

Identification of Factors in Determining Development Strategy for Bawean-Gresik Island Based on Marketing Place toward ASEAN Economic Community

Dedy Kunhadi¹, I. G. A. Sri Deviyanti², Mochammad Hatta³

^{1,2}Department of Industrial Engineering Faculty of Engineering, WR. Supratman Surabaya

³Department of Industrial Engineering Faculty of Engineering, University of 45 Surabaya

(¹dedy.kunhadi1976@gmail.com)

Abstract- The current Bawean Island potency do not work optimally yet due to constrained of funds for the realization of its development. So it is necessary to cooperate with third parties (investors), especially concerning with the going on of Asean Economic Community in which can be an opportunity to support the development, especially in the field of Tourism and Fisheries Industry that had been the potential field. The purpose of this research is to identify both factors and criteria in determining development strategy of Bawean Island based on Marketing Place to attract both Tourism and Fishery Industry sector in facing Asean Economic Community. The Data analysis used IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) Matrix and Delphi method for criteria selection. The results of this study are; 1). On internal factors, there are 11 strength factors and 15 weakness factors. A number of weaknesses must be resolved, to turn into a power factor; 2). On external factors, there are 8 opportunity factors and 8 threat factors. By minimizing the threat factor, can be utilized to seize the opportunity.

Keywords- AEC, IFE Matrix, EFE Matrix, Delphi Method

I. INTRODUCTION

Bawean Island is an island in Gresik regency of East Java which has two sub-districts, namely Sangkapura and Tambak with the population of about 70,000 people, mostly living as farmers, fishermen and laborers in Malaysia and Singapore (Wikipedia, 2015).

The Tourism potential in Bawean Island which includes sea tourism to waterfall tour is not inferior to other tourist resort around Indonesia, (Liputan6.com, 2013). The potential of natural beauty ranging from the area of Tanjung Gaang, Lake Kastoba, Gili Island, Noko Island, Bawean Deer Breeding, to Laccar waterfall (Liputan6.com, 2013). Bawean also has a complete ecosystem field such as mangrove forest, sea grass beds, marine riches such as coral reefs to marine biota, and there is a stretch of white sand on the beach. It also has the potential of fisheries, which is a migration path of fish from the South China Sea to the Indian Ocean passing through the

Sunda Strait and Bali Strait, vice versa so that it is surrounded by coral clusters along the coast, which is a very safe haven for fish to shelter, and foraging (Kompasiana.com, 2015).

Responding the Asean Economic Community (AEC) in which had been beginning in late 2015 can be created as an opportunity if Indonesia is able to optimize all owned resources, one of them through the development of areas that have the potential of nature that can be optimized. Bawean Island is one of the areas that have abundant potential, especially on the marine resources to the natural potential of the beautiful and natural, which can be used as a fishing industry and tourism industry to improve the people economy.

However, the potential rich is not yet optimally worked out, because the lack of government agencies to provide a training course for Small Medium Entrepreneurship to manage their fishery products, the lack of infrastructure and public facilities, the low level of security at night, lack of promotion, and others. Whereas, by the sufficient infrastructure, it is expected that Bawean Island will be attracted by both national and international tourists and can also attract either by domestic or foreign investors. To optimize the potential of Bawean Island and accelerate the realization of infrastructure, it is necessary to create Marketing Place-based development strategy to attract investors from the Tourism and Fishery Industry.

II. RESEARCH DESIGN

A. Research Problems

1. What internal influential factors within designing a marketing place-based strategy by the Delphi Method?.
2. What external influential factors within designing a marketing place-based strategy by the Delphi Method?.

B. Problem scope and limitation

1. The Respondents for this research are the people whose knowing well the Bawean Island.
2. Data analysis used is IFE matrix, EFE matrix and Delphi Method.

C. Research Goals

1. Examine the internal influential factors within designing a marketing place-based strategy by the Delphi Method.
2. Examine the external influential factors within designing marketing-based strategy place by Delphi Method.

D. Research Objectives

1. Provide Local Government of Gresik Regency within Bawean Island development strategy.
2. Encourage investors both from domestic and abroad.
3. Improving the economy of Bawean Island residents.

III. THEORETICAL FRAMEWORK

A. Strategy

A strategy is an overall approach related to the execution of the idea or planning, within a certain period of time (Wikipedia, 2015). For having long-term goals to be achieved is how an organization achieves a mission in more than one year. As matter of fact, Achieving goals is a form of organizational success throughout declaring direction, take evaluation, creating synergies, explaining priorities, focusing coordination, and providing a platform for planning, organizing, motivating and controlling activities (David, 2009).

Strategic management can be defined as an art and knowledge when formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its goals through focusing on integrating management, marketing, finance/accounting, production/operations, research and development, and computer information systems. (David, 2009).

B. Formulation Strategies

There are some steps to be taken while formulating strategy and meet the techniques in which should be integrated into the decision-making framework; the input stage, matching stage, and decision phase in order. Stages of strategy formulation can be applied to all sizes and types of organizations and can help strategists planner to evaluate and choose strategies (David, 2009). The strategy formulations phases are shown as follows:

Phase 1: Input Stage				
External Factors Evaluation Matrics (EFE)	Competitive Profile Matrics (CPM)		Internal Factors Evaluation Matrics (IFE)	
Phase 2: Matching Stage				
Strength, Weakness, Opportunity and Threat Matrics (SWOT)	Strategy, Position and Act Evaluation Matrics (SPACE)	Boston Consulting Group Matrics (BCG)	Internal External Matrics (IE)	Big Strategy Matrics
Phase 3: Decision Stage				
Quantitative Strategy Planning Matrics (QSPM)				

Figure 1. Analytical Framework Strategy Formulation (Source: David, 2009)

C. Regional Development Strategy

The main approaches to be held due to regional development strategy are to develop community services, urban planning and redesign economic development and market strategy planning (Kotler et al., 2002).

Regional development strategy is a way toward achieving development goals by formulating development activities to improve the long-term economy. The goal is to formulate ideas, make plans, and implement a strategy so that resources owned by a region can be maximumly optimized so as to get added value for the region.

D. Marketing Place

Asworth & Voogd in (Carrasquillo, 2011) declare that Marketing Place is an active process focused on consumer desires by maximizing the efficient social and economic function of the targeted area. Meanwhile, according to Kartajaya and Yuswohady (2005), marketing area/city as the planning and design of a region in order to be able to meet and satisfy the wishes and expectations of the *target market*.

Kotler argues that some targets in the marketing place include visitors, residents and employees, business and industry, and export markets (Kotler et al., 2002). While Kartajaya and Yuswohady (2005) state target markets include residents and communities, entrepreneurs, tourists, investors, qualified human resources, developers, organizers, and other parties that help improve the competitiveness of the region.

By the marketing place, one region can also improve its competitiveness values to increase regional economies (Reid et al., 2008; Carrasquillo, 2011). Hence, through the improvement of competitiveness values, there would bring improvements in social living standards and quality (Kartajaya & Yuswohady, 2005).

E. Asian Economic Community

At the 39th Asean Economic Ministers Meeting in 2007, the Asean Economic Community (AEC) blueprint agreement or the Asean free trade market in which had begun in late 2015, contained new initiatives and clear maps to achieve the establishment of AEC 2015 (Amri, 2013). The agreement goals are to eliminating import export costs, quotas, tariffs, etc. in addition is to facilitate the flow of goods, services, skilled labor and inflows of investment in and out of a country (Nurinda W., 2015). Furthermore, The AEC gives freedom for Asean countries either to sell or buy products as well as to invest in countries that are perceived as potential.

Amri (2013) as the Director of Foreign Economic Cooperation of the Ministry of Foreign Affairs, states regarding the AEC of 2015 it has agreed on four important pillars and opportunities, namely: (1). A single market and production base, aiming at removing or reducing barriers to trading goods, services, investments and capital in 10 ASEAN member countries (2). Promoting a highly competitive economic region through various agreements in the field of Intellectual Property Rights, Fair and Fair Competition Law Policy, and infrastructure development, (3). Achieve equitable economic development by encouraging development in Cambodia, Laos, Myanmar and Vietnam (CLMV) through

program implementation under the Initiatives on ASEAN Integration (IAI), and Small and Medium Enterprise Development (SMEs) throughout ASEAN countries, and (4). Supporting ASEAN Integration into the Global Economy.

F. Delphi Method

The Delphi method is one of the techniques in Multi-Criteria Decision Making (MCDM) which was developed based on a group opinion/idea collation whose participants consist of experts who have competence in the field. In addition, Delphi can be used as a means of communicating information in obtaining an in-depth understanding of the dynamics of an individual's opinion in a survey/poll that can develop and then gain legitimacy into group opinion (Doke and Swanson, 1995).

Due to the output of Delphi method survey is a subjective statement, then another method is needed to qualified more objective in the criteria selection and can be tested for consistency (Ciptomulyono, 2009).

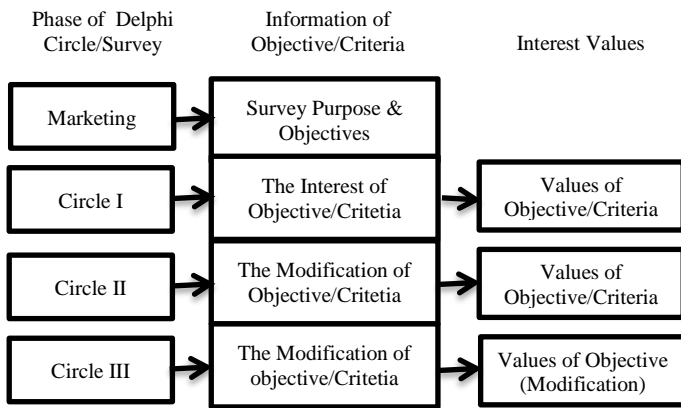


Figure 2. Delphi Method as the Criteria access (source: Ciptomulyono, 2009)

IV. RESULT AND DISCUSSION

A. General Views of Bawean Island

The Dutch (VOC) firstly entered the Bawean island in 1743 (Wikipedia, 2015). Administratively, since 1974 the island is included in the region of Gresik Regency, East Java Province. Although in the previous year during the colonial government has entered the territory of Surabaya. Bawean is an island located in the Java Sea, about 80 miles or 120 kilometers north of Gresik, has 2 sub-districts of Sangkapura and Tambak, with a population of 114,662 people (BPS, 2015).

The population of Bawean Island is an acculturation of several ethnics from Java, Madura, Kalimantan, Sulawesi and Sumatra, with the majority of the population is Bawean tribes, and other tribes (Wikipedia, 2015). Bawean residents mostly livelihood as fishermen or farmers in addition to being workers in Malaysia and Singapore. Most of them already have permanent resident status in the country. In addition to the two countries, Bawean residents also exist in Australia and Vietnam.



Figure 3. Bawean Island Map

TABLE I. GENERAL VIEWS OF BAWEAN ISLAND

No	Statement	Subdistrict	
		Sangkapura	Tambak
1.	Wide	118,72 km ²	78,70 km ²
2.	Total Population	73.690 Individuals (2015)	40.972 Individuals (2015)
3.	Territorial boarder: • North side • East side • South side • West side	<ul style="list-style-type: none"> • Tambak sub-district • Java sea • Java sea • Java sea 	<ul style="list-style-type: none"> • Java sea • Java sea • Sangkapura sub-district • Java sea
4.	Number of Villages	17 Villages, including; Kumalasa, Lebak, Bululanjang, Teluk River, Kotakusuma, Sawahmulya, Sungai Rujing, Daun, Sido Gedung Batu, Teluk Dalam Garden, Balik Terus, Gunung Teguh, Patar Selamat, Pudakit Timur, Pudakit Barat, Suwari and Dekat Agung (Wikipedia , 2016)	13 Villages, including; Diponggo, Gelam, Grejeg, Kelompang Gubug, Kepuh Legundi, Kepuh Teluk, Pekalongan, Peromaan, Sukalela, Sukaoneng, Tambak, Tanjungori, Teluk Jati Dawang (Wikipedia, 2013).
5.	Tourism Resort and Sea	Noko Selayar Beach, Noko Gili Island, Laccar Waterfall, Suaka Mangrove Beach, Taj-Hungghe'en Beach , Breeding of Deer and Nature Reserve Area, Sangkapura Waterhot, Kodhuk-Kodhuk Waterfall, Tasek Tanean Fishing Spot	Labuhan and Pejinggahan Beach, Nyimas Beach, Kastoba Lake, Cina Island (Gresik Tourism Agency, 2013).
6.	Islamic Tourism	Long Grave, Jujuk Tampo Grave, Syech Maulana Umar Mas`ud Grave, R.P. Pur bonegoro Grave, K.R.T. Cokrokusumo Grave. (Gresik Tourism Agency, 2013).	Waliyah Zainab Grave, (Gresik Tourism Agency, 2013).

B. Factor Identification by Delphi Method

It is the stage of selecting factors that must be considered regarding to regional development. Likewhat to increase Bawean Island marketing to the investors, by selecting opinion technique (Delphi) up to three stages from the expert source or knowing the potential of Bawean Island using questionnaires and interviews.

Delphi's goals is to unite the opinion of the official persons in order to get the best factor or criteria in the development strategy of Bawean Island. It was by involving 8 people from 4 institutions in Gresik Regency, that is; Bappeda (Agency for Regional Development), Diskoperindag (an agency of SME, Industries and Trade), Agency of Maritime and Fishery, Agency of Culture & Tourism (Disbudpar). By the 4 agency is represented by 2 official persons from each board. As for the stage of factor selection and proposed factors/criteria, seen in table 2.

C. Internal Views on Bawean Island

This stage identifies the internal factors based on the prior obtained factor selection by the Delphi method, to know the strengths/advantages and weaknesses of Bawean Island compared to other areas, as shown in Table 3. Internal and External Assessment of Bawean Island.

D. Internal Views on Bawean Island

This assessment identifies both the opportunity factor as the profit and threat factors that must be avoided. Hence, it could formulate a good strategy for the development of Bawean Island in attracting investors to invest especially in the tourism industry and the fish processing industry. As shown in table 3. Internal and External Assessment of Bawean Island.

E. Internal Factor Evaluation (IFE)

The Internal Factor Evaluation (IFE) is a forward step to evaluate the strengths and weaknesses, which can be used the main tool for knowing both the quadrant position and selecting the right strategy. It is described in matrix form, containing strength and weakness factors, weight, rank of each factor, and score weights using the Analytical Hierarchy Process (AHP) method of filling the questionnaires distributed to 8 officials/resources represented by 2 people from 4 institutions in Gresik Regency ie Diskoperindag, Bappeda, agency of Marine & Fishery, and Disbudpar.

Determination of weight and rank on each factor by finding the mean of questionnaire result from resource person. Meanwhile, to examine the value of weight score from the multiplication of weights with the rank of each factor (Table 4).

Based on the IFE matrix results, the total weight of 1.00 and the total score weight of 2.407 with the detail statment for the total weight factor strength score of 1.393 and the total weight score on the weakness factor of 1.014. It can be seen that the weight of strength factor or superiority possessed by Bawean Island is much bigger than the weight of weakness score. It indicates that the source gives an assessment of strength factor or superiority than Bawean's weakness.

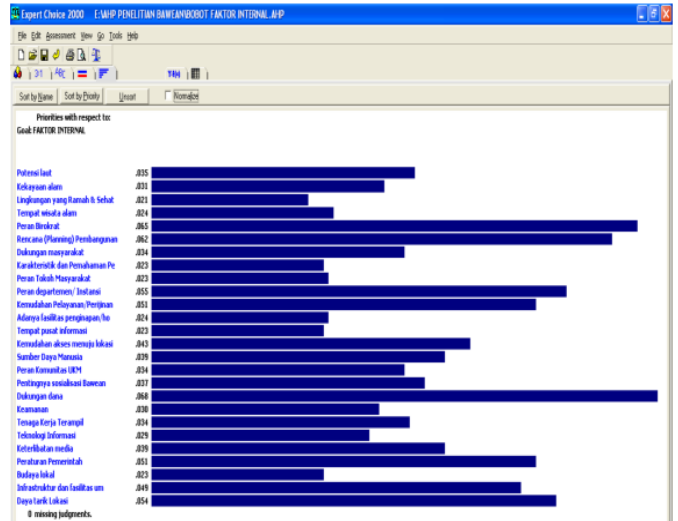


Figure 4. weight of each internal factors by AHP method, adopted by Software Expert Choice

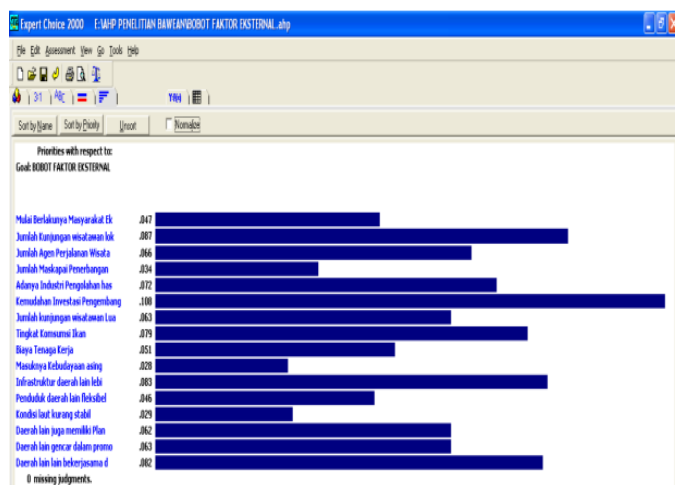


Figure 5. weight of each external factors by AHP method, adopted by Software Expert Choice

F. External Factor Evaluation (EFE)

External Factor Evaluation (EFE) is a forwarding stage for evaluating any opportunities and threats, which come from the main tool for knowing the quadrant position and choosing the right strategy, described in matrix form factors of opportunity and threat, weight, rank of each factor, and weight score, with using Analytical Hierarchy Process (AHP) method by filling the questionnaire given to 8 officials/resources represented by 2 people from 4 institutions involved: Diskoperindag, Bappeda, agency of Marine & Fishery and Disbudpar of Gresik Regency.

Determination of weight and rank on each factor by finding the mean of questionnaire result from resource person. Meanwhile, to examine the value of weight score from the multiplication of weights with the rank of each factor (Table 4).

Based on the result of the EFE matrix, the total weight of 1.00 and the total weight score of 2.858 with the detailed statement for the total score of the probability factor weight of 1.731 and the weight score on the threat factor of 1.127. It

means that the result factor weight score is much bigger than the weighted threat score, indicating that the source gives an opportunity factor assessment greater than the threat received by Bawean island.

TABLE II. PROPOSED CRITERION FACTOR IN PHASE 1, ADDITIONAL FACTORS OF I JOURNAL IDENTIFICATION RESULT AND FACTOR OF FILL RESULTS QUESTIONNAIRE OF PHASE TWO

No.	Proposed Criterion Factor In Phase 1		Journal Identification Result		Questionnaire Filling Result	
	Factors/Criteria	Sources	Factors/Criteria	Sources	Factors/Criteria	Number of Repondent (Person)
Size	*	**	***	****	*****	*****
1.	Community of SMEs and Handicrafts	Diskoperindag, Bappeda, Agency of Marine and Fisheries	Security	Carrasquillo (2011)	Community of SMEs and Handicrafts	7
2.	Sea Wealth	Agency of Marine and Fisheries	Labors	Luque-Martinez, et.al., (2007)	Sea Wealth	7
3.	Lodging & Hotel	Disbudpar	Fascination of Locations / Regions	Luque-Martinez,et.al., (2007)	Loding & Hotel	6
4.	Human Resource	Bappeda, Diskoperindag	Nature Tourism Resort	Reid et al., (2008)	Human Resource	6
5.	Climate (Weather)	Agency of Marine and Fisheries	Press Involvement	Avraham (2004)	Climate (Weather)	5
6.	Funding Support	Agency of Marine and Fisheries	Service (licensing and Administrasi)	Ismail (2011)	Funding Support	5
7.	Agency Role	Bappeda	Law Assurance	Hindratmo (2013)	Agency Role	5
8.	Development Plan	Agency of Marine and Fisheries, Disbudpar	Image the Region	Bradley, et.al (2002)	Development Plan	5
9.	Citizen Support	Agency of Marine and Fisheries	Though of the Region	Luque-Martinez, et.al., (2007)	Citizen Support	5
10.	Bureaucrat Role (Regent, Governor & President)	Bappeda	Tax	Carrasquillo (2011)	Bureaucrat Role (Regent, Governor & President)	5
11.	Technology-Information	Disbudpar	Living quality	Ulaga, et. Al (2002)	Technology-Information	5
12.	People Figure	Agency of Marine and Fisheries	land price	Hindratmo (2013)	People Figure	5
13.	Government Rule	Agency of Marine and Fisheries, Disbudpar	Political Condition	Kim (2010)	Government Rule	5
14.	Local Wisdom	Agency of Marine and Fisheries	Friendly areas	Kim (2010)	Local Wisdom	5
15.	People Attitude	Agency of Marine and Fisheries	Healthy areas	Luque-Martinez, et.al., (2007)	People Attitude	5
16.	People Understanding	Bappeda	Information center	Hindratmo (2013)	People Understanding	5
17.	Infrastructure and Public Facilities	Bappeda, Agency of Marine and Fisheries, Disbudpar, Diskoperindag	Affordable Acces	Bradley, et. Al (2002)	Infrastructure and Public Facilities	5
18.	Natural Resource	Diskoperindag	Socialization Impostance	Hindratmo (2013)	Natural Resource	6
19.	Entry of AEC	Bappeda			Security	5
20.	Number of Local Visitors	Disbudpar			Labor	5
21.	Number of Tourism Service	Disbudpar			Fascination Region	5
22.	Number of Airlines	Disbudpar			Nature Tourism	5
23.	Existence of Fish Processing Industry	Agency of Marine and Fisheries			Press Involvement	5
24.	Ease of Private Developer Investment	Bappeda			Service (Licensing and Administration)	5
25.	Number of Foreign Tourist Visits	Disbudpar			Law Assurance	3

No.	Proposed Criterion Factor In Phase 1		Journal Identification Result		Questionnaire Filling Result	
	Factors/Criteria	Sources	Factors/Criteria	Sources	Factors/Criteria	Number of Repondent (Person)
26.	Fish Consumption Level	Agency of Marine and Fisheries			Image of Region	3
27.	Labor costs	Bappeda			Thought of the Region	4
28.	Entry of Foreign Culture	Disbudpar			Tax	2
29.	Other Region Infrastructure is Better	Bappeda			Living Quality	2
30.	Other Residents is Flexible for Outside Culture	Disbudpar			Land Price	1
31.	Instability of Sea Condition	Agency of Marine and Fisheries			Political Condition	1
32.	Other Regions have Clear Development Planning	Bappeda			Friendly Areas	6
33.	Other Regions Actively Holding Promotion	Disbudpar, Bappeda			Healthy Areas	6
34.	Other Regions Cooperating With Tour Agencies	Disbudpar			Information Center	6
35.					Affordable Acces	6
36.					Socialization	6
37.					Entry of AEC	5
38.					Number Local visitor	5
39.					Number of Tourism Agency	5
40.					Number of airplanes	5
41.					Fishing Industry	6
42.					Ease for individual investors	5
43.					Number of foreign visitors	6
44.					Fish Consumption Level	6
45.					Labor Cost	5
46.					Entry of Foreign Culture	5
47.					Other Region Infrastructure is Better	6
48.					Other Regions are Flexible In Receiving Outside Culture	6
49.					Instability of Sea Condition	5
50.					Other regions have clear development planning	5
51.					Other Regions Actively Holding Promotion	5
52.					Other Regions Cooperating With Tour Agencies	5

Statement: color do not consider due to number of respondents less of 50% from all questionnaire data (Source: based on processed data)

* At this phase, separate interviews will be conducted in order to fill in more easily factor/criteria and fill in the questionnaire (Attachment 1) on the factors important and need to be considered in the development of Bawean Island.

** 8 people from 4 institutions in Gresik Regency (Bappeda, Diskoperindag, an agency of Marine and Fisheries, Department of Culture & Tourism) represented by 2 people each agency.

*** At this phase, the factor data from the 1st phase result is combined with regional development factors taken from scientific journals that have not been mentioned by the resource persons in stage 1. Aiming to multiply the factors to be found to be appropriate and worth considering, 52 factors are obtained. Then returned again to the informant in the form of questionnaires to select the factors that must be considered in the development of Bawean Island in order to attract investors to invest.

**** Scientific journals on regional development and marketing

***** Phase 3, the questionnaires result in the second phase sought the factors that have been selected 50% by all sources that amounted to 8 people, then obtained as many as 45 factors considered. After that, the selected factors are shown again to all the speakers to be agreed and agreed upon and will serve as the basis for determining internal and external factors in developing Bawean Island to attract investors.

***** Depending on the choice of official/resource on the factors considered in the development of Bawean Island in order to attract investors to invest.

TABLE III. BAWEAN ISLAND VIEWS BASED ON INTERNAL AND EXTERNAL ASSESMENT

No.	Internal Assesment		External Assesment	
	Strength Factors	Weakness Factors	Opportunity Factors	Threat Factors
DEFINITION	Strength factors are the internal factors, which will give effect to the proposed achievement on the regional development. However, If the region has more advantages it will be easier to overcome all obstacles, as well as take advantage of opportunities. Bawean Island excellence will serve as a basis for exploiting opportunities and avoiding threats in formulating development strategies to attract investors to invest in fisheries and tourism sectors.	Weakness factors are the internal factors, which must be minimized in order to be able to win the competition in attracting investors. If you have more weaknesses, then it will be an obstacle for a region in achieving its objectives.	Opportunity factors are the external factors that must be identified since it could be utilized and created the desired goal that is to benefit from every opportunity that is utilized. In order for the development of Bawean Island to run well with the aim of attracting investors, then every opportunity that there should be utilized as much as possible.	The threat factors are one of the external factors that must also be identified to be avoided for the purpose of the strategy can be achieved, because the threat factor can thwart a goal to be implemented.
1.	Bawean Sea Potential	Lodging and Hotel	Entry of AEC	Labor Cost
2.	Natural Source	Information Center	Number of Domestic Visitors	Entry of Foreign Culture
3.	Friendly and Healthy Areas	Affordable Acces	Number of tour Agency	Other Regions Infrastructure is Better
4.	Nature and Islamic Tourism	Human Resource	Number of airplanes	Other Residents is Flexible for Outside Culture
5.	Bureaucrat Role (Regent, Governor & President)	SMEs Community Role	The existence of fisheries industry	Instability of Sea Condition
6.	Development Plan	The importance of Socialization	Ease for Private Industry	Other Regions Also Have Clear Development Plan
7.	People Support	Funding Support	Number of <u>Foreign</u> Visitor	Other Regions Actively Hold Promotion
8.	People Attitude and Thought	Security	Fish Consumption Level	Other Regions Cooperate With Tour Agencies
9.	Role of Community Leaders	Skilled Labor		
10.	Government Role	Technology-Information		
11.	Service easy (Licensing and Administration)	Press Involvement		
12.		Government Rule		
13.		Local Wisdom		
14.		Infrastructure and public facilities		
15.		Fascination Region		

(Sumber : Hasil Pengolahan Data)

TABLE IV. INTERNAL FACTOR EVALUATION (IFE) AND EXTERNAL FACTOR EVALUATION (EFE)

Principal Internal Factors		Code	Weight	Level	Weight Score	Principle External Factors	Code	Weight	Level	Weight Score
STRENGTH						OPPORTUNITY				
1.	Bawean Island has sea potential to be developed as the tourism spot	S1	0,035	4	0,140	The entry of AEC free trade	O1	0,047	4	0,188
2.	Bawean Island has sufficient natural wealth to attract investors in the tourism and fishery sectors	S2	0,031	4	0,124	Increased number of local tourist arrivals in East Java	O2	0,087	3	0,261
3.	Bawean Island is the clean, green and beautiful environment without pollution. so it is worth developing as a tourism industry	S3	0,021	3	0,063	Increased number of travel agents in East Java	O3	0,066	3	0,198
4.	Bawean Island is the beautiful natural attractions and religious attractions that potentially become the attraction of local and international tourists	S4	0,024	3	0,072	Some airlines have started to glance the route to Bawean Island	O4	0,034	3	0,102
5.	The development of Bawean Island has received great support from regent, Government and President.	S5	0,065	3	0,195	Medium-large scale fishery industry is still not available, so the opportunity to become a new market	O5	0,072	3	0,216
6.	The central government up to the Regional Government has a clear development plan	S6	0,062	3	0,186	Private developers are allowed to invest in Bawean Island based on regulations set by both local and central government	O6	0,108	3	0,324
7.	The local residents of Bawean Island always provide support for regional development plan	S7	0,034	3	0,102	Increased number of foreign tourist every year	O7	0,063	2	0,126
8.	The local population has always an open character towards every visitor and a good understanding of the benefits gained with the development of Bawean Island in the tourism and fishery sectors	S8	0,023	3	0,069	The level of fish consumption going up every year	O8	0,079	4	0,316
9.	Bawean Island community leaders strongly support the region development	S9	0,023	3	0,069	THREATS				
10.	There is great support from local government agencies in developing Bawean Island	S10	0,055	4	0,220	Labor costs in Gresik regency tend to increase every year, since it bears consideration of investors in investing in Bawean Island	T1	0,051	3	0,153
11.	Other licensing and administration services for the development process have started to be simplified	S11	0,051	3	0,153	Foreign culture is less appropriate religious norms will be faster developing in Indonesia	T2	0,028	1	0,028
WEAKNESS						The condition of road infrastructure and support for an industry in other regions is getting better	T3	0,083	4	0,332
1.	Lodging facilities in the area of Bawean Island is still very little. since when the holiday season tourists get difficulty to find lodging	W1	0,024	2	0,048	Other inhabitants are more flexible in accepting foreign cultures and in applying religious local cultural codes	T4	0,046	1	0,046
2.	Bawean Island does not yet have a tourist information center, public transportation information to tourist sites, or information to local SME Community	W2	0,023	2	0,046	The condition of the sea is less stable due to bad weather, frequent high waves that resulted in some ships do not dare to sail	T5	0,029	1	0,029
3.	Access to tourist spot and the SME sector is still difficult to reach because it is quite far from the airport and the dock where the ship is leaning	W3	0,043	2	0,086	Other regions also have development plans in the tourism and fisheries sectors	T6	0,062	3	0,186
4.	The level of residents education is still low. Therefore, local people are still lacking in managing the potential of large enough areas to be developed	W4	0,039	2	0,078	Several other areas have started to intensively promote tourism to increase the number of tourist visits	T7	0,063	3	0,189

Principal Internal Factors		Code	Weight	Level	Weight Score	Principle External Factors	Code	Weight	Level	Weight Score
5.	The SMEs role do not optimally processed products or handicrafts for souvenirs tourists who visit	W5	0,034	2	0,068	Some other regions are already working with travel agents	T8	0,082	2	0,164
6.	The socialization of the potential of nature and fishery is limited to press news, related agencies, and info from people who have come to Bawean Island	W6	0,037	2	0,074					
7.	The less of funding support to develop Bawean Island from local and central government	W7	0,068	2	0,136					
8.	The lack of security, especially at night	W8	0,030	2	0,060					
9.	The number of skilled labors is very small as most citizen work outside of Bawean Island	W9	0,034	1	0,034					
10.	Technology-Information in the form of regional websites is still limited to online newspapers containing news in Bawean	W10	0,029	1	0,029					
11.	Media involvement is less than optimal in helping local marketing by frequent information.	W11	0,039	2	0,078					
12.	The existence of a Central Government Regulation that limits the authority of the Regional Government in full	W12	0,051	2	0,102					
13.	Local culture is still very religious so that every local and international tourists require to obey the prevailing religious norms	W13	0,023	1	0,023					
14.	Infrastructure such as road are still unpaved, the means of land transportation (public transport) still do not exist, and sea transport is not so much in number that leads to Bawean	W14	0,049	2	0,098					
15.	The appearance of two sub-districts on Bawean Island is physically still no development is well ordered and still going naturally	W15	0,054	1	0,054					
			1,000		2,407				1,000	2,858

V. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the results of research conducted on Development Strategy Bawean Island Marketing Place-based, then the conclusion as follows:

1. The influential internal factors are 11 strength factors and 15 weakness factors. A number of these weakness factors must be resolved, in order to turn into a power factor.
2. External factors that influence there are 8 opportunity factors and 8 threat factors. By minimizing the threat factor, they can use it to seize opportunities.

B. Suggestion

Suggestions that can be submitted by the researcher are:

1. Central government should provide ship assistance, in order to facilitate sea transportation.
2. Provide tax relief for investors in Bawean Island.

In cooperation with travel agencies, to promote Bawean Island.

REFERENCES

- [1] Amri, I. S., 2013, "Komunitas Ekonomi Asean", Direktur Kerjasama Ekonomi Asean Kementerian Luar Negeri. Accessed 15 April 2015, <konstruksi-indonesia.net/file/KI2013.pdf>.
- [2] Ashworth, G. J., & Voogd, H., Marketing the city: Concepts, processes and Dutch applications. *The Town Planning Review*, 59 (1), 1988, pp. 65–79.
- [3] Badan Pusat Statistik Provinsi Jawa Timur 2015, "Gresik Dalam Angka 2015", Surabaya.
- [4] Badan Pusat Statistik Provinsi Jawa Timur 2015, "Statistik Pariwisata Jawa Timur 2015", Surabaya.
- [5] Carrasquillo, C.A.S., "Gated Communities and City Marketing : Recent Trends in Guaynabo", Puerto Rico. English, vol. 28, 2011, pp. 444-451.
- [6] Ciptomulyono, U., "Integrasi Metode Delphi dan Prosedur Analisis Hirarkhis (AHP) Untuk Identifikasi dan Penetapan Prioritas Objective/Kriteria Keputusan", *Jurnal IPTEK*, Vol. 7, 2009.
- [7] Dinas Pariwisata Kabupaten Gresik, "Eksotis Adventure Bawean", *Guide Book*, Gresik, 2013.
- [8] David, F.R., "Strategic Management", Edition 12, Jakarta: PT. Salemba Empat, 2009.

- [9] Doke, E.R and Swanson, N.E., "Decision Variables For Selecting Prototyping In Information System Development: A Delphi Study of MIS Manager", Information and Management, 1995.
- [10] Kartajaya, H. dan Yuswohady, "Attracting Tourists Traders Investors-Strategi Pemasaran Daerah di Era Otonomi", Jakarta: Gramedia Pustaka Utama, 2005.
- [11] Kompasiana.com, 2015, "Bawean Potensi Wisata Yang Belum Digarap" 1 January 2015, Accessed 25 April 2015, <[http://wisata.kompasiana.com/jalan jalan/2015/01/01/bawean-potensi-wisata-yang-belum-digarap-14009.html](http://wisata.kompasiana.com/jalan_jalan/2015/01/01/bawean-potensi-wisata-yang-belum-digarap-14009.html)>
- [12] Kotler, P., Hamlin, M. A., Rein, I. dan Haider, D.H., "Marketing Asian Places: Attracting Investment, Industry, and Tourism to Cities, States and Nations", Singapore: John Wiley & Sons (Asia) Pte Ltd, 2002.
- [13] Liputan6.com, 2013, "6 Pesona Wisata Pulau Bawean", 19 Juni 2013, Accessed 25 April 2015, <<http://citizen6.liputan6.com/>>.
- [14] Nurinda, W., 2015, "Indonesia Menuju MEA 2015: Jangan Hanya Jadi "Penonton" dan "Babu" Di Rumah Sendiri", <http://www.academia.edu/5417815/INDONESIA_MENUJU_MEA_2015>.
- [15] Reid, L.J., Smith, S.L.J. & McCloskey, R., "The Effectiveness of Regional Marketing Alliances: A Case Study of the Atlantic Canada Tourism Partnership 2000 – 2006", Tourism, vol. 29, 2008, pp.581-593.
- [16] Wikipedia, 2015, "Pulau Bawean", 8 April 2015, Accessed 25 April 2015, <[http:// id.wikipedia.org/wiki/Pulau_Bawean](http://id.wikipedia.org/wiki/Pulau_Bawean)>.
- [17] Wikipedia, 2015, "Strategi", 9 Maret 2015, Accessed 25 April 2015, <<http://id.wikipedia.org/wiki/Strategi>>.