

## Marine Tourism Potential of Jikomalamo Beach Ternate, North Maluku Province

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KEYWORDS	ABSTRACT
tourist attraction; sustainable tourism; participatory management; community- based tourism; marine tourism	This research aims to assess the potential and governance of tourism to formulate participation management strategies for the marine tourism attraction of Jikomalamo Beach in Ternate. Data for this research were obtained through observation methods, focus group discussions, and in-depth interviews. The data were analyzed using qualitative descriptive analysis, IFAS, EFAS analysis, and SWOT analysis, which resulted in participation management strategies. The results of this research shows that the strengths of Jikomalamo management include community participation in destination management, potential for underwater tourism, management of water sport facilities, and the existence of a dive center management. Meanwhile, the weaknesses of Jikomalamo Ternate include the absence of a tourism management organization (pokdarwis), lack of management of human resources quality, lack of stakeholder involvement, and the absence of a tourist information center. Based on the Internal External (IE) matrix, it is known that the position of Jikomalamo Beach management is in quadrant one which is strong. where the strategy used is Growth strategy. Based on the SWOT analysis, it is known that there are six alternative participatory management strategies to be applied, namely community engagement strategy, human resource development, establishment of management organizations, collaboration among stakeholders, and improvement of tour packages.

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### Introduction

Tourism has become an important sector in contributing state revenue. In 2018, the Government of the Republic of Indonesia through the Ministry of Tourism and Creative Economy optimized the potential of Indonesia's natural resources through the new 10 Bali program. The goal is to create equitable ecological economic growth in the context of national sustainable tourism development. The management of tourism destinations must be understood and managed sustainably in a broader context (Higgins,

2020) so that it can have a double positive impact on local communities in the future (Sawu and Sugiarti, 2020). Based on the *existing* portrait of the program, North Maluku Province is in the area that is a priority for development. This is because this area has a very massive level of natural resource quantity.

Eddyono et al. (2021) said that tourism is one of the service industries that is growing fast and has many opportunities to develop. Thus, the development of the tourism sector can become a real economic activity and be able to reduce the problem of poverty. However, tourism management requires synergy between stakeholders in planning, organizing, executing and evaluating the tourism projects developed. In this context, the participation of local communities is very important because it will directly deal with the positive and negative impacts of existing development (Sawu et al., 2024). The participation of the local community is urgently needed to ensure the sustainability of tourism management itself (Adikampana dkk., 2019).

Ternate City is one of the tourism destinations that has at least 16 tourist attractions which are divided into natural tourism attractions and historical tourist attractions (Sutono et al., 2018). Ternate City is a place where suppliers and rulers of the spice region are. This makes Ternate an area that has influence and contribution to the development of the Spice Route and Silk Road in Indonesia. Ternate City is located in North Maluku Province. An important phenomenon that highlights the city of Ternate lies in the potential of its natural resources. Basically, Ternate City is the most important spice producing area. This causes the Ternate and Maluku regions in general to become a place of battle and struggle for European countries. The types of spices owned include cloves and nutmeg (Heston & Kotib, 2022).

Ternate is an archipelagic city that has at least an area of about 547,736 k, with a composition of eight islands. Ternate Island as the center of the city, Hiri Island, Moti Island, Mayau Island and Tifure Island are islands whose position is adjacent to Ternate Island and also have a population. Meanwhile, the other three islands are uninhabited islands, namely Maka Island, Mono Island, and Gurida Island, each of which is small in size (Parmawati et al., 2017). The tourism potential of Ternate City in recent years that has become the prima donna and center of marine tourism is Jikomalamo Beach. Jikomalamo tourist attractions have uniqueness and beauty with local characteristics so that they can attract tourists to visit (Briandana et al., 2018). The characteristics of Jikomalamo Beach are not only located in its landscape but also have the potential for tourism to bring beautiful water. Jikomalamo Beach Ternate was only discovered in 2015 and is rapidly developing into a tourist attraction. The people of Ternate City often visit the attraction of Sulamadaha Beach which is approximately 3 kilometers away before Jikomalamo Beach was discovered and developed. Tourists who come to travel are generally local tourists, domestic tourists and international tourists (Oladele et al., 2018).

The people of Ternate City also make Jikomalamo Beach a tourist attraction in tourism. Sulamadaha Beach tourist destination also has underwater beauty with clear water. However, access to visit this tourist destination is by walking. This is because physical access to tourist attractions is inadequate for two-wheeled and four-wheeled vehicles. In 2016, local tourists have started to decrease visiting Sulamadaha Beach. Tourists have started to turn to Jikomalamo Beach because of the spread of information about the discovery of new tourist attractions by the people of Takome village. In terms of access, Jikomalamo's tourist attraction is much better and easier than access to Hol Sulamadaha Bay.

## **Research Methods**

This study uses a qualitative research approach. Abdussamad (2021) said that qualitative research is a research procedure that produces descriptive data such as written or spoken words from people and observable behaviors. The qualitative research approach is directed at the background and the individual as a whole. Kirk and Miller also argue that qualitative research is a particular tradition in the social sciences that fundamentally relies on the observation of people in their own region and relates to those people in terms of language and terminology. In general, qualitative research has characteristics such as: natural order is a direct source of data.

Qualitative research is carried out on a scientific background or in the context of an advantage. A phenomenon is essentially a unity that cannot be understood if separated from its context. Therefore, qualitative research to understand phenomena directly and in depth is the main key to the research approach. Humans as an instrument tool, in qualitative research, the researcher is the main data collection tool. Through observation, the researcher's participation becomes part of the focus of the problem being researched. Humans are the right instrument to understand the relevance of reality that occurs in the field.

Descriptive, qualitative research is included in describing the meaning of data or phenomena that can be captured by researchers by showing evidence. The meaning of this phenomenon depends a lot on the ability and sharpness of the researcher in analyzing it.

## **Results and Discussions**

Takome is one of the villages that has so much natural potential compared to other villages, this is because Takome Village has several tourist attractions that are tourist destinations for the people of Ternate City, some of the tourist attractions in the Takome Village environment are, Jikomalamo Beach, Lake Tolire Besar, Lake Tolire Kecil, Pulo Tareba and Sunset Point. In the agricultural sector, Takome Village has 3 (three) strategic commodities of plantation crops, namely nutmeg which is the most abundant plantation crop inversely proportional to cocoa, although cocoa is still a product of community plantations but the quantity is less than nutmeg commodities. In addition, the largest livestock population is local chickens raised by the community and the least is cattle.

In the tourism sector, there is a lot of potential in this area. However, development and alignment with the local community are needed. The tourism potential includes Lake Tolire Besar, Lake Tolire Kecil and Polo Tareba. Lake Tolire is one of the lakes located in the administrative area of Takome village, this lake has a depth of 100 meters with its greenish water. The beauty of Lake Tolire which is right at the foot of Mount Gamalama and has a green water color makes Lake Tolire unique. Not only can tourists enjoy the view of Lake Tolire, tourists can also do the attraction of throwing stones into the lake. This attraction was then used by the community as an economic field where people began to sell stones at a price of Rp.10,000/bag.



**Figure 1 Great Lake Tolire Tourist Attraction**

Source: Research Results, 2024

Lake Tolire not only tells about the uniqueness and beauty of nature but also the amazing myth behind it. According to legend, the formation of Lake Tolire is said to be the name of one of the villages located in Takome Village, Ternate Island District. The people of Kampung Tolire Gam Jaha carry out their daily lives safely and peacefully like villages in general led by the Sultanate of Ternate. The people of Tolire Village in carrying out their daily lives are very obedient and respectful of their ancestors. The community also still holds strong beliefs that are mystical or supernatural, therefore every year the community and the head of Tolire village always carry out traditional ceremonies by giving offerings. This is a form of gratitude to God for protection from danger and providing sustenance blessings from the Tolire people.

Before the traditional ceremony begins, usually the village head orders the community to wear colorful clothes. This aims to make traditional ceremonies more lively. The offering ceremony which is a traditional ceremony has brought disaster to Tolire Village. This is because the community and village heads who come to attend the offering ceremony are drunk because they drink tuak and alcohol, consuming alcohol makes the community, including the village head, unconscious. In the end, the village head then had an illicit relationship with his own biological child by considering the child to be his wife. This brought great disaster to the village. Nature does write its own laws and the consequences are very different from punishments in other dimensional versions of this world.

The incest relationship eventually became a catastrophe for Takome Village, namely the community then drowned. However, before the village was completely submerged, the son of the village head who had an incest relationship ran to the beach with the aim of escaping. However, the girl drowned beside the beach and became a small lake and her father drowned and became a large lake. Since then, Lake Tolire Besar is believed to be a father who drowned with the community. Meanwhile, Lake Tolire Kecil as a child drowned (Zulkifli, Abas 2022). Lake Tolire has good road access and adequate supporting facilities. This is because it is managed by the government through the Ternate City Tourism Office.



**Figure 2 Lake Tolire**

Source: Research Results, 2024

From a historical perspective, small Lake Tolire has similarities as well as differences. In the context of Great Lake Tolire, the attractions are limited to throwing stones only. Tourists are not allowed to do activities that are in direct contact with the lake. This is because it is dangerous because there are many crocodiles, even until now no one has crossed the large Lake Tolire. This is different from Lake Tolire ecil which has water attractions, such as water balls, floating ducks and boats that can be rented by tourists. Although it is different, Lake Tolire is small but has a beautiful scenery. This is because Lake Tolire has a location that can be reached from the coast facing Hiri Island. This attraction attracts tourists to come to visit to see the beauty and enjoy local culinary sold by the people of Takome Village.



**Figure 3 Small Tolire Beach Tourist Attraction**

Source: Research Results, 2024

Another tourist attraction owned by Takome Village is the tourist attraction of Pulo Tareba. Pulo Tareba is located in a production forest area that can be conserved with natural characteristics. This can be seen from the potential that it has and has not been developed. However, this tourist attraction of Pulo Tareba offers activities that are different from Lake Tolire even though it is located nearby. Activities that tourists can do are camping because it is strategically located close to the village of Takome and right in the forest.

Tourists who do camping activities can experience a safe camping experience and still feel the camping *vibes*. Access to the Pulo Tareba tourist attraction area can be said to be good. This is because visitors can use motorized vehicles and four-wheeled vehicles. The uniqueness offered by this Pulo Tareba tourist attraction is doing *outdoor* activities, such as climbing cliffs, climbing tree houses, and *other outdoor* activities . This uniqueness makes Pulo Tareba often visited by various organizations that do *camping*, *family gatherings* and other organizational activities.



**Figure 3 Directions for Road Directions to Tareba Forest/Tareba Island**

Source: Research Results, 2024

Based on the results of observation of tourism potential in Takome Village, the researcher looked at information access and road access. It can be said that the tourist attraction of Pulo Tareba is worthy of being used as a reference in carrying out tourist activities in the form of *family* gatherings and other family recreational activities. However, further development is needed to provide a sense of security and comfort for tourists who visit. In response to this, synergy between stakeholders is very much needed in its development. Collaboration between stakeholders is the key to future development. The portion of the capacity of each stakeholder group can provide a convincing conceptual work scheme.

#### **Tourism Potential in Jikomalamo Beach Marine Tourism Attraction Ternate**

Tourism potential is an absolute requirement for a tourist attraction in developing its products. Its existence serves to meet the demand of tourists and also provides an authentic experience so that it can produce tourist satisfaction, loyalty and intention to revisit. Serious attention in the development of this tourism product component will increase competitiveness and also usefulness in the socio-economic context for the local community. In principle, the development of community-based tourism always puts the community as the center in tourism development. Thus, the significance of community involvement in developing the components of tourism products is a vital element in the sustainability of the tourist attraction itself.

Empirically, Jikomalamo's tourist attraction has the potential for uniqueness and very massive beauty. The characteristics of this tourist attraction are located in coastal areas so that it is still very natural in the geographical and topographic conditions around it. Of course, this has a very expensive selling point in the development of community-based tourism. Based on social recordings, it can be known that there are many tourists who visit because of their admiration for the natural beauty they have. The trend of tourists visiting tends to increase towards these tourist attractions. Tourists who visit are usually in the form of small groups and also individuals. This social pattern occurs in line with the virality of this attraction among the general public. Responding to this, the local community gave a positive response to the arrival of the tourists. The apathy of the community is known through social action in developing components of tourism products.

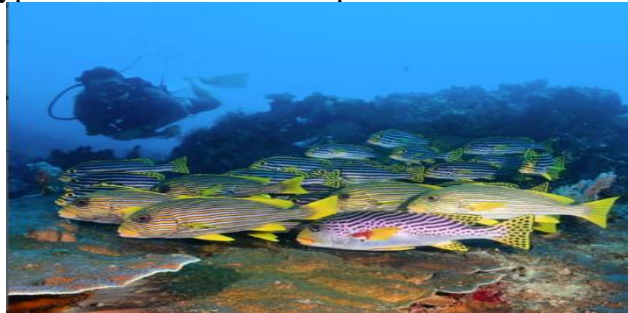
From the perspective of tourist attractions, the attractions developed are nature-based tourist attractions. This is due to the very massive level of local natural resources. The quality of these natural resources is a vital element in attracting tourist visits. From another perspective, the existence of these natural resources is also a component that has a high selling value in the contemporary tourism market. The trend of traveling to return to nature is increasing in search of a new world in tourism. This is very *fit and proper*

with local natural resources that have not been exploited. Its unique and beautiful local characteristics can be developed to provide economic benefits and dual environmental benefits in the commoditization process.

Basically, the main tourist attraction offered is the marine tourism attraction. Through the attraction of marine tourism, which is the main advantage in its development, it is able to provide the value of experience quality for tourists in itself. The tendency of tourists who visit is to look for marine tourism attractions to be able to enjoy its diverse underwater beauty. Part of this ecosystem can be obtained by tourists when visiting Jikomalomomo tourist attractions. The demand for tourists based on local potential can be optimized by the local community in improving the local economy by maintaining the conservation of its natural resources.

The main advantage of attraction lies in the attraction of marine tourism in the development of community-based tourism. The marine ecosystem is very aesthetic because of its diversity and also has natural characteristics. Based on empirical data, the marine ecosystem owned includes various types of fish. Sweetlips or often known as dower fish are a group of fish that belong to the *Haemulidae fish family* with the Latin name (*Plectorhinchus*). The name of the dower or *sweetlips* fish is because this fish has thick lips that are colorful. This fish also has colorful scales. There are species of dower lip fish that are spread in warm waters throughout Indonesia. This is because Indonesia has tropical and subtropical regions. The habitat of this fish can be found on coral reefs and around other aquifer structures.

The fish tend to swim slowly and in groups as if looking for food. This dower lip fish can be found easily in the waters of Jikomalamo Beach tourist attraction and has become a sea-carrying attraction for diving tourists. Based on an interview conducted with a *scuba-diving instructor* of the Lacona Dive Center at the tourist attraction of Jikomalamo Beach, it is said that this fish is easy to find and has become a resident who settles in the waters of Jikomalamo because of the Jikomalamo coral reef. Therefore, the abundance of this type of fish resources is a special attraction for tourists who visit.



**Figure 4 Dower's Shorefish Pod**

Source : Research Results, 2024

Based on the documentation obtained by the researcher above, it can be said that the dower lip fish is a very potential sea attraction for tourists who have an interest in the field of *scuba-diving*. The attraction is expected to be developed effectively and efficiently so that it can attract many tourists who have an interest in marine tourism. Not demanding the possibility, tourist attractions can also be the location of marine conservation studies and tourism. However, pro-environmental development is needed so that the preservation of this type of fish is maintained for conservation consumption through the development of community-based tourism. The support of stakeholders is urgently needed in accordance with their respective capacities for the sustainability of the ecosystem and also ensuring its benefits for local communities.

Jikomalamo's marine tourism attraction also has other types of fish that are very aesthetic. *Schooling fish* has become one of the fish attractions that quite attract the attention of tourists. Group fish fry or called *schooling fish* are a pattern of fish behavior in their lives where a group of fish are together in one area, either temporarily or permanently. The characteristics of fish in groups are that they have the same type, have the same size, and exist in groups. This group fish behavior aims to defend itself against predators. The fish usually deceives the existence of its group from the attention of predators. In addition, it increases the chances of getting food, increases the chances of getting efficiency in movement. The types of fish that are often grouped are small ones including sardines, mackerel, kite fish and others.

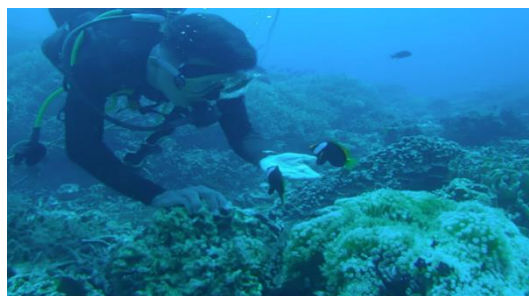


**Figure 5 Fish behavior in groups in Jikomalamo**

Source : Research Results, 2024

The behavior of *schooling fish* in the tourist attraction of Jikomalamo Beach is a type of mackerel with the Latin name *Rastrelliger sp.* This type of fish is a pelagic fish (fish that live on the surface) that live in groups, eat plankton, and come from the *Scombridae family*, which is the same family as tuna, codfish, skipjack, and lemuru. Mackerel that has *schooling fish* behavior is a special attraction in Jikomalamo beach tourist attraction. Based on the results of observations and interviews with researchers, it can be found that *schooling fish* are at a depth of 4-6 meters. This is a paradise for tourists who do *snorkeling*, *freediving*, and *scuba diving*, because tourists can interact directly with a school of fish fry and will be a satisfaction for tourists.

In addition, there are other types of fish, namely *angelfish* species that belong to the *Pomacanthidae* family. This fish has a rounded body and cheeks with a bright yellow base color and several prominent vertical black stripes. The tail fin of this *angelfish* is often blue. This fish can grow up to about 25 cm in length. This fish has a habitat that is commonly found on coral reefs and waters that are from 1 to 20 meters deep. This type of fish can also be found in the waters of the *Great Barrier Reef* in *Queensland*, Australia.



**Figure 6 Researchers conducting an underwater survey on Jikomalamo beach**

Source : Research Results, 2024

*Angelfish* in the sea of Jikomalamo can be an attraction for tourists who carry out sea tours. *The angelfish* in Jikomalamo also have similarities with *the angelfish* in



*Australia's Great Barrier Reef*. The Australian government also made this potential as a *branding* of tourist destinations to sell tour package products. Based on observations made by researchers by comparing the potential underwater attraction of the Great Barrier Reef, *angelfish* can be used as a separate attraction to sell tour packages at the Jikomalamo beach marine tourism attraction in Ternate.

In addition to having the beauty of fish species, Jikomalamo's tourist attraction also has a diversity of coral reefs. Coral reefs are one of the ecosystems that play an important role in coastal areas. However, it is also vulnerable to changes both internally and externally. Coral reefs are classified as a type of living thing (animal), namely as an individual organism or component of animal society. In its simplest form, corals can only consist of a polyp that has a tube-like shape with a mouth at the top surrounded by tentacles. The beauty of this coral reef ecosystem is also an attraction for tourists, especially interested in exploring the beauty of underwater nature. Its existence has attracted tourist visits and has become a trend for marine tourists to visit tourism destinations.

Coral reef ecosystems are important ecosystems for waters and become habitats for fish and other marine life. There are many benefits and high productivity that occur in coastal areas such as: fishing activities, increasing the number of tourists, developing coastal areas and increasing waste that causes pollution of water areas. Coral reefs are integral to a rich and diverse coral reef ecosystem. The diversity of colors and shapes makes coral reefs unique and can be a motivation for tourists to travel.



**Figure 7 Coral reefs in Jikomalamo**

Source : Research Results, 2024

The results of observations made by researchers show that coral reefs in the Jikomalamo Beach area have the potential to attract marine tourism. Efforts to reach coral reefs at Jikomalamo Beach can do *snorkeling* activities on the water surface, *freediving* 3 to 6 meters, and *scuba-diving* activities up to 20 meters. Empirically, there are groups of tourists who visit to enjoy the beauty of coral reefs in Jikomalamo. Tourist visits of this special interest are usually in small groups with a mission to get an authentic experience of the underwater realm. This trend has developed in tourist attractions on a sustainable basis. The average tourist who visits is a niche market type.

Jikomalamo's tourist attractions also present other tourist attractions such as turtles. Conceptually, turtles are one of the *omnivorous* animals. Each type of turtle has a specific diet. Turtles have a special shape of mouth and beak to help get their food. Hawksbill turtles have a pointed head and beak shape to make it easier to find food on coral reefs. Turtles can also be said to be animals that have a long lifespan, the length of life depends on the species. However, the longest turtles are up to 100 years old in the wild.



**Figure 8 Researchers observe the tourist attraction of Jikomalamo**

Source : Research Results, 2024

Based on interviews conducted with *scuba-diving* instructors, it can be found that turtles in the waters of Jikomalamo have become a tourist attraction for the past three years. This turtle can also always be found in coastal areas. Tourists who take *the tour discovery* package will also be brought to see and interact directly with the turtles. The existence of the turtle is in its pristine habitat and tourists can interact with it. However, the turtle's survival needs to be maintained. Carrying capacity must be considered in the visitor management process. Tourist visits so far are usually in small groups and guided by the local community so that the negative impact that arises can be minimized, especially on the condition of the pentyu itself.

The other marine life in the Jikomalamo tourist attraction is often a special concern for tourists. *Nudibranch* is one of the most interesting types of marine life and has the most beautiful colors. *This nudibranch* or sea snail is made up of skin, muscles and organs of the body because it has left a shell millions of years ago (Denelius deep). So far, more than 3000 species of *Nudibranch* are known to live in shallow waters, coral reefs, to dark seabeds with a depth of 1 kilometer (Aiken 2003). *Nudibranch* is also categorized as a fauna native to Indonesia. This type of animal can be found in the waters of Jikomalamo at shallow depths up to 20 meters deep.



**Figure 9 Nudibranch carrying an egg in its shell**

Source : Research Results, 2024

*The Nudibranch* in the waters of Jikomalamo itself is an attraction for tourists who aim for *scuba-diving*. Most of the tourists who visit are interested in marine life and underwater life. The trend of *scuba diving* is always increasing in Jikomalamo's tourist attractions. This type of biota is always sought after by *scuba diving* tourists because of its unique characteristics so that it gives its own impression in the beauty of the underwater nature. The life of this biota is quite diverse so that tourists can find it randomly. However, its existence is quite attractive to serious attention from underwater

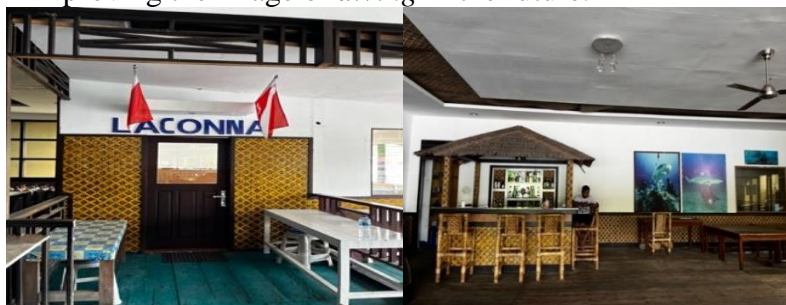
lovers. Of course, this will be an addition to the strength factor of this tourist attraction in the future. However, further identification is needed and packaged in attractive promotions and marketing to reach a wider niche market.

Jikomalamo tourist attractions provide complete tourist activities. Based on the results of the observations made, tourists can do various kinds of water sports activities, such as rowing, using *banana boats*, swimming, *scuba diving*, *snorkeling*, *freediving*. When traveling to the tourist attraction of Jikomalamo Beach, tourists can use the Lacona Dive Center to do *scuba diving*. The package price offered by Lacona Dive Center is a *discovery package* of Rp.600,000 where tourists who do not have a *diving* certificate can enjoy the underwater view of Jikomalamo. The package includes *scuba diving* equipment, such as diving suits, frog legs, masks, documentation, 1+1 instructors, *oxygen* cylinders, and *coffee breaks*.

However, if tourists have the ability to *freedive*, tourists only need to rent Rp.200,000 for frog legs, masks and *coffee* breaks. The attraction offered for *freediving* is to interact directly with a school of fish or *schooling fish*. In addition, tourists can also enter an artificial cave at a depth of 5 meters. Meanwhile, for snorkeling activities, tourists can see the beauty of coral reefs and marine life from the water surface. A different *scuba-dive* experience can also be felt at Jikomalamo Beach, where tourists can try diving at night. In the context of this time, tourists will be able to see sleeping marine life. *Diving* at night in the tourist attraction of Jikomalamo can be said to be safe. This is because Jikomalamo's location is in Hol Bay.

*“Disini torang juga kase sedia fun diving di malam hari, karna torang tigel 24 di site jadi aman, biasanya yang ambil paket wisata ini tu tong jual ke orang-orang yang yang so punya lisensi”* (Hasil wawancara, November 2023)”

Based on the results of an interview with the manager of the Lacona Dive Center, it shows that there are attractions that can be done 24 hours a day on Jikomalamo beach. This is because all managers live and are 24 hours at the Lacona Dive Center which allows tourists to explore the Jikomalamo sea at night. Security and safety factors are well considered by the manager because they are facilitated regularly. The manager always conducts monitoring activities for the *diving* activity so as to facilitate the handling system. The goal is to provide security, safety, satisfaction and happiness for tourists in tourism activities in Malalm today. Empirically, diving activities at night that provide a unique experience have been running safely and smoothly. The majority of tourists are very fond of *diving* activities at night. This proves that there is no negative image of tourists about the security and safety of *diving* activities at night. Of course, this is a strong point in improving the image of *diving* in the future.



**Figure 10 Lacona Dive Center Facilities in Jikomalamo, Ternate**

Source: Research Results, 2024

Jikomalamo Beach also offers other water attractions such as *banana boats* provided by the manager. Tourists can use a *banana boat* to go around the waters and

witness the natural beauty of white sand and the clarity of the water. Playing *banana boat* can provide an extraordinary experience for tourists. Tourists can enjoy the ride by paying Rp.25,000/person. Tourists will be given the opportunity to go around the surrounding waters twice. Based on the results of the researcher's observations, the manager of the *banana boat* has provided a life *jacket* and there are two managers who ride on the banana boat *towing* boat. This aims to ensure safety for tourists who use *banana boat* rides. *Banana boat* rides also have a *maintenance process* that is carried out with the aim of reviewing the marine engines used and the quality *of the boats used*. *The boat* used must be in good condition to prevent unwanted accidents.

Based on social reality, Jikomalamo's tourist attraction also has a very aesthetic supporting attraction. The uniqueness and beauty of the supporters are very religious. The first beauty lies in the view of Mount Hiri Island. The first uniqueness is the geographical location, the location of Jikomalamo beach with the adjacent Hiri Island. This makes Jikomalamo superior in offering *views* so that tourists can see Mount Hiri Island with a clean blue seascape and sky color. Seeing the beautiful view of Hiri Island from Jikomalamo can provide its own mental satisfaction for tourists. This supporting attraction greatly strengthens the characteristics of this marine tourism attraction. This is because it is different from other coastal tourism attractions that are managed by the community. Effective marketing portraits will give significant results because of the beauty of *the view* that seems to complete the package of natural beauty of Jikomalamo tourist attractions.



**Picture 11 View of Hiri Island taken from Jikomalamo Ternate**

Source: Indonesian Geographic Instagram.com/national, 2024

Furthermore, the tourist attraction of Jikomalamo also presents the sunset perfectly for tourists. In recent years, the activity of watching the sunset has become an easy children's tourism trend. This can be seen in various tourist attractions that offer sunset points that are always filled with tourists. This is because seeing *the sunset* can provide a sensation of pleasure and satisfaction in itself and can also be said to be good for maintaining mental health. This trend is also developing among millennial tourists and also gen z when visiting. Of course, this adds to Jikomalamo's competitiveness to attract tourist visits in the future in an effort to develop community-based tourism managed by local communities.



**Picture 12 Sunset at Jikomalamo Beach, Ternate**

Source: researcher and [www.google.com/barakati.id/documents](http://www.google.com/barakati.id/documents), 2024

Jikomalamo Beach has a large area of land so that it can become a favorite place for the people of Ternate to camp. In addition to offering mountain and beach views, camping in the Jikomalamo beach area can also be said to be safe because there is already electricity, access to drinking water, and excellent road access. However, until now there is no tent rental or camping facilities available. This is required for tourists to be able to bring their own camping equipment from home. Even so, there are still many tourists who come for the purpose of camping. Therefore, this needs to be addressed properly to attract future visits so that it can increase economic growth for the local community. This is because camping activities have become a new economic diversification for local communities in improving their welfare.

Talking about tourism, it cannot be separated from the tourism accessibility component. Accessibility is the convenience provided to tourists in visiting a tourist attraction. In the context of Jikomalamo tourist attractions, the results of observations using *google maps* show that to get to Jikomalamo marine tourism attractions requires a distance of only about 16 kilometers from the center of Ternate City. Tourists can access via highway with good paved road conditions. After arriving at Takome village, tourists will get information on directions to Jikomalamo Beach to Jikomalamo street. Traffic conditions towards Jikomalamo are not too congested. This is because the city of Ternate is still not densely populated when compared to other big cities in Indonesia.



**Figure 13 Directions and Road Conditions to Jikomalamo Beach**

Source : Research Results, 2024

Accessibility is something that can greatly help make it easier for tourists to access a tourist attraction. The presence of signboards and good road conditions can be a good impression for tourists. Although currently internet access is very open, but in certain areas where internet access is weak, signage internet access is very useful, especially for tourists who are just visiting tourist attractions, without using a tour guide. Unnafi 2022 said that getting information related to tourist attractions, how tourist facilities exist, accessibility information. This component has a positive and significant influence in increasing tourist satisfaction (Saway et al 2021) in (Wibowo et al. 2023).

Jikomalamo tourist attraction has tourism facilities and also supporting facilities to meet the needs of tourists. Tourism facilities are lodging for tourists and tourism *scuba*

*diving* facilities . In addition, there are also supporting facilities such as restaurants by providing local culinary specialties. Empirically, there are 25 floating restaurants that serve food and beverages. One of the typical foods that can be tried is thinly fried Goroho bananas, *dabu-dabu roa* (Ternate chili sauce), and young coconut ice. Based on the results of the interviews conducted, the bananas that were cooked and sold were obtained from farmers directly. Tourists who come can enjoy Ternate's typical chili sauce, namely, *sambal roa*. *Sambal roa* is made from a combination of *roa* fish that is finely sown and then sangria along with curly red chilies, what makes this *sambal* special is that there is a fish flavor. *Sambal roa* is often paired with manado porridge, flour fried bananas and original fried bananas. Tourists can also enjoy fresh young coconuts sold by the manager of the Jikomalamo Beach tourist attraction in Ternate.



**Figure 14 Fried Banana and Sambal Roa, Ternate's culinary specialties**

Source : [www.google.com/makanapahariini.com](http://www.google.com/makanapahariini.com), 2024

Talking about community-based tourism, it is inseparable from who manages and how to manage the management of these tourist attractions. The tourist attraction of Jikomalamo beach is an attraction that is fully managed by the people of Takome Ternate Village. The management of Jikomalamo marine tourism attractions is purely not involving the Ternate City Tourism Office. Although it is fully managed by the community, it can be seen that there are still many people who do not participate in tourism management. This can be seen from the unemployment rate which is still high. The more people who participate in attraction management, the lower the unemployment rate in a village. From Table 4.2 about the number of residents of Takome Village by occupation, as many as 202 people have jobs out of a total population of 1,129 people. Therefore, it can be concluded that only 20% of the community has a job and the other 80% of the community is unemployed.

This phenomenon is the morning urgency of the Takome Village Government to involve more people in tourism management, especially Jikomalamo Beach. On the other hand, there is no tourism awareness group (*pokdarwis*) formed by the community which is basically an organization that aims to manage tourist attractions so that the benefits of attraction can be felt by the community. The management of most of the Jikomalamo Beach marine attractions is managed by *Lacona Dive Center* as a scuba diving service provider. Although the community has made changes to the development of Jikomalamo Beach tourist attractions. However, overall tourist attractions can be said to still have very minimal community participation. This requires management that can involve the community and stakeholders.

**Table 1**  
**Management of Jikomalamo Beach Marine Tourism Attraction Ternate**

<b>Number</b>	<b>Tourism Potential</b>	<b>Management</b>	<b>Benefit Sharing</b>
1	Attraction of Dower Lip Fish ( <i>Sweetlips</i> )	Lacona <i>Dive Center</i>	The distribution of benefits from the management of this natural attraction was given to the community working at the Lacona <i>Dive Center</i> by Mr. Adam Masrsyaoli. Part of the income of the Lacona Dive Center is allocated to the construction/improvement of road access to Jikomalmo Beach.
2	Attraction <i>Schooling Fish</i>	Lacona <i>Dive Center</i>	The distribution of benefits from the management of this natural attraction was given to the community working at the Lacona <i>Dive Center</i> by Mr. Adam Masrsyaoli. Part of the income of the Lacona Dive Center is allocated to the construction/improvement of road access to Jikomalmo Beach.
5	Enjoying Ternate Local Culinary (Terpung Restaurant)	Individual Requirements	The distribution of benefits is regulated by the community individually who manage the business individually. Some of the people have workers to be paid, some of the people manage independently without hiring workers

Source: Research Results, 2024

## Conclusion

The practice of managing Jikomalamo's tourist attraction is marine tourism by placing local communities as subjects and objects in the management of tourism. The tourist attractions that are developed are always based on local potential that has unique and significant beauty. However, the development of tourism potential still has obstacles in its management. The obstacle lies in the institutional component that manages Jikomalamo's tourist attractions. Empirically, it can be seen that there is no official institution that manages so that the direction of its management becomes vague. The direction of industrial growth, promotion and marketing is a crucial aspect that must be developed in the future. However, to be able to do this, it is necessary to formulate an institution that is authorized to manage this tourist attraction.

The practice of community-based tourism management in the Jikomalamo tourist attraction is controlled by the local community under the Lacona Dive Center. The management existing condition is only carried out by the Lacona Dive Center by employing local communities. Other stakeholders are not involved at all such as the government, academics and non-governmental organizations. In fact, the government has an important role in facilitating and regulating the management of community-based tourism. The impact of not being involved is the pollution of the carrying capacity of the environment and there is no clear management direction in the future.

Based on these findings, the researcher proposes a future management strategy to fix the existing problems. Among them are tourism awareness counseling, diversification of tour packages, establishment of tourist attraction management bodies, improvement of

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human resources through training, cooperation with the scuba diving community and the implementation of entrance fees. This is very urgent to be applied in the tourist attraction of Jikomalamo so that it can increase the growth of tourism products in the future towards the values of inclusivity. The implication of this study is to present a strategic approach in the development of community-based tourism so that it can achieve sustainable development goals.



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