FJAS
FORMOSA JOURNAL OF APPLIED SCIENCES

Analysis of the Carrying Capacity of Nabita Tourism at Nagari Binjai Tapan, Ranah Ampek Hulu District, Tapan, Pesisir Selatan District

Filza Nadilla Utari[1*], Rika Despica[2], dan Nefilinda[3*]
Universitas PGRI Sumatera Barat
Corresponding Author: Nefilinda nefilinda@yahoo.com

A R T I C L E I N F O	A B S T R A C T
	The aim of the study was to analyze the carrying capacity of the Nabita tourist attraction in Nagari Binjai Tapan, Ranah Ampek Hulu Tapan District, and Pesisir Selatan District. There are 3 formulations of the problem, namely: the carrying capacity of the Nabita tourist attraction, the management support, and the attractiveness of the Nabita tourist attraction. The research method is descriptive quantitative. Research results: 1). The carrying capacity of the Nabita tourist area, as a whole the Nabita Tourism Object can have a carrying capacity of 231 people/day, 2). Management carrying capacity obtained a percentage of 100% so it can be concluded that what is needed to manage the Nabita tourist attraction, 3). The attractiveness of the Nabita tourist attraction was obtained with a total number of 10,501, an average of 3.961, a percentage of 79.22 with very attractive criteria.

INTRODUCTION

West Sumatra has uniqueness and beauty as well as natural and cultural resources that have potential in tourism, but are not visited by many tourists because West Sumatra is less attractive. However, West Sumatra has no less beautiful natural scenery from the mountains to the coast which has potential but has not been well organized due to a lack of maximum promotion. Government programs on tourism can also help increase tourism, but cannot be separated from the interference of the local community. The purpose of making or establishing tourism is to help empower the surrounding community to improve the community's economy. Pesisir Selatan Regency has many tourist objects that are popular with local and foreign tourists, one of which is nature tourism. The main attraction of carrying capacity comes from the beauty of nature and its environment. Nature tourism can also be said as ecotourism, which is a tourism activity that is located in nature and has the aim of preserving nature. To develop a tourism object, an analysis of the carrying capacity of the object to be developed can be carried out.

The carrying capacity of an area according to Law Number 32 of 2009 concerning Environmental Protection and Management article 1 point 7 states that the carrying capacity of the environment is the ability of the environment to support human life and other living things. When making observations, researchers look at the carrying capacity of the tourism object area, they must pay attention to the conditions of the tourism carrying capacity of the area so that the needs of tourists can be fulfilled optimally. Tourism carrying capacity is the number of tourists that can be accommodated with activities that can be supported sustainably by a tourist location or destination. Tourism carrying capacity can be measured by the number of visitors who stop over or visitors who stay for a certain period, or the amount that can be accommodated.

Based on observations of one of Nabita's natural attractions, it is an elephant embankment located on the banks of the Binjai Tapan River, Ranah Ampek Hulu District, Pesisir Selatan District which was inaugurated by the Governor of West Sumatra together with members of the West Sumatra DPRD on January 22, 2023. This elephant embankment has since been built until now visited by many visitors both from the surrounding community and from outside the sub-district. Even now the elephant embankment area is already busy with traders selling around the area. Furthermore, this tourist attraction area was originally built to deal with flood events caused by the Binjai River when rainfall is high within a day, so the elephant embankment was built. Then this tourist attraction has several facilities such as places to eat, parking areas, and places to relax. Crowd activity is actually a concern because it could have an impact on environmental cleanliness in the area of the elephant embankment and the Binjai River, and with the inauguration of the Nabita tourist attraction, researchers are interested in examining whether the Nabita tourist attraction has supported it in terms of its area. Initially, the area was often affected by river overflows, then the availability of parking area facilities in the Nabita tourist area, meant that there were managers working at the tourist attraction.

The location of the elephant embankment is rock arranged on the cliffs and banks of the Binjai river, with so many visitors visiting, meaning that according to visitors the Nabita tourist attraction has its own charm.

LITERATURE REVIEW
A. Tourism

Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local government (UU No. 10 of 2009 Article 1). Tourism is a new type of industry capable of producing rapid economic growth by providing employment, increasing income, and living standards, and stimulating other productivity sectors (Pandit in Barreto & Giantari, 2015). Meanwhile, according to Suta & Mahagangga (2018), Tourism is a complex activity that can be viewed as a large system, consisting of various components such as economic, ecological, political, social, cultural, and so on. Based on the definition above, it can be concluded that tourism is all forms of tourism activities in which there are tourist interactions, which are supported by the facilities and services provided and have economic, ecological, political, and socio-cultural values.

Tourism by type

Meanwhile, according to Mappi in Pradikta (2013), tourist objects are grouped into three types, namely:

1. Natural tourist objects, for example, seas, beaches, mountains (volcanoes), lakes, rivers, fauna (rare), protected areas, nature reserves, natural landscapes, and others.
2. Cultural tourism objects, for example, birth ceremonies, (traditional) dances, (traditional) music, traditional clothing, traditional marriages, rice field ceremonies, harvest ceremonies, cultural heritage, historical buildings, traditional heritage, cultural festivals, cloth weaving (traditional), local textiles, performances (traditional), local customs, museums, and others.
3. Artificial tourist objects, for example, sports facilities and facilities, games (kites), entertainment (comedy or acrobatics, magic), dexterity (horse riding), recreational parks, national parks, shopping centers, and others.
    Travel by Destination

According to Hasan (2015), tourism is based on its objectives, namely:
1. Culinary Tourism, this tour is not only about feeding and pampering the stomach with a variety of regional specialties when visiting tourist sites.
2. Sports Tourism, this tour combines sports and tourism activities. Activities on this trip can be in the form of active sports that require visitors to make direct physical movements.
3. Tourism for commercial purposes, tourists who go to commercial exhibitions and trade events, such as industry fairs and trade fairs.
4. Marine tourism, tourism related to water activities in lakes, beaches and at sea.

5. Tourism for industrial purposes Travel undertaken by groups of students or individuals to an industrial location with the intent and purpose of conducting research.
6. Nature reserve tourism is a type of tourism that is often organized by agencies or travel agencies that specifically arrange business trips to locations such as nature reserves, protected parks, mountains, and regional forests, all of which are protected by nature reserves.
7. River tourism, according to Government Regulation of the Republic of Indonesia no. 35 of 1991, the river is a place and container as well as a network for airflow from springs to estuaries with right and left boundaries and along the flow through the boundary line. For the purposes of planning and developing river tourism, it is necessary to understand the behavior and character of the river. The behavior of a river can be seen from the presence of water, while the character of a river can be seen from its ecosystem.

B. Tourism Carrying Capacity

The carrying capacity of an area according to Law Number 32 of 2009 concerning Environmental Protection and Management article 1 point 7 states that the carrying capacity of the environment is the ability of the environment to support human life and other living things. According to Eagle and McColl in Damanik and Weber (2006:59), tourism carrying capacity is the number of visitors and tourist infrastructure that can be accommodated in an area without reducing biophysical quality and tourist attractiveness. In line, Zhiyong & Sheng Bibin et al. (2017) argued that the carrying capacity of tourism is the maximum number of people who can use an area without disturbing the physical environment and reducing the spiritual quality obtained by visitors and not harming the social, economic and cultural aspects of the local community. The same thing was stated by Akliyah & Umar (2013) carrying capacity is the number of tourists who are physically acceptable in the area provided at a certain time without causing disturbance to nature and humans. According to Akliyah & Umar, (2013), the carrying capacity of an area can be seen from: a) Type of activity, b) Area, c) Number of visitors, d) Time spent. Based on the definition of several experts that the carrying capacity of tourism can be concluded that the carrying capacity of a tourist area is the capacity that can be accommodated by a tourist object in a certain period of time.

- **Tourism Carrying Capacity Indicator**

The carrying capacity of tourism is measured by the carrying capacity of the region and the carrying capacity of tourism management, while the indicators are as follows:

1. **Regional Carrying Capacity**

According to (Akliyah & Umar, 2013) the indicators of the carrying capacity of the area are Ecological potential, Type of activity, Area, Number of visitors, Time provided by tours, Time spent by visitors, and Management Supporting Capacity. Management carrying capacity shows the number of tourists that can be served optimally by the human

resources provided by the manager of tourist attractions (I Nyoman Sudiarta 2020). Management carrying capacity or MC (Management Capacity) is the number of tourism management officers needed by a tourist attraction (Hamdani & Wardani, 2018). The indicators are the Number of managers needed and the number of managers working.

2. Tourist Attraction

Based on the Law of the Republic of Indonesia No. 10 of 2009 explains that Tourist Attraction is everything that has uniqueness, beauty, and value in the form of the diversity of natural wealth, culture, and man-made products that are targeted or visited by tourists. According to Marpaung (2019), Tourist attraction is everything that has uniqueness, beauty, and various values of natural, cultural, and man-made wealth which are the targets or destinations of tourists. According to Nurlestari (2016), a tourist attraction is anything that has the value of attractiveness, uniqueness, and ease of reaching tourist sites that can be used as a tourist destination to come to a certain area. Firawan & Suryawan (2016) argues that a tourist attraction is anything that has natural beauty found in the attractiveness of a tourist attraction that makes people visit the tourist object. Based on some of the expert definitions above, it can be concluded that tourist attraction is everything that can attract tourists to visit the tourist object, both in terms of beauty, uniqueness, and everything that visitors find interesting to visit.

- **Tourism Attractiveness Indicator**

A tourist attraction must meet the requirements for regional development, according to Maryani in Kirom et al. (2016) these conditions include:

1. What to see, namely in that place there must be tourist objects and attractions that are different from those owned by other regions. What to see includes natural scenery, activities, arts, and tourist attractions
2. What to do, that is, in that place apart from having a lot to see and witness, recreational facilities must be provided that can make tourists feel at home for a long time in that place
3. What to buy, namely tourist destinations, facilities must be available for shopping, especially souvenirs and folk crafts as souvenirs to be brought back to their place of origin.
4. What to arrive, which includes accessibility, how do we visit the tourist attraction, what vehicle will be used and how long will it take to arrive at the tourist destination
5. What to stay, namely how tourists will stay for a while while they are on vacation, whether in star hotels or non-star hotels and so on.

According to Liantika Rindani (2016) indicators of tourist attraction are a). Attractions, b) Accessibility, c) Amenities/facilities, d) Ancillary Services (tourism support services). Meanwhile, according to Damanik and Weber in Aprilia (2017) that in offering a tourism product there are three components that need attention, namely attractions, accessibility, and amenities. Meanwhile, according to Rif'an (2018), tourist attraction can be seen from several things including a). Something to see, b) Something to do, and c) Something to buy. Then Marpaung (2019) tourist attractions must pay attention to Service quality, tourist facilities, tourist safety, tourist satisfaction, and interest in repeat visits. Meanwhile, according to Spillane in Ester et al (2020) indicators in a tourist attraction that are very important are: unique souvenirs, natural beauty, hospitality, and fresh air.

According to Putri et al. (2020), Sapta Pesona Wisata is a condition that must be realized in order to attract tourists to visit an area or region in Indonesia. The seven charms element is defined as follows:

1. Safe, an environmental condition in a tourism destination that provides a sense of calm, free from fear and anxiety for tourists.
2. Orderly, an environmental and service condition in a tourism destination that reflects a high attitude of discipline as well as physical quality and services that are consistent, orderly, and efficient.
3. Clean, environmental conditions and quality of products and services in tourism destinations that reflect a healthy/hygienic condition.
4. Cool, an environmental condition in a tourism destination that reflects a cool and shady condition that will give tourists a comfortable feeling and "feel at home".
5. Beautiful, is an environmental condition in a tourist destination that reflects a beautiful and interesting situation that will give tourists a sense of awe and a deep impression.
6. Friendly, an environmental condition originating from the attitude of the people in tourism destinations that reflects a friendly, open atmosphere and high acceptance of tourists.
7. Memories, a form of a memorable experience in a tourist destination that will give tourists a feeling of pleasure and beautiful memories that will leave an impression on tourists.

METHODOLOGY

This type of research is descriptive quantitative. Descriptive research is research that is very simple to other research, in that we do nothing about the objects and areas studied (Arikunto, 2014). Quantitative data is a research method that is based on positivistic (concrete data), research data is in the form of numbers that will be measured using statistics as a counting test tool, related to the problem being studied to produce a conclusion (Sugiyono 2018; 13). The location in this study was the Nabita tourist attraction in Nagari Binjai Tapan, Ranah Ampek Hulu District, Pesisir Selatan Regency.

The population in this study were all 14 managers, the government, the local community, and visitors who came to the Nabita tourist attraction, namely based on data from the last month there were as many as 200 people located in Nagari Binjai Tapan in Ranah Ampek Hulu District, Pesisir Selatan Regency, namely data February 2023. Meanwhile, the sample consisted of 54 people (25% of 214 people). Primary data in this study is data obtained from direct field observations of the tourism object management team. Secondary data in this study is data on the number of visitors, types of tourism activities, and the number of tour operators. Data Collection Techniques from observation, questionnaires, and documentation.

Data analysis technique

Calculation of the carrying capacity of tourist areas using the formula:

DDK = $K \times$ LP/Lt $\times\times$ Wt/Wp

Information :

DDK = Carrying capacity of the region

K = Tourist ecological potential per unit area

Lp = Area or length of the area that can be utilized

Lt = Area unit for a certain category

Wt = Time provided by the area for tourism activities in 1 day

Wp = Time spent by tourists on certain activities

Analysis of the Carrying Capacity of Tourism Object Management MC (Management Capacity) is the number of tourism management officers required by a tourist attraction. The calculation formula is as follows:

MC = Rn/Rtx100%   (Hamdani & Wardani, 2018)

Information:

Rn = number of existing management officers

Rt = number of management officers needed

- **Tourist Attraction**

Analysis of natural tourist attraction data is calculated using the following formula:

Attractiveness=(Average of respondents' answers)/(Number of respondents) x 100%   (Pratiwi et al., 2018)

The calculation results from the formula above are classified based on the following criteria:

Table.1 Attractiveness Criteria

Percentage	Criteria
>66.6%	Very Attractive
33.3% - 66.6%	Attractive
<33.3%	Unattractive

Source: Pratiwi et al. (2018)

- **Percentage Analysis**

To see what percentages and criteria for the carrying capacity and attractiveness of tourist objects based on indicators and sub, it is measured by the following formula:

D=(Respondents' average answer)/(Number of respondents)x 100%

Table.2 Criteria for measuring the percentage of carrying capacity and attractiveness of tourist objects

Percentage	Criteria
76% - 100%	Very Supportive
51% - 75%	Support
26% - 50%	Enough Support
<25%	Less Support

Source: Leonard et al. (2020)

RESEARCH RESULT

Geographical Location of Ranah Ampek Hulu Tapan District Ranah Ampek Hulu Tapan is one of the sub-districts in Pesisir Selatan Regency. The geographical location of Ranah Ampek Hulu Tapan Subdistrict is 2012'00" South Latitude and 101012'0.000" East Longitude. This district is bordered by several areas including:

To the north : Basa Ampek District, Balai Tapan
To the south : Lunang District
To the East : Jambi Province
West side : Lunang District and Silaut District

Ranah Ampek Hulu Tapan District is bordered by 2 rivers, namely the Batang Nilau River and the Batang Tapan River. Ranah Ampek Hulu Tapan District has an area of 288.02 Km2. And has 10 Nagari. (BPS Pesisir Selatan Regency 2021).

A. The carrying capacity of the Nabita Tourism Object Area in Nagari Binjai Tapan, Ranah Ampek Hulu Tapan District, Pesisir Selatan Regency

Tourism carrying capacity is the maximum number of people who are allowed to visit one tourist spot at the same time without causing damage to the physical, economic, and socio-cultural environment and a decrease in quality that is detrimental to tourist satisfaction (Livina in Egi Sasmita, 2014).

a. Ecological Potential

The availability of clean water at the Nabita tourist attraction has a large volume, the distance between the clean water location and the tourist attraction is 0-1 km and it is very easy to flow to the Nabita tourist attraction, the available clean water is suitable for direct consumption and is available throughout the year. Then for environmental sanitation, there are only trash cans.

b. The area used by visitors

The area of Nabita tourist attraction area is 100 ha, where this area consists of fishing with an area of 500 meters, bathing with an area of 400 meters, and selfies with an area of 1000 meters.

c. Area Units For Specific Activities

For facilities, there are only places to eat in the form of small huts lined up on the banks of elephant rocks on the banks of the river, while for infrastructure there are car and motorbike parking areas, roads, and telephone networks.

d. Time Provided by the Area for Tourism Activities

The time provided by the tourist attraction is 8 hours, starting from 8.00 WIB to 16.00 WIB.

e. Time spent by tourists for tourism activities

The average time spent by visitors is 3 to 4 hours, and this is used by visitors to take selfies, sit back while enjoying the scenery and the cool air, bathe, and fish.

Calculation of the carrying capacity of coastal tourism areas is carried out using the formula:

$$DDK = K \times LP/Lt \times\times Wt/Wp$$

Calculating using the formula, I can conclude that overall the Nabita Tourism Object can have a carrying capacity of 231 people/per day.

The following table describes the questionnaire that has been filled out by the respondents. The Nabita tourist attraction area has an area of 100 hectares with an area that can be utilized for several activities, namely fishing with an area of 500 meters, bathing with an area of 400 meters, and selfies with an area of 1000 meters. Based on the results of data processing from the questionnaire that was filled in by the respondents, the following results were obtained:

Table.3 Tourism Carrying Capacity to Accommodate Visitors

Activity	Lp	Lt	Wp	Wt	Result (Person/day)
Fishing	500 m	50 m	4	8	DDK = $K \times$ LP/Lt $\times$ Wt/Wp = 1$\times$ 500/50 $\times$ 8/4 = 20 people/day
Bath	400 m	50 m	3	8	DDK = $K \times$ LP/Lt $\times$ Wt/Wp = 1$\times$ 400/50 $\times$ 8/3 = 11 people/day
Selfie	1000 m	50 m	4	8	DDK = $K \times$ LP/Lt $\times$ Wt/Wp = 1$\times$ 1000/50 $\times$ 8/4 = 200 people/day
Total					231 Person/day

Source: Processed Primary Data 2023

The results of the calculation of the carrying capacity of the Nabita tourist area in the tourism carrying capacity table that can accommodate visitors are obtained, for fishing activities with an area length of 500 meters that can accommodate 20 visitors/day, for bathing activities with an area length of 400 meters it can accommodate 11 visitors/day and for selfie activities with an area of 100 meters can accommodate as many as 200 visitors/day. So that overall the Nabita Tourism Object can have a carrying capacity of 231 people/day.

- **The carrying capacity of the Nabita tourism object management** in Nagari Binjai Tapan, Ranah Ampek Hulu Tapan District, Pesisir Selatan Regency.
- **Management carrying capacity or MC** (Management Capacity) is the number of tourism management officers needed by a tourist attraction (Hamdani & Wardani, 2018).
- **Number of Existing Management Officers**
  The Nabita tourism object has 14 managers who work in managing tourism which has an area of 100 ha located in Nagari Binjai, Ranah Ampek Hulu Tapan District, Pesisir Selatan Regency.
- **Number of Management Officers Required**
  Based on the results of filling in the questionnaire by the Nabita tourism object manager, managing the Nabita tourist attraction to run well requires as many as 14 managers.

At this stage, the researcher collected data from a questionnaire filled in by the Nabita tourist attraction manager. Based on the data obtained then processed as follows:

$$MC = 14/14 \times 100\%$$
$$= 1 \times 100\%$$
$$= 100\%$$

Based on the processing results above, a percentage of 100% was obtained, so it can be concluded that the management support needed to manage the Nabita tourist attraction in Nagari Binjai, Ranah Ampek Hulu District, Pesisir Selatan Regency is very supportive for managing tourism objects.

B. The attractiveness of the Nabita tourist attraction in Nagari Binjai Tapan, Ranah Ampek Hulu Tapan District, Pesisir Selatan Regency

A tourist attraction is something that can attract someone to a destination (Rif'an 2018).

- **Something To See**

Based on observations at the location, the Nabita tourist attraction has very good views with beautiful hills and a clean river around the tourist attraction plus the arrangement of rocks as a river embankment adds to the tourist attraction (Something to see),

- **Something To Do**

Activities carried out by visitors in the Nabita tourist area are bathing, fishing, and taking pictures (Something to do).

- **Something To Buy**

The Nabita tourist attraction has souvenirs such as T-shirts with the words "I Love Nabita" as well as foods sold around the Nabita tourist area (Something to buy).

- **Sapta Pesona**

In terms of security, the Nabita tourist attraction is classified as safe because it has 14 managers who are tasked with paying attention to tourism and visitor security, then in terms of the order, the Nabita tourist attraction is classified as orderly because it has a neatly arranged and spacious parking area and visitors also maintain order in doing tours, then in terms of cleanliness, the Nabita tourist attraction is very clean because there are trash cans available and there is a cleaning team from the tourism object manager, then from a cool perspective, the Nabita tourist attraction is relatively cool because there are places to relax and the temperature around the Binjai river adds to the coolness of Nabita tourism. In terms of beauty, the Nabita tourist attraction is very beautiful because it has a background of rows of hills and clean rivers, and large rock formations that attract visitors to visit. In terms of hospitality, the Nabita tourist attraction is classified as friendly, both from the friendliness of the people around the tourist area, the friendliness of the manager, and also the friendliness of the visiting visitors. In terms of memories in the Nabita tourist attraction, there are beautiful scenic memories that can give visitors memories to return to the Nabita tourist attraction, and there are also typical souvenirs of the Nabita tourist attraction.

Analysis of natural tourist attraction data is calculated using the following formula:

Attractiveness = (Respondents average answer) / (Number of respondents) x 100% (Pratiwi et al., 2018)

Results were obtained with a total number of 10,501, an average of 3.961, and a percentage of 79.22 with very attractive criteria. Data collection on the attractiveness of the Nabita tourist attraction was carried out by distributing questionnaires to 50 tourist respondents who visited the Nabita tourist attraction, the following results were obtained:

Table.4 Attractions of Nabita Tourism Objects

No	Indicator	Sub Indicator	Total	Average	%	Criteria
1	Something to see	-	1804	4,51	90,2	very interesting
2	Something to do	-	1575	4,42	88,45	very interesting
3	Something to buy	-	626	4,173	83,47	very interesting
4	Sapta Pesona	Safe	1538	3,845	76,9	very interesting
		Orderly	848	3,392	67,84	interesting
		Clean	1078	3,593	71,87	interesting
		Cool	806	4,03	80,6	very interesting
		Beautiful	821	4,105	82,1	very interesting
		Friendly	893	3,572	71,44	interesting
		Memory	512	3,413	68,27	interesting
Total			**10501**			
Average			**3,961**			
Percentage (%)			**79,22**			
Criteria			**Very Good**			

Source: Primary Data Processing 2023

Based on the Nabita tourist attraction table, results were obtained on the something to see indicator with a total of 1,804, an average of 4.51, and a percentage of 90.20% with very good criteria. On the something-to-do indicator, the number is 1,575, the average is 4.42, and the percentage is 88.45% with very good criteria. In the something to buy indicator with a total of 626, the average is 4.173, the percentage is 83.47% with very good criteria. Furthermore, the Sapta Pesona indicator is divided into 7 sub-indicators with the results obtained per sub-indicator, namely the safe sub-indicator obtained a total of 1,538, an average of 3.845, a percentage of 76.90% with very good criteria. For orderly sub-indicators, the results obtained were 848, an average of 3.392, a percentage of 67.84% with good criteria. Furthermore, the net sub-indicator obtained results with a total of 1,078, an average of 3.593, and a percentage of 71.87% with good criteria. Then the cool sub-indicator obtained results with a total of 806, an average of 4.03, and a percentage of 80.60% with very good criteria.

The beautiful sub-indicator obtained results with a total of 821, an average of 4.105, and a percentage of 82.10% with very good criteria. Then the friendly sub-indicator obtained results with a total of 893, an average of 3.572, a percentage of 71.44% with good criteria. And for the memories sub-indicator, the results obtained were 512, the average was 3.413, and the percentage was 68.27% with good criteria. So from all indicators measuring the level of attractiveness of the Nabita tourist attraction, results are obtained with a total number of 10,501, an average of 3.961, and a percentage of 79.22 with very attractive criteria. For more details can be seen in the diagram below:
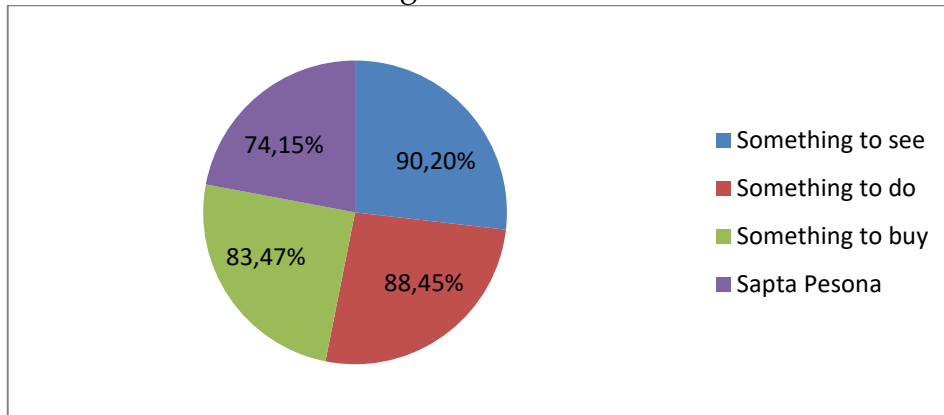

Figure.1 Nabita Attraction Attraction Diagram

Something to see the indicator, on this indicator anything that can be seen or seen at the Nabita tourist attraction with a yield of 90.20% with very good criteria, meaning that something to see or something that can be witnessed at the Nabita tourist attraction can be categorized as very interesting. Something to do indicator, in this indicator, what is measured is what activities can be carried out at the Nabita tourist attraction with a yield of 88.45% with very good criteria, meaning that the activities that can be carried out at the Nabita tourist attraction can be categorized as very interesting.

The Sapta Pesona indicator is measured from 7 sub-indicators, for more details it can be seen in the diagram below:
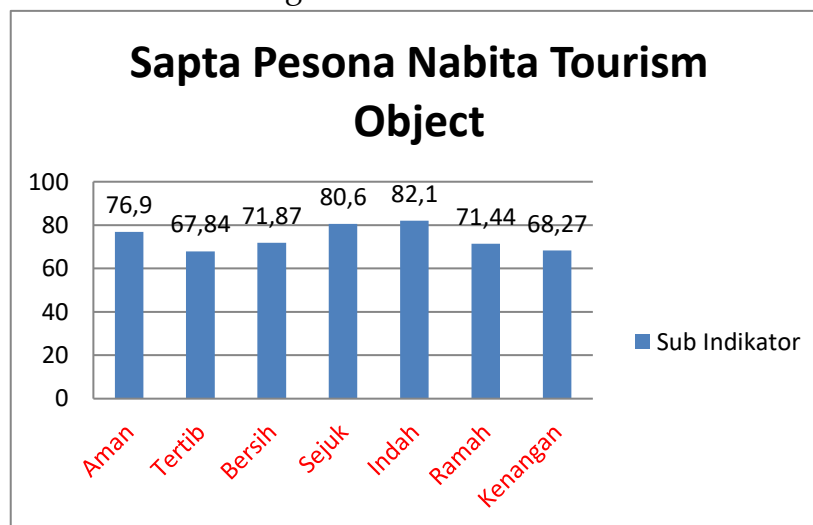

Figure.2 Sapta Pesona Diagram of the Nabita Tourism Object

Based on the diagram above it can be concluded that to see the level of sapta charm measured from 7 sub-indicators, from data processing the results obtained are safe sub-indicators of 76.90% with very attractive criteria, orderly sub-indicators 67.84% with attractive criteria, clean sub-indicators 71 .87% with attractive criteria, cool sub-indicators 80.60% with very attractive criteria, beautiful 82.10% with very attractive criteria, friendly 71.44% with attractive criteria, memorable 68.27% with criteria interesting.

DISCUSSION

First, the carrying capacity of Nabita tourism. Fishing activities with a length of 500 meters can accommodate 20 visitors/day, bathing activities with an area of 400 meters can accommodate 11 visitors/day, and selfie activities with an area of 100 meters can accommodate 200 visitors/day. Overall the Nabita Tourism Object can have a carrying capacity of 231 people/day. In terms of the facilities and infrastructure provided in terms of ecological potential, the availability of clean water at the Nabita tourist attraction has a large volume, the distance between the clean water location and the tourist attraction is 0-1 km and it is very easy to flow to the Nabita tourist object, the clean water available is feasible for consumed directly and available throughout the year. For environmental sanitation, there are trash cans, an area of 100 ha, terms area units for certain activities, there are places to eat, infrastructure, there are roads, parking areas, and telephone networks. The time provided by the tourist attraction is 8 hours, starting from 8.00 WIB to 16.00 WIB with an average time spent by visitors of 3 to 4 hours.

In accordance with the research of Akliyah & Umar (2013) Swimming or snorkeling activities can be carried out along Sebanjar Beach with an area of 122,391 m2. In order to be able to swim or snorkel comfortably it is estimated that an area of 50 m2 is needed. The time provided by the manager is 4 hours per day with the usual length of time tourists use to swim or snorkel is 2 hours.

Second, management support. The Nabita tourist attraction has 14 managers who have an area of 100 ha located in Nagari Binjai, Ranah Ampek Hulu Tapan District, Pesisir Selatan Regency. To manage so that the Nabita tourist attraction can run well requires as many as 14 managers. Based on the required manager data, a percentage of 100% is obtained so that it can be concluded that the management support needed to manage the Nabita tourist attraction in Nagari Binjai, Ranah Ampek Hulu District, Pesisir Selatan Regency is very supportive for managing tourist objects. In accordance with Hamdani & Wardani's research (2018) management capacity (MC) of 0.75 or 75% consisting of tourist object managers is considered capable of serving the number of tourist visits that come.

Third, Nabita tourist attraction. The results of distributing the questionnaire to 50 respondents obtained the results on the something to see indicator, namely the view of the Nabita tourist attraction which had a background of large rock formations along the river and beautiful hills, and the results of data processing obtained results with a total of 1,804, an average of 4.51, percentage of 90.20% with very good criteria. On the something to do indicator, it was found that the activities that can be carried out at the Anbita tourist attraction are such as selfie activities, bathing, and fishing, from data processing the results obtained are 1,575, an average of 4.42, percent 88.45% with very good criteria. On the something to buy indicator, it was found that at the Nabita tourist attraction, there were souvenirs such as t-shirts that read "I Love Nabita Tourism" and a number of places to eat around the Nabita tourist area and from data processing it was obtained with a total of 626, an average of 4.173, a percentage of 83.47% with very good criteria.

Furthermore, the Sapta Pesona indicator is divided into 7 sub-indicators with the results obtained per sub-indicator, namely the safe sub-indicator obtained a total of 1,538, an average of 3.845, a percentage of 76.90% with very good criteria. For orderly sub-indicators, the results obtained were 848, an average of 3.392, a percentage of 67.84% with good criteria. Furthermore, the net sub-indicators obtained results with a total of 1,078, an average of 3.593, and a percentage of 71.87% with good criteria. Then the cool sub-indicator obtained results with a total of 806, an average of 4.03, and a percentage of 80.60% with very good criteria. Furthermore, for the beautiful sub-indicator, results were obtained with a total of 821, an average of 4.105, and a percentage of 82.10% with very good criteria. Then the friendly sub-indicator obtained results with a total of 893, an average of 3.572, a percentage of 71.44% with good criteria. And for the memories sub-indicator, the results obtained were 512, the average was 3.413, and the percentage was 68.27% with good criteria. So that from all the indicators measuring the attractiveness level of the Nabita tourist attraction, the results are obtained with a total number of 10,501, an average of 3.961, and a percentage of 79.22 with very attractive criteria.

In accordance with Osafa Silvandi & Mandalia's research (2021) On the something to see the indicator, the Kinantan Wildlife and Cultural Park is divided into 2 (two) tourist objects, namely the Zoo and Fort de Kock Park. These two objects are connected by the Limpapeh Bridge. If seen, the attraction of the two objects is very different. Then on the something to do indicator, there are many things that can be done while visiting the Kinantan Wildlife and Cultural Park.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings and discussion above, there are the following conclusions:

1. The carrying capacity of the Nabita tourist area, as a whole the Nabita Tourism Object can have a carrying capacity of 231 people/day.
2. Management support capacity is obtained by a percentage of 100% so that it can be concluded that what is needed to manage the Nabita tourist attraction.
3. The attractiveness of the Nabita tourist attraction was obtained with a total number of 10,501, an average of 3.961, and a percentage of 79.22 with very attractive criteria.

ADVANCED RESEARCH

Researchers have limitations in this study related to the time and costs of researching in research. If there is an opportunity to continue this research, please ask the next researcher to develop it.

ACKNOWLEDGMENT

Thank you to the supervisors, leaders of the Geography Education Study Program, leaders of the Faculty of Social Sciences and Humanities, and leaders of PGRI West Sumatra University who have guided, and directed so that they can complete the research.

REFERENCES

Akliyah, L. S., & Umar, M. Z. (2013). Analisis Daya Dukung Kawasan Wisata Pantai Sebanjar Kabupaten Alor Dalam Mendukung Pariwisata Yang Berkelanjutan. Jurnal Perencanaan Wilayah dan Kota, 13.

Aprilia, E. R. (2017). Pengaruh Daya Tarik Wisata Dan Fasilitas Layanan Terhadap Kepuasan Wisatawan di Pantai Ampenan Mataram. Jurnal Administrasi Bisnis, 51.

Ali, Hasan. 2015. Tourism Marketing. Center for Academic Publishing Service. Yogyakarta

Arikunto Suharsimi. (2014). Prosedur Penelitian Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.

Barreto, M., & Giantari, I. G. A. K. (2015). Strategi Pengembangan Objek Wisata Air Panas Di Desa Marobo, Kabupaten Bobonaro, Timor Leste. E-Jurnal Ekonomi dan Bisnis Univeristas Udayana, 11.

Bibin, M., Vitner, Y., Imran, Z., & Bogor, I. P. (2017). Analisis Kesesuaian dan Daya Dukung Wisata Kawasan Pantai Labombo Kota Palopo, IV.

BPS Kab. Pesisir Selatan Tahun 2021

Damanik, Janianton dan Weber, Helmut F. (2006). Perencanaan Ekowisata. Yogyakarta: PUSBAR UGM & ANDI YOGYAKARTA

Egi Sasmita, D. D. F. R. (2014). Aanalsis Daya Dukung Wisata Sebagai Upaya Mendukung Fungsi Konservasi Dan Wisata Di Kebun Raya Cibodas Kabupaten Cianjur. Manajement Resort Leasure, 11 no 2.

Ester, A., Syarifah, H., & ZA Zainurossalamia Saida. (2020). Pengaruh daya tarik wisata citra destinasi dan sarana wisata terhadap kepuasan wisatawan citra niaga sebagai pusat cerminan budaya khas kota samarinda. Jurnal Manajemen, 12.

Firawan, I. G. N. F., & Suryawan, I. B. (2016). Potensi Daya Tarik Wisata Air Terjun Nungnung Sebagai Daya Tarik Wisata Alam. Jurnal Destinasi Pariwisata, 4.

Hamdani, A. F., & Wardani, N. R. (2018). Analisis Daya Dukung Lingkungan Wisata Alam Coban Talun, Kota Batu. ETHOS (Jurnal Penelitian dan Pengabdian), 6.

I Nyoman Sudiarta, N. M. O. K. (2020). Analisis Dampak Dan Daya Dukung Pariwisata Daya Tarik Wisata Tanah Lot Di Kecamatan Kediri, Kabupaten Tabanan. Jurnal Ilmiah Hospitality Management, 10.

Kirom, N. R., Sudarmiatin, & Putra, I. W. J. A. (2016). Faktor-faktor Penentu Daya Tarik Wisata Kepuasna Wisatawan. Jurnal Pendidikan: Teori, Penelitian, dan Pengembangan, 1.

Leonard, O., Kusnoputranto, H., & Junita, I. (2020). Analisis Wisata Selam Berkelanjutan (Studi Kasus : Daya Dukung Lingkungan Terumbu Karang Untuk Wisata Selam Di Pulau Pari , Kepulauan Seribu) (Case Study : Coral Reef Environmental Support For Diving Tour In, 13.

Liantika Rindani. (2016). Kepuasan Wisatawan Tentang Daya Tarik Wisata Pantai Air Manis Padang. Pariwisata FPP UNP, 152.

Marpaung, B. (2019). Pengaruh Daya Tarik, Kualitas Pelayanan, Fasilitas Dan Keselamatan Dengan Kepuasan Wisatawan Sebagai Variabel Interventing Terhadap Minat Kunjungan Ulang Wisatawan. Jurnal Penelitian Manajemen, 1.

Nurlestari, A. F. (2016). Pengaruh Daya Tarik Wisata Terhadap Niat Kunjungan Ulang Wisatawan Dengan Kepuasan Wisatawan Sebagai Variabel Intervening Pada Taman Safari Indonesia Cisarua Bogor.

Oksafa Silvandi, G., & Mandalia, S. (2021). Pengembangan Taman Margasatwa dan Budaya Kinantandengan Menerapkan Aspek Pariwisata 3S (Something to see, something to do, something to buy). Tourism, 2.

Peraturan Pemerintah Republik Indonesia Nomor 35 Tahun 1991 Tentang Sungai. Jakarta: Departemen Pekerjaan Umum.

Pradikta, A. (2013). Strategi Pengembangan Obyek Wisata Waduk Gunungrowo Indah Dalam Upaya Meningkatkan Pendapatan Asli Daerah (Pad) Kabupaten Pati. Economics Development Analysis Journal, 2.

Pratiwi, D., Husni Idris, M., Mahakam Lesmono Aji, I., Program Studi Kehutanan Universitas Mataram, M., Pembimbing Utama, D., & Pembimbing Pendamping, D. (2018). Analisis Kelayakan Dan Persepsi Pengunjung Terhadap Obyek Dan Daya Tarik Wisata Alam (Odtwa) Pantai Tanjung Pasir Pulau Moyo Kabupaten Sumbawa Feasibility Analysis and Visitors Perception on Objects and Natural Tourism Attraaction in Tanjung Pasir Beach M.

Putri, S. A. T., Suastika, M., & Samsudi. (2020). Penerapan Konsep Sapta Pesona Wisata Pada Pengembangan Taman Budaya Jawa Tengah Sebagai Destinasi Wisata Di Surakarta. Jurnal Ilmiah Mahasiswa Arsitektur, 3.

Rif'an, A. A. (2018). Daya Tarik Wisata Pantai Wediombo Sebagai Alternatif Wisata Bahari Di Daerah Istimewa Yogyakarta. Jurnal Geografi, 10.

Suta, P. W. P., & Mahagangga, I. G. A. O. (2018). Pengembangan Pariwisata Berbasis Masyarakat. Jurnal Destinasi Pariwisata, 5.

Undang-undang Republik Indonesia Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup. Jakarta: Sekretariat Negara.

Undang-Undang Republik Indonesia No. 10 Tahun 2009 Pasal 1. Tentang Kepariwisataan.