



OPTIMIZING THE ROLE OF THE “PANTAI MARANG” TOURISM COMMUNITY IN THE MANAGEMENT OF PANTAI MARANG ECOTOURISM

MENGOPTIMALKAN PERAN KOMUNITAS PARIWISATA “PANTAI MARANG” DALAM PENGELOLAAN EKOWISATA PANTAI MARANG

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Abstract

This study aims to formulate a strategy for optimizing the role of the “Pantai Marang” Tourism Awareness Group (*Pokdarwis*) in the management of ecotourism at Pantai Marang, Kaliorang District, Indonesia. The study employed a mixed-method approach combining qualitative and quantitative methods. The qualitative approach was used to identify internal and external factors through interviews and field observations. Meanwhile, the quantitative approach was applied in the IFAS and EFAS analyses using purposive sampling involving three respondents selected based on specific criteria. Data analysis was conducted using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) method. The findings revealed that the IFAS score was 1.12 and the EFAS score was 0.50, indicating that the position of the “Pantai Marang” *Pokdarwis* falls within Quadrant I. This condition demonstrates that the “Pantai Marang” *Pokdarwis* possesses significant strengths and opportunities that support ecotourism development. Therefore, the appropriate strategy to be implemented is a growth strategy, as it offers substantial potential for supporting the development of Pantai Marang as a leading ecotourism destination.

Keywords : Role of Tourism Awareness Group (*Pokdarwis*), Development Strategy, Pantai Marang Ecotourism, Kaliorang District.

Abstrak

Penelitian ini bertujuan untuk merumuskan strategi pengoptimalisasi peranan *Pokdarwis* “Pantai Marang” dalam pengelolaan ekowisata Pantai Marang di Kecamatan Kaliorang, Indonesia. Penelitian menggunakan pendekatan campuran, yaitu kualitatif dan kuantitatif. Pendekatan kualitatif digunakan untuk mengidentifikasi faktor internal dan eksternal melalui wawancara dan observasi. Sementara itu, pendekatan kuantitatif digunakan dalam analisis IFAS dan EFAS dengan teknik *purposive sampling* terhadap 3 responden yang dipilih berdasarkan kriteria tertentu. Analisis data dilakukan menggunakan metode SWOT (*Strengths, Weaknesses, Opportunities, and Threats*). Hasil penelitian menunjukkan bahwa nilai IFAS sebesar 1,12 dan nilai EFAS sebesar 0,50, sehingga posisi *Pokdarwis* “Pantai Marang” berada pada Kuadran I. Kondisi ini menunjukkan bahwa *Pokdarwis* “Pantai Marang”



memiliki kekuatan dan peluang yang mendukung pengembangan ekowisata. Oleh karena itu, strategi yang tepat diterapkan adalah strategi pertumbuhan, karena memiliki potensi besar dalam mendukung pengembangan ekowisata unggulan di Pantai Marang.

Kata Kunci : Peranan Pokdarwis, Strategi Pengembangan, Ekowisata Pantai Marang, Kecamatan Kaliorang.

1. INTRODUCTION

The sustainable tourism sector continues to grow in various countries as part of efforts to boost economic growth while preserving the environment. The concept of ecotourism has emerged as an approach that emphasizes balancing the use of natural resources, environmental conservation, and the empowerment of local communities. On a global scale, ecotourism development is seen as capable of creating new economic opportunities for communities while raising awareness about coastal and marine environmental conservation. In Indonesia, ecotourism development has become a focal point of national tourism development because it is considered able to support regional development by leveraging local potential and to strengthen the welfare of communities in rural and coastal areas (Ministry of Tourism and Creative Economy, 2021).

East Kutai Regency is one of the regencies in East Kalimantan Province. It has significant natural resource potential that can be developed as a source of Regional Original Revenue (PAD). These potentials include lake tourism, waterfalls, mountainous areas, and coastal tourism destinations. Marang Beach is one tourist destination with great potential. It is located in Kaliorang Village, Kaliorang District, East Kutai Regency. Marang Beach is categorized as a developing tourist village. Attractions include a long coastline, relatively calm sea conditions, and a still-natural mangrove area. The beauty of the coastal landscape makes Marang Beach a potentially developable area for leading marine ecotourism in East Kutai Regency (Alya, 2025).

Marine ecotourism is a form of tourism that uses the potential of coastal and marine areas. It adheres to environmental conservation principles and involves local communities in its management (Mulawanti et al., 2017). In practice, the success of ecotourism development is not only determined by natural potential. It is also influenced by management quality and community participation. Therefore, the existence of Tourism Awareness Groups (Pokdarwis) is an important element in supporting the development of community-based tourism destinations (Sari & Pinasti, 2022).

Paramitha et al. (2020) explain that Pokdarwis serve as community mobilizers. They support tourism management, maintain the environment, and increase awareness of the importance of sustainable ecotourism. In line with this, Putrawan & Ardana (2019) state that Pokdarwis are community organizations. They manage local tourism potential to provide economic and social benefits for the community.

Marang Beach is currently managed by the Pokdarwis "Pantai Marang", established through a deliberation by Kaliorang Village in 2021. In ecotourism management, Pokdarwis are responsible for managing and supporting the development of ecotourism facilities, maintaining cleanliness, increasing community participation, and promoting ecotourism. Ife & Tesoriero (2014) explain that community groups in the empowerment process have four main roles: facilitating, educating, representing, and providing technical support. These four roles provide an important basis for assessing the extent to which optimal Pokdarwis roles in managing Marang Beach ecotourism.

Despite significant tourism potential, Marang Beach's management faces several key challenges. First, supporting facilities for ecotourism are limited, including a lack of gazebos, limited access to clean water, and insufficient infrastructure for ecotourism activities. Second, road access is inadequate. Third, local community awareness of ecotourism remains low. These challenges have prevented Marang Beach from fully developing its tourism potential into a premier destination in East Kutai Regency.



Research by Hasibuan and Ridwan (2024) explains that the success of Pokdarwis depends on its cooperation with the government and the community. Most previous studies have discussed the general role of Pokdarwis without specifically analyzing how a SWOT framework can optimize Pokdarwis' contributions to marine ecotourism management.

The optimization of the role of the "Pantai Marang" can be formulated through a SWOT analysis. Existing roles can be categorized to identify strengths, weaknesses, opportunities, and threats. This process can be conducted through a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. SWOT analysis is an effort to develop business management and serves as a tool for prioritizing organizational activities, considering both internal and external factors faced by the organization (David & David, 2017). The results of this study are expected to serve as a strategic step in the management of Marang Beach.

2. RESEARCH METHOD

This study employs a mixed-methods approach combining qualitative and quantitative methods. The qualitative approach was applied to identify internal and external factors influencing the management of Marang Beach ecotourism through interviews and field observations. Interviews were conducted with the chairperson and members of the Pokdarwis "Pantai Marang," who are directly involved in ecotourism management.

Meanwhile, a quantitative approach was used to assess internal and external strategic factors by distributing questionnaires to three pre-selected respondents. Each respondent provided an assessment in the form of weights and ratings for each identified factor. The resulting values were then calculated using the average score and subsequently rounded to obtain the final score (Ma'Ruf, 2022). This quantitative data is used to calculate the Internal Factors Analysis Summary (IFAS) according to David & David (2017). IFAS is an instrument in SWOT strategic analysis used to identify and assess an organization's internal conditions, particularly those related to its primary strengths and weaknesses. According to Wijayati (2019), the External Factors Analysis Summary (EFAS) is an instrument in SWOT strategic analysis used to summarize and evaluate various external factors influencing an organization's performance, particularly regarding opportunities and threats. The results of the IFAS and EFAS analyses are then interpreted through a strategic positioning analysis in the form of a SWOT quadrant (Rangkuti, 2017). From the SWOT quadrant, the appropriate strategy for optimizing the role of Pokdarwis "Pantai Marang" in managing Marang Beach ecotourism can be determined.

3. RESULT AND DISCUSSION

Description of the Research Location

Marang Beach was originally a coastal area that was transformed into land by decades of sedimentation, resulting in an increasingly expansive shoreline. This development prompted the community of Kaliorang Village to open up the coastal area and build simple facilities such as gazebos and food stalls. Ecotourism activities were temporarily halted in 2020 due to the COVID-19 pandemic, but resumed after the Kaliorang Village Government, in collaboration with the East Kutai Regency Tourism Office, established the "Pantai Marang" Pokdarwis as the official manager through a village assembly and designated Kaliorang as a Developing Tourism Village. The Pokdarwis then actively organized various events, such as the Marang Beach Festival and the Borang Market, to showcase local tourism, cultural, and culinary potential. In 2025, a leadership transition within the Pokdarwis took place, accompanied by management reforms and capacity-building through training from the Village Innovation Center, corporate social responsibility (CSR) support from private companies, and infrastructure assistance from the Kutai Timur Tourism Office. This support has led to improved tourism management and a contribution to the Village Revenue Fund (PADes) of Rp. 44,877,500 by the end of 2025. Pokdarwis also achieved various accomplishments, such as winning the Pokdarwis competition, receiving the award for best administration, and being recognized for best beach



management in East Kutai. Therefore, a study on optimizing the role of the Marang Beach Pokdarwis can be formulated through a SWOT analysis, which will yield strategies to position Marang Beach as a premier ecotourism destination.

SWOT Analysis Results

The role of the Pokdarwis “Pantai Marang” can be optimized through a SWOT analysis to make it one of the leading ecotourism destinations and a source of local revenue for East Kutai Regency. This analysis is used to identify internal conditions, including strengths and weaknesses, as well as external conditions, including opportunities and threats, related to the role of the Pokdarwis “Pantai Marang” in managing eco-tourism at Pantai Marang. These factors are then incorporated into IFAS and EFAS calculations, which are useful for evaluation and serve as the basis for developing strategies.

Based on the IFAS calculation results, a total strength score of 1.92 and a total weakness score of 0.79 were obtained, resulting in an overall IFAS value of 2.71. The details of the IFAS calculation results are presented in Table 1 below.

Table 1. IFAS Calculation

IFAS			
<i>Strength</i>	Weight	Rating	Score Total
1. Pokdarwis encourages the local community to sell food and drinks as well as local crafts	0,07	4	0,27
2. Pokdarwis has a work Program aligned with community development and strong financial management	0,07	4	0,27
3. Pokdarwis is active in using platforms such as Instagram, Facebook, and TikTok as a place for promotion and activity publication	0,07	4	0,27
4. Pokdarwis is active in attending training on management and human resource development	0,06	4	0,25
5. Pokdarwis is active in distributing cooperation proposals to local governments and private companies	0,07	4	0,27
6. Pokdarwis establishes good relations between institutions in Kaliorang Village, surrounding companies, and local and central governments	0,06	4	0,25
7. Marang Beach has villa facilities such as glamping, cabin houses, and homestays and its beautiful coastline is one of the attractions for visitors	0,06	4	0,21
8. Pokdarwis became one of the recipients of the East Kalimantan Governor's work program, namely Honest, Objective, Social, Political (JOSPOL) in 2026.	0,05	3	0,14
Subtotal	0,50		1,92
<i>Weakness</i>	Weight	Rating	Score Total
1. Some members of the Tourism Awareness Group are not very active in management activities	0,12	1	0,15
2. Lack of human resources in the management of Marang Beach	0,10	2	0,17
3. Lack of clean water facilities and internet network, as well as the cleanliness of toilets, which is not yet optimal at Marang Beach	0,08	2	0,13
4. Lack of villa and gazebo facilities during an increase in the number of visitors and the absence of meeting rooms;	0,06	2	0,11



5. Facilities that are already outdated such as, food stall buildings and the gate of Marang Beach	0,06	2	0,11
6. Lack of recreational facilities for children and adults	0,08	2	0,13
Subtotal	0,50		0,79
Total IFAS	1,00		2,71

Meanwhile, the EFAS results show a probability score of 1.78 and a total weakness score of 1.27, yielding an overall IFAS value of 3.05. The details of the EFAS calculation results are presented in Table 2 below.

Table 2. IFAS Calculation

EFAS			
<i>Opportunities</i>	Weight	Rating	Score Total
1. Support from agencies for the cooperation proposals that have been distributed	0,08	3	0,27
2. Marang Beach as a potential to improve the welfare of the local community	0,09	4	0,35
3. Pokdarwis can organize events and festivals regarding social culture as well as typical cuisine of Kaliorang Village	0,09	4	0,35
4. Marang Beach becomes one of the contributors to the Village Original Revenue (PADes) of Kaliorang Village and the Regional Original Revenue (PAD) of East Kutai Regency	0,09	3	0,28
5. Pokdarwis organizes workshops and empowerment regarding tourism management and tourism awareness for the local community and Pokdarwis members	0,08	4	0,27
6. Kaliorang Village, through Marang Beach, becomes an Advanced Tourism Village, and Marang Beach becomes a leading Ecotourism destination in East Kutai Regency	0,07	4	0,27
Subtotal	0,5		1,78
<i>Treats</i>	Weight	Rating	Score Total
1. Fluctuations in the number of tourist visits	0,09	3	0,27
2. The local community is still somewhat lacking in Tourism Awareness regarding Marang Beach.	0,11	2	0,27
3. There are visitors who violate rules and bring alcoholic beverages to Marang Beach	0,11	2	0,27
4. Extreme weather, such as strong winds occurring from August to December, high tides causing floods in December, and dangerous animals like jellyfish	0,08	3	0,21
5. Lack of clear signage and inadequate road access	0,05	2	0,11
6. Pokdarwis and Kaliorang Village do not yet have a Marine Spatial Utilization Activity permit from the East Kalimantan Marine and Fisheries Department	0,06	3	0,15
Sub Total	0,50		1,27
Total EFAS	1,00		3,05



Strategy for Optimizing the Role of Pokdarwis

This analysis maps the positions of Pokdarwis based on the results of the IFAS and EFAS matrix calculations, enabling the most appropriate strategy to be identified. The quadrant positioning is determined by calculating the difference between the total values of strengths and weaknesses as the X-axis, and the difference between the total values of opportunities and threats as the Y-axis. The results of these two calculations are then used to determine the strategic position within the SWOT quadrant. The details of the calculation results are presented in Table 3.

Table 3. Calculation of the X and Y Axes

Category	Subtotal	Category	Subtotal
Strength (S)	1.92	Opportunity (O)	1.78
Weakness (W)	0.79	Threat (T)	1.27
X-axis (S-W)	1.12	Y-axis (E-W)	0.5

The point on the X-axis indicates the IFAS factor value of 1.12, while the point on the Y-axis indicates the EFAS factor value of 0.50. The intersection of these two axes then indicates the position of Marang Beach within the SWOT quadrant. This position is shown in the figure below.

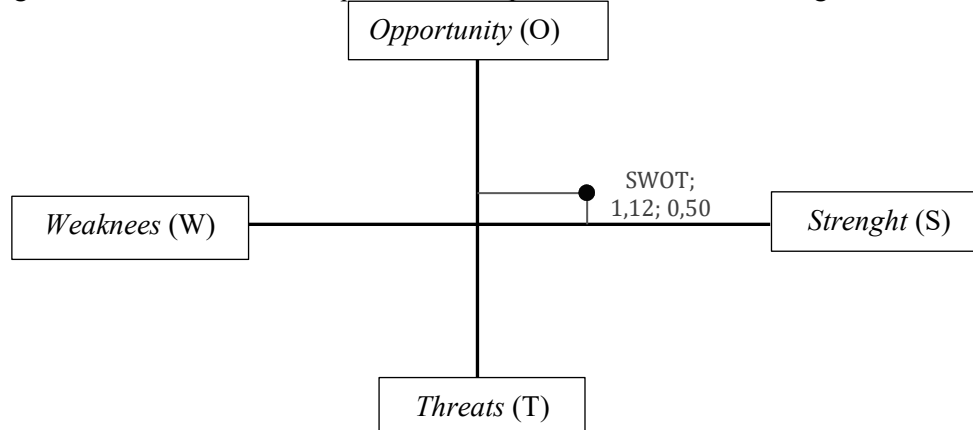


Figure 1. Kuadran SWOT

Based on the SWOT quadrant graph, Marang Beach is in Quadrant I, which represents a growth strategy, with coordinates of 1.12 on the X-axis and 0.50 on the Y-axis. This position indicates that Marang Beach possesses internal strengths that can support the optimal utilization of external opportunities. Strategies that Pokdarwis can employ based on the SWOT quadrant in Quadrant I include: First, organizing festivals and events combined with community-based ecotourism packages promoted digitally. Festival and event activities can serve as effective promotional tools to attract tourists while introducing the culture, cuisine, and local potential at Marang Beach. This strategy is supported by research by Nurfahima & Hijjang (2022), which shows that the Tilan Island Festival organized by Pokdarwis successfully increased the destination’s popularity, the number of tourist visits, and local community income prior to the COVID-19 pandemic. These findings indicate that organizing festivals packaged with ecotourism programs and digital promotion has the potential to expand the tourism appeal of Marang Beach and positively impact the economic growth of the surrounding community.

The second strategy is to strengthen partnerships with government and private sector agencies to accelerate the development of Marang Beach through cooperation proposals and assistance, as well as to promote Kaliorang Village as a premier tourism and ecotourism village. This partnership strategy was formulated because developing a premier ecotourism destination cannot be sustained solely through internal efforts. Pokdarwis require external support in the form of funding, facilities, capacity-building, and legitimacy. Since Pokdarwis possess the potential and networks and are currently receiving government attention, the most critical step is to strengthen these partnerships. This ensures



that the development of Marang Beach proceeds quickly and does not rely solely on Pokdarwis's internal capabilities. This strategy aligns with Musriadi's (2019) research, which explains that the Taman Arum Pokdarwis developed a tourism area through collaboration with the government and local community organizations. This partnership successfully supported the development of Sumber Sari Tourism Village as a tourist destination while providing economic benefits to the surrounding community. Additionally, research conducted by Salsabila & Puspitasari (2023), which examined the role of Pokdarwis in tourism development through case studies from several journals on Pokdarwis's role, indicates that the success of tourism development is influenced by Pokdarwis's ability to build collaborations with the government, the private sector, and the community to support funding, facilities, promotion, and community participation in tourism management.

The third strategy is to enhance the institutional and community capacity for sustainable tourism management. This strategy was formulated because the success of ecotourism development is determined not only by the destination's appeal but also by the capabilities of human resources and the quality of its management. In this context, Pokdarwis must possess adequate technical, managerial, and organizational skills to ensure the management of Marang Beach proceeds in a focused and sustainable manner. Strengthening the capacity of Pokdarwis members is expected to support more organized ecotourism development and improve the quality of service provided to tourists. This strategy aligns with Putra's (2013) research, which explains that enhancing Pokdarwis members' skills and knowledge in managing tourist attractions is essential so that each member and the community can perform their roles optimally, thereby providing comfort to visitors while generating economic benefits for the surrounding community.

4. CONCLUSION

Based on the results and previous discussion, it can be concluded that the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) indicates that the role of Pokdarwis in managing Marang Beach falls within Quadrant I. The strategies employed include organizing festivals and events combined with community-based ecotourism packages promoted digitally, strengthening partnerships with and the private sector to accelerate the development of Marang Beach through cooperation proposals and assistance, and to transform Kaliorang Village into a leading tourism and ecotourism village, as well as enhancing institutional and community capacity for sustainable tourism management. By implementing these strategies, it is hoped that Marang Beach will become a leading ecotourism destination and a significant contributor to the local revenue (PAD) of East Kutai Regency.

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