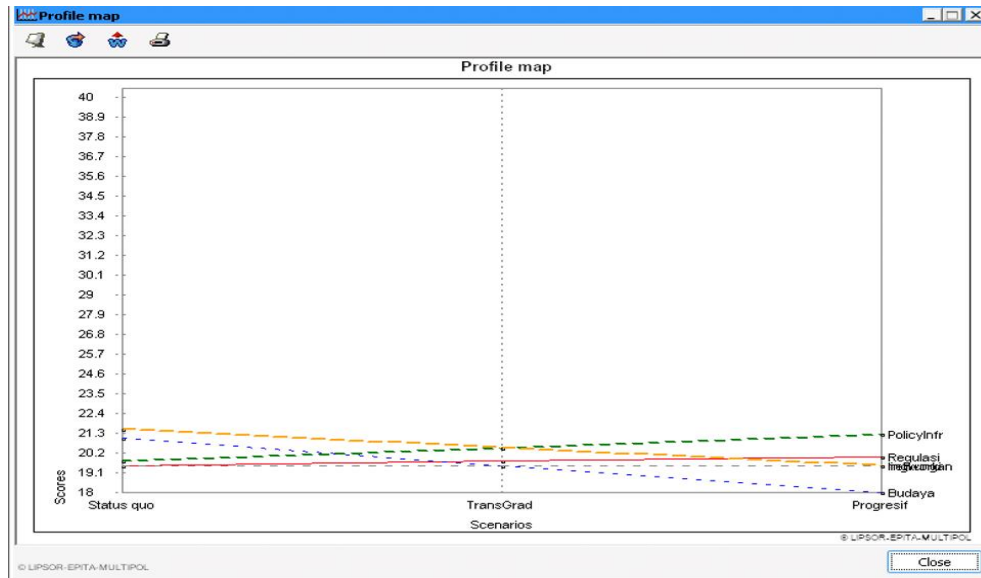


Figure 1.8 Profile map of policies and scenarios (Analysis of Primary Data Processed in 2023)

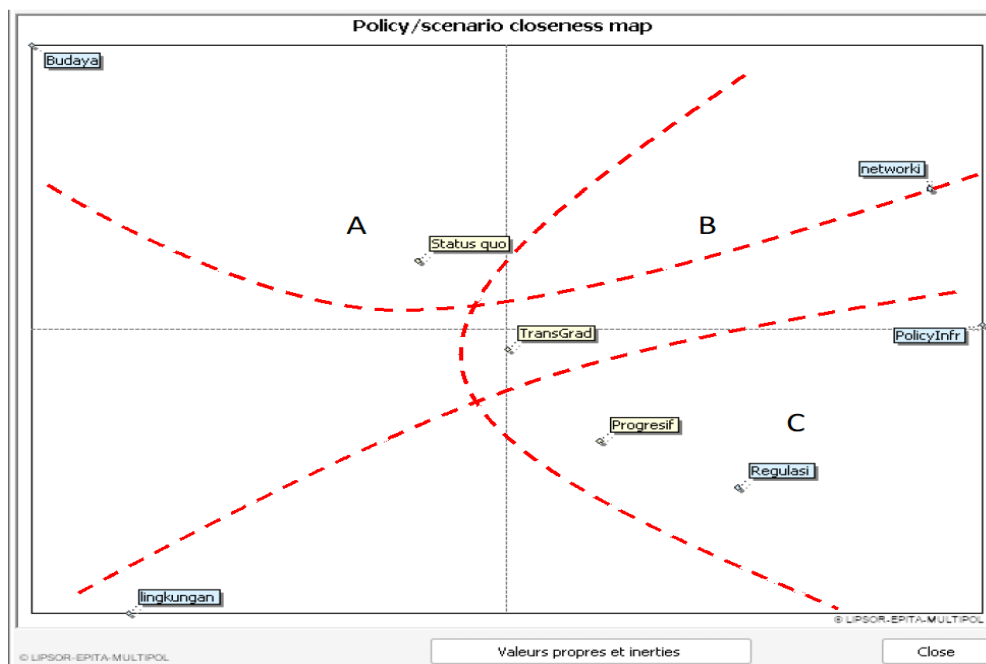


Figure 1.9 The cluster analysis between policies and scenarios (Analysis of Primary Data Processed in 2023)

The cluster analysis between policies and scenarios is depicted in Figure 1.9 below. There are three main clusters identified. Cluster A corresponds to the status quo scenario, which is supported by network and culture development as indicated in the previous table. The second cluster, Cluster B, is associated with the network and infrastructure scenario. Lastly, Cluster C comprises supporting policies such as infrastructure development, regulation, and environmental preservation.

5.0 Discussion

The successful development of Miangas Island as a tourist attraction requires the involvement and collaboration of various stakeholders, including media players, DPRD, Tourism Office, Culture, Border Agency, and community leaders. Strengthening the role of media in promoting the uniqueness of the border area and the importance of tourism in preserving culture and the environment is crucial. Infrastructure improvement, institutional capacity enhancement, and the use of ICT are necessary for development. Evaluating different development clusters and their corresponding policies can help determine the most suitable approach. Leveraging policies on networking, culture, infrastructure, environment, and regulations can accelerate tourism development.

6.0 Conclusion & Recommendations

In conclusion, the development of the Miangas island border area as a tourism attraction in the Talaud Islands Regency requires the integration of tourism and border indicators into integrated regional development planning. The study highlights the importance of considering the unique characteristics of the border region and tourism in medium and long-term planning for the Talaud Islands Regency.

Based on the analysis of stakeholders' roles, it is recommended to seek political and budgetary support from the Regional People's Representative Council (DPRD) to strengthen the role of media in promoting the uniqueness of the border area and the importance of tourism in preserving culture and the environment. This can be integrated into the programs of the Department of Culture, Department of Tourism, and the Border Agency.

The research findings and novelty of this study lie in the use of a comprehensive strategy through prospective analysis, using the MULTIPOL approach, for the first time in the context of border regions. The identification of the best combination of policies through three different scenarios, including the status quo, gradual transition, and progressive transition, provides valuable insights for sustainable tourism development in the Miangas Island border area.

Acknowledgment

We would like to express our sincere gratitude to all individuals and organizations who have contributed to the successful completion of this study. Firstly, we extend our appreciation to the residents of the Miangas island border area in the Talaud Islands Regency, North Sulawesi, for their cooperation and valuable insights throughout the research process.

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