

Analysis of SWOT: Human Resource Management in Supporting the Potential and Attraction of Gampong Cinta Raja Tourism in Langsa City

Lindanisrina¹, Riny Chandra², Rahmat Maulidan^{3*}, Ziaul Maula⁴

^{1,2,3*,4} Management Study Program, Faculty of Economics & Business, Universitas Samudra, Langsa City, Aceh Province, Indonesia.

Corresponding Email : rahmat.maulidan@unsam.ac.id^{3*}

Abstrak. Penelitian ini bertujuan menganalisis pengelolaan sumber daya manusia (SDM) dalam mendukung potensi dan daya tarik wisata di Desa Wisata Gampong Cinta Raja, Kota Langsa. Objek penelitian meliputi potensi utama desa berupa ekowisata burung migran, kawasan mangrove, serta kerajinan pandan berduri yang menjadi identitas ekonomi kreatif masyarakat. Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Analisis data dilakukan menggunakan matriks IFAS, EFAS, dan SWOT. Hasil penelitian menunjukkan bahwa desa memiliki kekuatan berupa dukungan masyarakat, peran aktif Pokdarwis, serta keunikan potensi alam yang mampu menarik wisatawan. Namun ditemukan kelemahan seperti minimnya keterampilan manajerial SDM, kurang optimalnya promosi digital, dan keterbatasan fasilitas wisata. Peluang pengembangan diperoleh dari dukungan pemerintah dan meningkatnya tren wisata alam, sementara ancaman meliputi persaingan desa wisata lain dan faktor lingkungan yang memengaruhi keberlanjutan daya tarik burung migran. Penelitian ini merekomendasikan peningkatan kapasitas SDM, penguatan promosi digital, perbaikan fasilitas penunjang wisata, serta pengembangan kolaborasi dengan pemerintah, akademisi, dan komunitas terkait untuk mendukung keberlanjutan dan daya saing Desa Wisata Gampong Cinta Raja.

Kata kunci: Pengelolaan SDM; Potensi Wisata; Daya Tarik Wisata; Analisis SWOT; Gampong Cinta Raja.

Abstract. This study aims to analyze human resource (HR) management in supporting the tourism potential and attractions in Gampong Cinta Raja Tourism Village, Langsa City. The research objects include the village's main potentials in the form of migratory bird ecotourism, mangrove areas, and thorny pandan crafts, which are the identity of the community's creative economy. The research method uses a descriptive qualitative approach with data collection techniques such as interviews, observation, and documentation. Data analysis was conducted using the IFAS, EFAS, and SWOT matrices. The results show that the village has strengths in the form of community support, the active role of Pokdarwis, and unique natural potential that can attract tourists. However, weaknesses were found such as minimal HR managerial skills, less than optimal digital promotion, and limited tourism facilities. Development opportunities are obtained from government support and the increasing trend of nature tourism, while threats include competition from other tourism villages and environmental factors that affect the sustainability of migratory bird attractions. This study recommends increasing human resource capacity, strengthening digital promotion, improving tourism support facilities, and developing collaborations with the government, academics, and related communities to support the sustainability and competitiveness of Gampong Cinta Raja Tourism Village.

Keywords: Human Resource Management; Tourism Potential; Tourism Attractions; SWOT Analysis; Gampong Cinta Raja.

Introduction

The tourism sector has a great contribution to national and regional economic growth. In addition to being a source of income and labor absorption, tourism also plays a role in introducing local culture, preserving the environment, and strengthening the identity of a region. This phenomenon is increasingly prominent in Indonesia, especially with the development of rural tourism trends or tourist villages, which attract interest from both domestic and international tourists (Sianipar *et al.*, 2023). (Simarmata & Fariz, 2024:174) The tourism sector is an industry that has great potential for regional economic development, especially in developing regions. Effective and sustainable development of Human Resources (HR) is the key to realizing this potential. Through sustainable tourism development, the community not only derives economic benefits, but also gets the opportunity to actively participate in the preservation of their natural and socio-cultural resources. Therefore, effective tourism development must be supported by professional and participatory management from all elements of society. On the contrary, the quality of the tourist experience and the sustainability of this business is highly dependent on the quality of the human resources involved in operating it (Doan, 2023).

Human Resources in the Tourism Sector includes various sectors of the tourism industry ranging from hotels, restaurants, transportation to attractions and tourism destinations management, which includes workers who work on the side (Setiawan *et al.*, 2023). In the process of developing the tourism sector, human resources (HR) have a very strategic position. HR is not only responsible for providing services to tourists, but also the main driver in destination management, tourism product innovation, and promotional activities. Without the support of competent human resources and have a spirit of service, it will be difficult to develop the great tourism potential. Therefore, increasing the capacity and quality of human resources is important in ensuring the sustainability of tourist destinations, especially in community-based destinations.

According to Susilo Martoyo, stating that human resources is something that arises from the interaction between humans who are always looking for tools to achieve goals and something outside of humans that exists at this time is mentioned by nature and culture. (Musa *et al.*, 2024) HR development is a framework to help managers develop personal and organizational skills, knowledge, and abilities. A number of previous studies have shown that human resources have a direct influence on the success of tourist destination management. Research (Sakty *et al.*, 2025) confirms that trained human resources can optimize tourism potential in a sustainable manner through environment-based management. Meanwhile, (Mahazan, 2020) stated that the management of Human Energy Resources (HR) is a strategic process that aims to increase the usability of labor in an organization. One of the daily explained that human resource management includes workforce planning, employee development, and strategies to improve industrial performance. (Yovan Alvin Rivera *et al.*, 2025) highlighted the importance of human resource adaptability to the development of digital technology in increasing tourism competitiveness. Human resources who are able to utilize information technology can expand the reach of promotions, increase interaction with tourists, and strengthen the image of the destination.

In addition to the quality of human resources, sustainable tourism management is also the key to maintaining cultural and environmental sustainability. Sustainable tourism is an approach that integrates cultural and environmental preservation in the development of tourist destinations, emphasizing a balance between the use of natural and cultural resources with the long-term protection of both. By prioritizing local wisdom, sustainable tourism not only provides economic benefits for local communities, but also strengthens cultural identity and keeps traditional values from being eroded by the currents of globalization (Sofianti & Arif, 2025). In the context of community-based tourism, community involvement is the main key to successful destination management. (Hanifah Nur Aqilah *et al.*, 2024) explained that community involvement in tourism

management is able to foster a sense of belonging and responsibility for the sustainability of tourism activities. When the community is the main subject in management, the sustainability of the destination can be more guaranteed because it grows from collective awareness and participation. Therefore, community capacity building through training and coaching is an important part of the sustainable tourism development strategy. In addition to internal factors, tourism development is also influenced by competition between destinations. (Rut Madia Harefa *et al.*, 2025) found that destination image and service quality have a direct relationship with tourists' interest in revisiting. A positive image formed from excellent service will strengthen tourist attraction, while a negative image will reduce tourist interest. This means that human resources who have competence, friendliness, and professionalism are the main assets that determine the success of destinations in facing competition. (Lestari, 2022) states that a tourist destination will be more attractive if it has a different level of uniqueness from other tourist destinations. Tourist attraction is everything that is able to be interesting to be seen and enjoyed in tourist destinations.

According to (Komariya & Aguilika, 2024) Attraction or attractiveness is a quality that causes interest, desire, or attraction to someone or something. (Tanjung, Surya, 2022) states that attraction is everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture and man-made products that are targeted or visited by tourists. According to (Karagöz *et al.*, 2022) Tourist attraction is a core element of tourism development for destinations and is one of the most important factors that support the development of local tourism. Meanwhile, what is meant (Rahmadayanti & Murtadlo, 2020) Tourist attractions are natural beauty such as flora and fauna, landscapes, plant growth, and human cultivation products such as monuments, museums, temples, historical buildings, tourist attractions that include humans and energy, be it dance, traditional music and others. The potential and attractiveness of tourism is one of the main factors in tourism development. In general,

tourism potential is interpreted as something owned by a tourist destination area and has an attraction so that many people want to visit that place. A tourist attraction may have several potentials that can be developed. The bigger and more potential that exists in a tourist attraction, the greater the opportunity for development (Marasabessy *et al.*, 2021). According to (Ayuningtyas & Nugraha, 2021) tourist attractions are everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture and human works that are destinations or objects of visit for tourists. On the other hand, the development of digital technology has also brought major changes in the world of tourism. (Hasibuan, 2025:109), the use of digital media by skilled human resources can increase the visibility of destinations and attract new tourists. This is in line with the findings (Haryanti, 2025:102) which states that innovative and adaptive human resource management has a significant effect on local tourist attractions. Therefore, training on digital marketing and social media management is an important need for tourism managers in this modern era.

Langsa City is one of the areas in Aceh Province that has great potential in tourism development. The natural beauty, cultural diversity, and friendly character of the people make this city have its own charm. The local government seeks to encourage the community to develop tourism potential based on the environment and local culture. One of the developing tourist villages is Gampong Cinta Raja, which is known for its potential for migratory birds and nature conservation activities that have become the area's leading tourism icon. Gampong Cinta Raja has the main attraction in the form of the existence of hundreds of migratory birds that come every year to the swamp area and village ponds. This phenomenon makes the village have a high and unique ecotourism value compared to other destinations around Langsa City. In addition to natural potential, the community also develops creative economy products such as handicrafts made from thorn pandanus, typical culinary, and environmental conservation activities that are integrated with educational tourism

activities. This potential is a great opportunity to improve the welfare of the community if managed properly and sustainably. The results of interviews with village officials show that the people of Gampong Cinta Raja have high enthusiasm in developing tourism, but still face limitations in terms of skills, planning, and management. Many residents do not understand the effective tourism marketing strategy, service management, and destination management. Support in the form of training and mentoring is still needed so that the potential of village tourism can develop professionally and in a targeted manner. The Chairman of the Pokdarwis Gampong Cinta Raja explained that the tourism activities that have been running so far are still simple and do not have a long-term development plan. Promotion is done on a limited basis through personal social media without a planned digital strategy. In addition, the lack of tourism support facilities is an obstacle in providing optimal service to visitors. This condition shows the need to increase the capacity of human resources, both in terms of managerial skills, digital promotion, and community-based tourism services.

From an institutional perspective, Gampong Cinta Raja already has two important institutions, namely BUMDes and Pokdarwis, as the driving force of tourism activities. However, the results of the interviews show that coordination between institutions has not been running optimally. Pokdarwis are still limited in terms of the number of members and technical skills, while BUMDes have not fully focused on the tourism sector. Stronger collaboration between the two institutions is needed so that tourism activities can develop in an integrated and sustainable manner. The Head of Cinta Raja Village also revealed that the local government has provided a number of assistance such as the construction of public facilities, the provision of bird watching equipment, and short training for the community. However, the assistance is still temporary and has not been able to encourage community independence in managing tourism. Continuous assistance and cooperation with external parties are needed so that the tourism potential of the village can be optimized to the

maximum. Most of the people of Gampong Cinta Raja still depend on traditional sectors such as agriculture and fisheries for their livelihoods. Tourism activities are still considered as additional activities that do not promise a definite income. The lack of understanding of the economic value of the tourism sector has made community participation not optimal. Therefore, there is a need for a strategy to increase awareness that the tourism sector can be a sustainable alternative source of economy. The role of the younger generation in tourism development is also an important factor. Some of the youth have been active as local tour guides and have participated in basic training facilitated by the local government. They have a high spirit in introducing the potential of the village, especially regarding the types of migratory birds and environmental conservation. However, this spirit still needs to be strengthened with advanced training, good organizational management, and facility support so that their contribution to the sustainability of village tourism is even greater.

In addition, aspects of promotion and cooperation networks are important elements in tourism development. Based on the results of the interviews, cooperation with external institutions such as academics, the photography community, and travel agents is still very limited. In fact, the collaboration can help expand the reach of promotions, increase tourist attractions, and open up investment opportunities. Therefore, improving communication and partnership skills for village human resources is one of the urgent needs. However, Gampong Cinta Raja also faces challenges from outside in the form of increasing competition between tourist destinations in the Langsa City area. Some other tourist villages have more complete facilities and more modern promotional strategies. For this reason, Gampong Cinta Raja needs to strengthen its human resource management strategy in order to be able to create superior service and distinctive attractions, so that it remains competitive in the midst of increasingly fierce competition. Based on these conditions, an in-depth study is needed to find out the position and condition of human resource

management in Gampong Cinta Raja. The SWOT analysis approach is used to identify strengths, weaknesses, opportunities, and threats in human resource management that support tourism potential. This analysis is expected to produce a realistic development strategy that is in accordance with the needs of the village community. Thus, this research is based on the awareness that the success of Gampong Cinta Raja as a leading tourist destination does not only depend on the uniqueness of migratory birds and their natural potential, but also on the ability to manage human resources effectively and sustainably. Through SWOT analysis, this study is expected to provide a comprehensive overview of the actual condition of human resource management and produce strategies that are able to strengthen the potential and attraction of tourism in a sustainable manner in Langsa City.

Research Methodology

This research was conducted in Gampong Cinta Raja, Langsa City (May-November 2025). The target of respondents is the gampong government, by interviewing geuchik as the leader of the gampong, because the leader of the gampong is a key resource person in village

management. The type of data used is Descriptive Narrative with primary data sources. The method of data collection is through interviews and documentation. Data analysis uses SWOT which consists of internal factors (IFAS: Strengths & Weaknesses) and external factors (EFAS: Opportunities & Threats). The results of the analysis are calculated based on weight, rating, and score to formulate the right strategy.

Results and Discussion

Results

Based on the results of interviews, field observations, and documentation in the Gampong Cinta Raja Tourism Village, the study found that the development of tourism potential owned by the village is greatly influenced by the quality and capacity of local human resources (HR). The main potential in the form of migratory bird ecotourism, mangrove areas, and thorn pandanus crafts has a fairly high economic value and tourist attraction. However, the success of destination management is highly dependent on the ability of communities and village institutions to develop, promote, and maintain the quality of these attractions.

Table 1. Table of Swot Analysis Results

| Aspects | Description |
|---------------------------|--|
| Strengths | <ol style="list-style-type: none"> 1. It has a unique potential for migratory bird ecotourism. 2. The availability of spiny pandan crafts as a superior product of the community. 3. Support of local communities in tourism and creative economy activities. 4. The natural beauty and pond environment that supports educational tourism. |
| Weaknesses (Kelemahan) | <ol style="list-style-type: none"> 1. Tourism promotion is still limited and not optimal in digital media. 2. Tourist support facilities (toilets, parking, rest areas) are still minimal. 3. The ability of human resources in tourism management and services still needs to be improved. 4. Village tourism management has not been run in a structured manner. |

Opportunities
(Peluang)

1. The trend of natural tourism, education, and ecotourism is increasingly in demand.
2. Support the government in the tourism village development program.
3. The potential of digital handicraft marketing with a wider market.
4. Opportunities for cooperation with academics, the environmental community, and training institutions

Table 2. SWOT Analysis Table

| No | | Weight | Rating | Shoes |
|------------------|---|--------|--------|-------|
| Strength | | | | |
| 1 | Human resources have experience in tourism-related activities (migratory bird tourism and local crafts) | 0.15 | 4 | 0.60 |
| 2 | The existence of Pokdarwis who are active as a tourism driver | 0.10 | 4 | 0.40 |
| 3 | Youth interest and involvement in tourism activities are high | 0.10 | 4 | 0.40 |
| 4 | The existence of creative economy products made from thorny pandanus as a local identity | 0.10 | 3 | 0.30 |
| Weakness | | | | |
| 5 | Public awareness of tourism is still low | 0.15 | 2 | 0.30 |
| 6 | Tourism support facilities are still limited | 0.10 | 2 | 0.20 |
| 7 | Digital promotion has not been running optimally | 0.10 | 2 | 0.20 |
| 8 | The number of human resources involved in tourism management is still limited | 0.10 | 2 | 0.20 |
| TOTAL IFAS SCORE | | 1.00 | | 2.60 |

Discussion

Human resource management (HR) in Gampong Cinta Raja plays an important role in supporting the development of the potential and attraction of village tourism. The results of the study show that the community has had nature-based work experience through the agriculture and fisheries sectors, which are the basic capital in the development of natural and cultural tourism. In addition, the existence of thorny pandan crafts reflects local skills that have the potential to support the creative economy while strengthening the identity of tourist villages. The existence of Pokdarwis supported by BUMDes and the participation of village youth is the main force in tourism management, especially in the development of migratory bird tourism and mangrove ecotourism. Social capital in the form of community participation and enthusiasm provides great opportunities for the development of community-based tourism. However, this study also found weaknesses in the form of limited managerial skills, professional tourism services, and the use of digital technology that is not optimal, so that

promotion and reach of tourists are still limited. In terms of opportunities, government support and cooperation with universities and external communities open up space for human resource capacity building and tourism product development. On the other hand, the main threats come from competition with other tourist villages, dependence on seasonal tourism, and environmental risks that can affect the sustainability of migratory bird tourism. Therefore, a sustainable HR management strategy through training, tourism product innovation, and strengthening digital promotion is the key to increasing the competitiveness of Gampong Cinta Raja as a tourist village.

Conclusion

Human resource management has proven to be the main factor in supporting the potential and attraction of tourism in Gampong Cinta Raja, which has advantages in migratory bird ecotourism, mangrove areas, and thorn pandanus crafts. Although the village has strength in the form of community support, the

active role of Pokdarwis, and unique natural potential, tourism development has not been optimal due to limited managerial skills, ineffective digital promotion, and lack of supporting facilities. The SWOT analysis shows that there is a great opportunity from government support and increasing interest in nature tourism, but the village still faces threats such as competition from other destinations and environmental factors. Therefore, increasing human resource capacity, strengthening digital promotion, and collaborating with the government, academics, and the community are important steps to increase the competitiveness and sustainability of Gampong Cinta Raja tourism.

References

- Ayuningtyas, L. S., & Nugraha, H. S. (2021). Pengaruh e-word of mouth, lokasi dan daya tarik wisata terhadap kepuasan pengunjung dengan keputusan berkunjung sebagai variabel intervening (Studi kasus pada Pantai Menganti Kebumen). *Jurnal Ilmu Administrasi Bisnis*, 10(1), 652–664.
- Doan, T. (2023). Homestay businesses' strategies for adapting to and recovering from the COVID-19 pandemic: A study in Vietnam. <https://doi.org/10.1177/14673584221103185>.
- Haryanti, M. F. (2025). Pengaruh pengelolaan sumber daya manusia, inovasi produk dan pemasaran yang efektif terhadap keberhasilan strategi penjualan. *Jurnal Pendidikan Siber Nusantara*, 3(1), 17–26. <https://doi.org/10.38035/jpsn.v3i1.353>.
- Hasibuan, M. (2025). Pengaruh daya tarik wisata, promosi digital dan fasilitas terhadap minat berkunjung wisatawan di objek wisata Taman Kelapa Pandan Wangi Labuhanbatu. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 2(10), 377–386.
- Karagöz, D., Aktaş, S. G., & Kantar, Y. M. (2022). Spatial analysis of the relationship between tourist attractions and tourist flows in Turkey. *European Journal of Tourism Research*, 2022, 1–19.
- Komariya, N., & Aguilika, D. (2024). Pengaruh daya tarik, fasilitas dan word of mouth (WOM) pada minat kunjung kembali wisatawan ke air terjun. *Ar-Ribhu: Jurnal Manajemen dan Keuangan Syariah*, 5(2).
- Lestari, A. A. (2022). Dan kepuasan wisatawan terhadap minat berkunjung kembali (Studi kasus pada objek wisata budaya Taman Tujuh Desa Hiang Sakti). *Jurnal Ilmu Administrasi Bisnis*, 10(2), 153–166.
- Marasabessy, R., Rumkel, L., Susiati, Masniati, A., Tuasalamony, K., Amir, N., Iye, R., & Hatuwe, R. (2021). Sang pencerah. *Jurnal Ilmu Administrasi Bisnis*, 7(1), 148–163.
- Musa, R., Mendo, A. Y., Biki, S. B., & Gorontalo, U. N. (2024). Pengaruh pengembangan sumber daya manusia terhadap kinerja pengelola wisata hiu paus di Desa Botubarani Kab. Bone Bolango. *Jurnal Ilmu Administrasi Bisnis*, 4, 4339–4347.
- Rahmadayanti, T., & Murtadlo, K. (2020). Pengaruh efektivitas media sosial, daya tarik, harga tiket, dan fasilitas pelayanan wisata terhadap keputusan berkunjung di Curug Goa Jalmo Kabupaten Pasuruan. *Jurnal Ilmu Administrasi Bisnis*, 12(1), 125–136.
- Sakty, A. A., Sriyanto, & Kurniawan, E. (2025). Analisis potensi dan daya dukung wisata untuk strategi pengembangan pariwisata Pantai Tirang Kecamatan Tugu Kota Semarang. *Geo-Image Journal*, 14(1), 26–38.
- Sianipar, R., Situmorang, J. M. H., Goeltom, V. A. H., & Yulius, K. G. (2023). Factors influencing tourist satisfaction and revisit intention to Cibuntu. *Jurnal Ilmu Administrasi Bisnis*, 3(1), 12–24.
- Simarmata, H., & Fariz, T. (2024). E-profit strategi pengembangan SDM di sektor pariwisata: Menganalisis potensi dan

tantangan di daerah berkembang. *Jurnal Ilmu Administrasi Bisnis*, 6(2), 174–181.

Sofianti, N., & Arif. (2025). Model pengembangan sumber daya manusia pengelola wisata berkelanjutan yang berbasis kearifan lokal (Lipu Tinadeakono Sara). *Jurnal Ilmu Administrasi Bisnis*, 4(4), 1365–1372.