

## **CHAPTER III**

### **RESEARCH METHODS**

#### **A. Objects and Research Subjects**

##### 1. Object of Research

This research is located on a natural tourist attraction, namely Pulang Sawal Beach, in Ngasem Hamlet, Tepus Village, Gunungkidul Regency.

##### 2. Research Subjects

In this study, the subject is tourism object managers such as the Tourism Office, Head of Sub-District, Chair of POKDARWIS, member of POKDARWIS, business actors around Pulang Sawal Beach, namely street vendors, restaurant and hotel owners.

#### **B. Data Types**

The type of data used in this study is a qualitative approach by collecting data in the form of primary data. A qualitative research approach is conducted based on the paradigm, strategy, and implementation of the model qualitatively.

Primary data is data obtained directly from sources related to research on the condition of the attractions of Pulang Sawal Beach. Data were obtained from Focus Group Discussion and direct interviews with respondents in the form of tourism object managers, such as the Tourism Office, Head of Sub-District, Chair of POKDARWIS, member of POKDARWIS, business actors around Pulang Sawal Beach who knew clearly about the strengths,

weaknesses, opportunities and threats of these attractions and knew the background tourist attraction.

### **C. Data Collection Techniques**

This study uses data collection techniques including observation, interviews, FGD and documentation.

1. Observation techniques, namely data collection techniques carried out by observing the condition of tourism objects directly and comparing with objects around it.
2. Interview techniques (In-depth interviews), namely by interviewing tourism managers to obtain information that supports tourism development on the Pulang Sawal beach in Gunungkidul Regency. In addition, the researchers also looked at the condition of the people living near the Pulang Sawal beach location in Gunungkidul Regency.
3. FGD (Focus Group Discussion) technique is a kind of qualitative research for a group of people to discuss one particular subject in more depth and focusing. Where participants freely ask questions and talk with other group members.
4. Documentation technique that is as proof of the information as long as researchers conduct research in the form of photographs, literature documents, newspapers, and statistical references.

### **D. Validity and Reliability Test**

In conducting research, the data obtained by the researcher must be true (valid), the researcher must record what the researcher actually saw in the

field and not manipulate, because these data are often used as a reference in subsequent studies. In addition, the data in the study must pay attention to its reliability, namely regarding the degree of consistency and stability of data or findings.

A data is declared reliable if two or more researchers in the same object produce the same data or the same researcher in different times producing the same data. To find out whether the data obtained by the researchers are accurate and consistent data, the researchers tested the validity and reliability in this study (Afiyanti, 2018).

In this study, the researcher conducted interviews with three different respondents, at different times, in different places to obtain valid and reliable data. This approach called as triangulation. Triangulation is a technique of checking the validity of data that uses something else outside the data for the purpose of checking or comparing data. Triangulation means as a combination of various methods used to examine interrelated phenomena from different perspectives (Denkin, 2013). The researcher conducted an interview with the tour manager at the Gunungkidul district tourism office, then the researcher conducted an interview with the Tepus District Secretary in the sub-district office, then interviewed the head of the tourism conscious group (POKDARWIS) at the Pulang Sawal Beach, this interview was conducted at a different time. From the results of this interview researchers get valid and reliable data.

## E. Data Analysis Test

The analytical method used in this study is a SWOT analysis (Strength, Weakness, Opportunities, Threat). To formulate a tourism development strategy on Pulang Sawal Beach tourism objects by using an analysis that includes: the first stage, using internal and external strategy factor analysis, afterwards conducted an internal SWOT matrix research IFAS (Internal Strategic Analysis Analysis Summary) and EFAS (External Strategic Factor Analysis Summary ), the next stage of the IFAS and EFAS matrix is determined by the SWOT analysis test (Strength, Weakness, Opportunity, Threats).

### 1. Internal and External Strategy Factor Analysis

Analysis of internal and external factors of an object of research is the first thing that must be done in the preparation of strategies by using SWOT analysis. This needs to be done so that researchers understand and know what problems exist within the internal and external objects of a tourist. The forms of internal analysis factors and external factors are as follows:

**Table 3. 1 Internal Factors Matrix**

STRENGTHS	WEAKNESS
1.	1.
2.	2.
3. Other	3. Other

**Table 3. 2 External Factor Matrix**

OPPORTUNITIES	TREATS
1.	1.
2.	2.
3. Other	3. Other

Source: (Rangkuti, 2016)

## 2. SWOT Research

The next step is to carry out SWOT research, this step is carried out after analyzing internal and external factors. The purpose of this SWOT research is to analyze and classify quantitatively internal and external factors that affect the business of an organization. SWOT research is conducted using the calculation of the results of the FGD (Focus Group Discussion). FGD or Focus Group Discussion is a process of collecting data and information systems, directed and involving several participants (Indrizal, 2014). Therefore, the FGD process involving the local community is the most appropriate approach.

The following are the characteristics of the FGD (Focus Group Discussion):

- a. Determine the topic of discussion so that the FGD process is directed and can be understood by FGD participants.
- b. Conducted in groups of 5 - 10 participants who have interests.
- c. The time used for conducting FGDs ranges from 1-2 hours.
- d. The FGD is conducted not only to solve existing problems, but aims to find out more information about the object of research from stakeholders.

### 3. IFAS and EFAS Matrix Analysis

To determine the internal and external strategy factor analysis is to process strategic factors in internal and external environmental conditions by giving weight and rating to each strategic factor. Strategic factors used include factors of strength, weakness, opportunity, and threat. Internal factors are included in the matrix called IFAS factor matrix (Internal Strategic Factor Analysis Summary). External factors are included in the matrix called EFAS factor matrix (External Strategic Factor Analysis Summary). In the internal environment (IFAS) are determined, what factors support the existence of strength and inhibit weakness. External environment (EFAS) with specified opportunities and threats. Here's how to determine it:

#### a. IFAS (Internal Strategic Factor Analysis Summary)

The internal strategic factors of a company are identified as an IFAS table (Internal Strategic Factor Analysis Summary) prepared to formulate these internal strategic factors within the framework of the company's Strength and Weakness (Rangkuti, 2016, hal. 26). The stages are:

- 1) Determine the factors included in the strengths and weaknesses of an object in column 1 (Internal Strategy Factors).
- 2) Give the weight of each of these factors from a scale of 1.0 (most importantly) to 0.0 (not important). The amount of all these weights cannot be more than 1.00.

- 3) Determine the rating for each strength factor by providing a scale ranging from 4 (very good) to 1 (very less) based on the influence of these factors on the conditions of the tourist destination in question. While the opposite weakness factor, giving a scale starting from 1 (big weakness) to 4 (small weakness).
- 4) Multiplying weight by rating to determine factors whose values vary in column 4.
- 5) Add the multiplication score from the weight to the rating to get the total score for the object in question. The total value shows how an object reacts to its internal strategic factors. This total score can be used as a comparison between these objects with other objects that have the same concept.

**Table 3. 3 Internal Factor Analysis Summary**

Internal Strategy Factors	Value	Rating	Score (Value x Rating)
Strength/S 1. Strength 1 2. Strength 2	Value of Strength 1 Value of Strength 2	Rating of Strength 1 Rating of Strength 2	
Total S	A		B
Weakness/W 1. Weakness 1 2. Weakness 2	Value of Weakness 1 Value of Weakness 2	Rating of Weakness 1 Rating of Weakness 2	
Total W	C		D
Total	(A+C) =1		(B+D)

Source: (Rangkuti, 2016)

b. EFAS (External Strategic Factor Analysis Summary)

Before making an external strategy factor matrix, we need to know in advance the EFAS external strategy factor (External Strategic Factor Analysis Summary). The following are ways of determining external strategy factors (Rangkuti, 2016, hal. 24) :

- 1) Identify external factors, by writing down opportunities and threats faced. It is recommended that opportunity factors be registered first, then threat factors.
- 2) Giving weight to each strength and weakness, with a range of 0 to 1, the total weight given to all factors, both opportunities and threats must be equal to one. This weight value comes from calculations using the paired comparison method. Therefore the size of the weight of each factor depends on the results obtained from the calculation using the paired comparison method.
- 3) Give a rating of 1 to 4 on every opportunity and threat to indicate how effectively the company responds to the opportunities / threats in question. 4 (very superior response), 3 (response above average), 2 (average response), 1 (bad response).
- 4) Multiplying the weight with a rating to get a weighted value.
- 5) Add the weighted value to get the weighted total value. This total value will range from 1 to 4. Value 1 shows that in the strategy the organization does not take advantage of opportunities or does not avoid external threats. Value 4 indicates that the organization



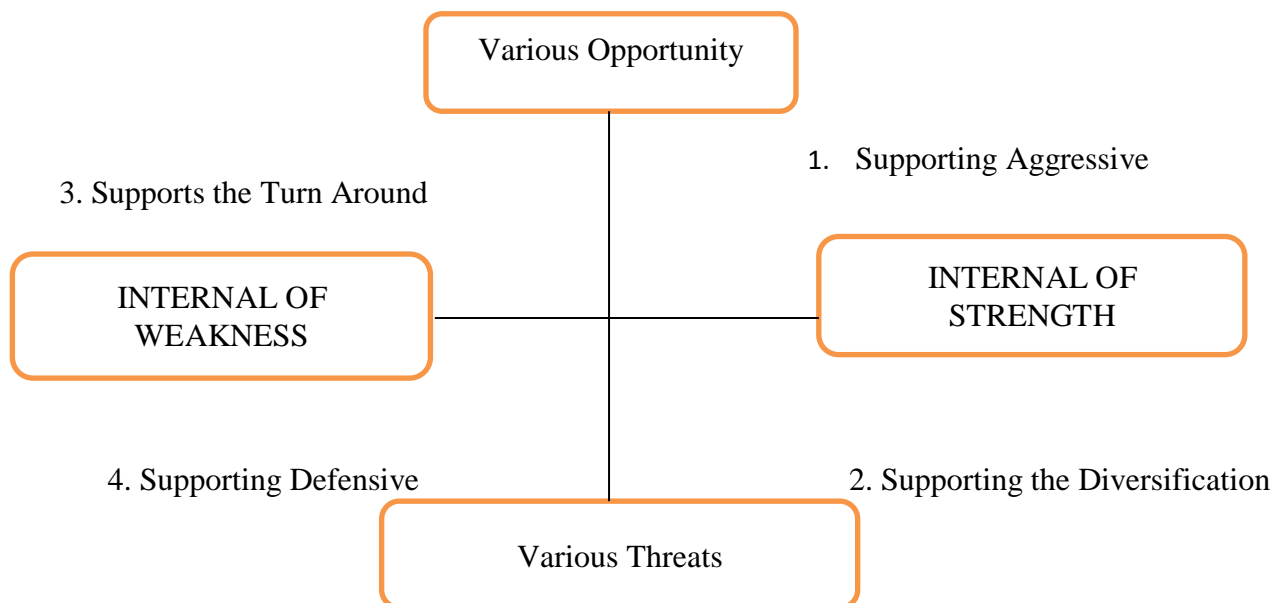
responds very well to the opportunities and threats in its industry. A value of 2.5 indicates the system is able to respond to external situations on average.

**Table 3. 4 External Strategic Factors Analysis Summary**

External Strategy Factors	Value	Rating	Score (Value x Rating)
Opportunities/O 1. Opportuniti es 1 2. Opportuniti es 2	Value of Opportunities 1 Value of Opportunities 2	Rating of Opportunities 1 Rating of Opportunities 2	
Total O	A		B
Threats/T 1. Threats 1 2. Threats 2	Value of Threats 1 Value of Threats 2	Rating of Threats 1 Rating of Threats 2	
Total T	C		D
Total	(A+C)		(B+D)

Source: (Rangkuti, 2016)

#### 4. SWOT Analysis



**Figure 3. 1 SWOT Analysis Diagram**

Source: (Rangkuti, 2016)

Quadrant I: is a very favorable situation. Pulang Sawal Beach has opportunities and strengths so that it can take advantage of opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (growth oriented strategy).

Quadrant II: Despite facing various threats, Pulang Sawal Beach still has the strength of an internal strategy. The strategy that must be determined is to use the power to take advantage of opportunities in the long term by means of strategy diversification (products / services).

Quadrant III: Pulang Sawal Beach faces enormous market opportunities, but on the other hand, it also experiences internal constraints / weaknesses. The focus of the strategy is to minimize internal problems so that they can win better market opportunities.

Quadrant IV: a very unfavorable situation, Pulang Sawal Beach faces various internal threats and weaknesses.

## **5. IE Matrix**

IE matrix is a combination of strategies between IFAS and EFAS analysis, which consists of two dimensions, namely the total score of the IFAS matrix on the Y axis and the total EFAS matrix value on the X axis. The purpose of using this model is to obtain a corporate level strategy more detailed.

### Total Score of Internal Factor Strategy

	Strong 3,0-4,0	Medium 2,0-2,99	Weak 1,0-1,99
	4,0	3,0	2,0 1,0
Strong 3,0-4,0	I GROWTH Concentration through vertical integration	II GROWTH Concentration through horizontal integration	III RETRENCHMENT Turnaround
Medium 2,0-2,99	IV STABILITY Watch Out	V GROWTH Concentration through horizontal integration STABILITY There is no change in Profit Strategy	VI RETRENCHMENT Captive Company or Divestment
Weak 1,0-1,99	VII GROWTH Concentric Diversification	VIII GROWTH Diversification of Conglomerates	IX RETRENCHMENT Bankruptcy or Liquidation
	3,0	2,0	1,0

**Figure 3. 2 Internal Matrix - External**

Source: (Rangkuti, 2016)

The Internal and External Matrix (IE) can identify 9 cell strategies, but the nine cells can be grouped into 3 main strategies, namely:

First: Growth Strategy, which is the growth of Pulang Sawal Beach itself (cells I, II and V) or diversification efforts (cells VII and VIII).

Second: Stability Strategy is a strategy that is implemented without changing the direction of the predetermined strategy.

Third: Retrenchment Strategy (cells III, IV and IX) is an effort to minimize or reduce the efforts made by Pulang Sawal Beach.

## **6. SWOT Matrix**

The SWOT Analysis Matrix is the identification of various factors that form the basis for developing tourism product development strategies in an area. SWOT analysis as a situation analysis that examines the conditions of external factors and internal conditions of each object and tourist attraction of an area. SWOT analysis compares internal factors, namely strengths, and weaknesses (weakness) of tourism development, with external factors namely opportunities, and threats. Recognizing strengths and weaknesses will be capable to reduce existing weaknesses and at the same time maximize strength. The same thing applies to challenges and threats, where, when challenges can be minimized, the opportunities that exist are actually enlarged. These results can be used as four SWOT matrix analysis strategies to formulate a tourism development strategy in the tourism sector, especially the Pulang Sawal beach in Gunungkidul Regency.

**Table 3. 5 SWOT Analysis Matrix Model**

<b>INTERNAL</b>	<b>EXTERNAL</b>		
	Identification of Factors	Opportunities (O)	Threats (T)
		Determine Opportunity Factors	Determine Threat Factors
	Strength (S)	S vs O	S vs T
	Determine the Strength Factor	Strategies that use strength and take advantage of opportunities	Strategies that use strength and overcome threats
	Weakness (W)	W vs O	W vs T
	Determine Weaknesses	Strategies that minimize weaknesses and take advantage of opportunities	Strategies that minimize weaknesses and avoid threats

Source: (Rangkuti, 2016)

Based on the SWOT matrix above, 4 strategic steps are generated as follows:

**SO STRATEGY:** This strategy is based on the organizational mindset by utilizing all the power to seize and exploit the opportunities that exist.

**STRATEGY ST:** This strategy uses the strength that the organization has to overcome threats.

**STRATEGY WO:** This strategy is implemented based on utilizing existing opportunities by minimizing existing weaknesses.

**WT STRATEGY:** This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats.