



SWOT ANALYSIS FOR DEVELOPING THE SIROMBU BEACH TOURISM OBJECT, SIROMBU DISTRICT, WEST NIAS DISTRICT

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Abstract

This research aims to analyze opportunities, weaknesses and threats in developing the Pantai Indah Sirombu tourist attraction, Sirombu District, West Nias Regency. So that strategies can be formulated to develop tourist attractions by minimizing weaknesses and threats, maximizing the utilization of opportunities and strengths. Data collected through literature study, observation and interviews with community leaders, the Tourism Office, the community around the tourist attraction and visitors to Pantai Indah Sirombu. The data was analyzed descriptively and then to determine the development strategy for the Pantai Indah Sirombu tourist attraction, a SWOT analysis was carried out. Based on the research results, it can be concluded that the strategy for developing the Pantai Indah Sirombu tourist attraction includes building infrastructure such as road access, transportation equipment and accommodation facilities, creating tourist attractions and promoting tourist attractions, developing tourism products, and involving the community in tourism management.

Keywords: *SWOT Analysis, Objects, Tourism,*

1. INTRODUCTION

SWOT (Strength, Weakness, Opportunity, and Threats) analysis was originally developed as a company planning tool and has become a useful tool in the industrial world. However, it does not rule out the possibility of being used as a decision-making tool in the introduction of new programs in educational institutions. A program is not just a single activity that can be completed in a short time, but is a continuous activity because it implements a policy. Indonesia has great potential to generate foreign exchange from the tourism sector. This is because Indonesia has the main resources to support tourism progress. Tourism is one of the new style industries, which is capable of providing rapid economic growth in terms of employment opportunities, income, standard of living and activating other production sectors in tourist receiving countries (Wahab, 2003). According to the Ministry of Culture and Tourism (2011), this sector is the number 5 contributor of foreign exchange (2008), number 4 (2009) and number 5 again in 2010 (after oil and gas, palm oil, coal and processed rubber). Based on the 2015 Ministry of Tourism's LAK, statistical data as of January - December 2015 shows that Indonesia's tourism development achievements are able to exceed predetermined targets. This is proven by foreign tourist visits which increased to 10.4 million people, from the 2015 target of 10 million people. Meanwhile, foreign tourist visits contributed to foreign exchange earnings of IDR 144 trillion. The Ministry of Tourism predicts that in 2020 the tourism sector will be the number 1 contributor to foreign exchange in Indonesia. North Sumatra Province has 33 districts. The tourist attraction most prioritized for development by the government is Lake Toba. Lake Toba is one of the 10 priority tourist destinations in 2016 besides Borobudur,

Mandalika, Labuan Bajo, Bromo-Tengger-Semeru, Seribu Islands, Wakatobi, Tanjung Lesung, Morotai and Tanjung Kelayang (Rimanews, 2016). Lake Toba is administratively surrounded by seven districts, namely Dairi Regency, Simalungun Regency, Samosir Regency, Humbang Hasundutan Regency, Toba Samosir Regency, Karo Regency, and North Tapanuli Regency. However, tourism potential in North Sumatra is not only owned by Lake Toba. Each district has different tourist objects and attractions, both natural tourism and cultural and historical tourism. West Nias Regency, which is one of the regencies in North Sumatra Province, also has several tourism potentials, including the Beautiful Sirombu Beach in Sirombu District. Sirombu Indah Beach is a clear natural beach with a wide stretch of white sand. Visitors who come to Indah Sirombu Beach come from various age levels consisting of children, teenagers and the elderly who are generally residents of the West Nias district. This beach still looks natural with a wide stretch of white sand and coral rocks. Not many people know this beach because it is not yet exposed to people outside West Nias Regency. In fact, if this tourist attraction is developed it will increase regional income and improve the economy of the surrounding community. For this reason, it is necessary to carry out an in-depth study to determine strengths, weaknesses, opportunities and threats or a SWOT analysis as a strategy for developing the Sirombu Beach tourist attraction in Sirombu District, West Nias Regency, North Sumatra Province.

2. METHOD

The type of research used in this research is descriptive qualitative. Iskandar (2008) explains that qualitative descriptive research is a systematic and subjective approach in explaining everything that exists in the field (empirical in nature) and is oriented towards efforts to understand phenomena as a whole. The location of this research is Pantai Indah Sirombu in Sirombu District, West Nias Regency. The data used comes from primary data and secondary data. Primary data was obtained through observation, interviews and documentation conducted with the Tourism Office, Bappeda, sub-district heads, village heads, community leaders, residents and visitors. Meanwhile, secondary data was obtained through BAPPEDA and the Tourism Office, District Head's Office and Village Head. Next, determine the development strategy At tourist attractions, a SWOT analysis is carried out (Strengths, Weaknesses, Opportunities, and Threats). The informants for this research consisted of (1) West Nias Regency Tourism and Culture Office, (2) Head of Sirombu Village, (3) Community Figures, (4) Communities around the tourist attraction, and (5) Visitors to the Tourist Attraction. The data analysis technique is a systematic process of searching for and organizing interview transcriptions, field notes, and other materials that have been collected so that they can increase understanding of the materials and can present what the researcher has found to others (Emzir, 2008). The data analysis techniques in this research can be carried out through procedures or several stages as follows:

(1) Reduction; The data obtained is collected and selected, which ones are really needed as main data and complementary data. Then it is written in the form of a description, focused on important things systematically so that it is easier to understand.

(2) Data model (data display); This data model is a collection of information composed of descriptions and taking action. The form of the data model is more narrative in nature using the SWOT matrix. The SWOT Matrix is a tool used to develop tourism attraction development strategies. This SWOT matrix can clearly describe the opportunities and threats faced so that it can be adjusted to the strengths and weaknesses of tourism. Through the SWOT matrix, an appropriate development strategy can be determined. This matrix can produce four cells of possible strategic alternatives, for more details, see table 1 below:

Table 1. SWOT Matrix

| | Grandpaforce (Strengths-S) | Weaknessn (Weaknesses-W) |
|-------------------------------|-------------------------------|-----------------------------|
| MopMoney (Opportunities-O) | Strategyi SO | Strategyi WO |
| Threatn (Threats-T) | Strategyi ST | Strategyi WT |

Source: Wasitino, et al (2007)

Based on the table above, it can be explained that SO is exploiting all strengths by taking into account opportunities, WO is exploiting weaknesses by paying attention to opportunities, ST is exploiting strengths by paying attention to threats, and WT is exploiting weaknesses by paying attention to threats.

(3) Classification; The existing data is then grouped according to the themes that emerge, making analysis easier.

(4) Conclusion; The meaning of the data obtained is sought and conclusions are drawn which are initially vague and doubtful. However, if a conclusion is added, it will be perfect so that the researcher can explain it according to the facts in the field systematically and perfectly.

3. RESULTS AND DISCUSSION

Sirombu Indah Beach is a natural bathing place located in Sirombu Village, Sirombu District, West Nias Regency. With the attractiveness of clear and blue sea water and a wide expanse of sea sand. Indah Sirombu Beach, which is in West Nias Regency, is still not widely known by people outside West Nias Regency. This is due to a lack of tourism management and promotion by the local government. Every day this beach is only visited by local people who want to swim or just enjoy the view.



Figure 1. Sirombu Sirombu Beach

Reaching the beautiful Sirombu Beach is not difficult. This beach is located in the middle of a residential area and is surrounded by coconut trees and shady trees. If you are coming from Gunung Sitoli, you can reach Sirombu in 120 minutes. The view towards the Sirombu Beach location is very interesting starting from the shady community gardens and the blue sea. Existing facilities and infrastructure do not yet support the development of the Indah Sirombu beach tourist attraction. The road conditions still have many potholes and are still not even paved.



Figure 2. Condition of the road to Pantai Indah Sirombu

At the Sirombu Beach location, there are only simple stalls that only sell snacks and a grilled fish restaurant managed by the local community. It is necessary to create a tourism-conscious community to develop the natural tourist attraction of Pantai Indah Sirombu. A tourism-aware community is a community that consciously and responsibly participates in achieving tourism development targets by promoting attitudes and behavior as hosts by applying *Sapta Pesona* in everyday life. *Sapta Pesona* are conditions or seven elements that can increase tourism power. The attitudes and behavior of the community around the tourist attraction greatly influence the interest of tourists in coming to the tourist attraction, for this reason a strategy is needed that utilizes internal strengths to avoid the impact of external threats by providing education to the community about *Sapta Pesona*, which includes:

1. Natural Conditions

Based on the results of observations and interviews conducted, the Sirombu Indah Beach tourist attraction is considered safe, this is indicated by no visitors getting pickpocketed, no visitors feeling disturbed by buskers, and no disturbance from youth or local residents.

2. Orderly

Orderliness is a condition that is highly desired by everyone, including tourists. This condition is reflected in an orderly, neat and smooth atmosphere and shows high discipline in all aspects of community life. Based on the results of observations and interviews, conditions at the Pantai Indah Sirombu tourist attraction can be described as less orderly because visitors who come still park their vehicles haphazardly, especially visitors who come from local residents.

3. Clean

Clean is an environmental condition or condition that displays an atmosphere free from dirt, rubbish, waste, disease and pollution. Tourists will feel at home and comfortable if they are in clean and healthy places. The aim of cleanliness is to create a clean environment for tourism activities to take place which is able to provide hygienic services for tourists. From the results of observations and interviews, researchers obtained data that cleanliness at the Pantai Indah Sirombu tourist attraction is still lacking, this is indicated by the lack of adequate trash can facilities and a lack of awareness of cleanliness so that a lot of rubbish is strewn around the tourist attraction location.

4. Cool

Coolness can be reflected through creating an environment that is completely green, fresh, neat, comfortable and peaceful both indoors and outdoors. Everyone dreams of cool conditions. Natural conditions are fresh, pleasing to the eye, pleasant to breathe, and able to bring your mind into a sense of calm. These conditions are what tourists look for on their tour.

The results of interviews and observations in the field show that the Pantai Indah Sirombu tourist attraction is a cool and comfortable tourist attraction, it is said to be cool and comfortable because at the location of the tourist attraction there are shady trees with green views which provide cool air around the tourist attraction, the blue sea water, the wide expanse of white sand and the gentle breeze that blows and the shady trees add coolness and tranquility to visitors who come.

5. Beautiful

A situation or atmosphere that displays an attractive and pleasing environment is called beautiful. Beautiful can be seen from various aspects, such as in terms of color, layout, room layout, shape, or even style or movement that is harmonious and harmonious so that it gives a pleasant and pleasing impression to the eye. Sirombu Indah Beach has natural beauty without much artificial physical development.

6. Friendly

The aim of friendly is to create a friendly environment for tourism activities to take place which is able to offer an atmosphere that is familiar, friendly and like "home" for tourists, thus encouraging interest in repeat visits and positive promotions for wider market prospects.

A friendly attitude can be realized by acting as a good host and being willing to help tourists, providing information about customs in a polite manner, the officers can display a commendable attitude and behavior, display a smile and sincere hospitality. Hospitality is closely related to tourism-conscious society. The community around the Pantai Indah Sirombu tourist attraction can still not be said to be fully aware of tourism because they don't really care about the visitors who come, let alone providing services.

7. Memory

Memories are memories or positive impressions that are stored or attached and strong to a person's memory due to the experiences they have had. Memories aims to create memorable memories for tourists, so that the experience of the trip/tourist visit can continue to remain in the minds of tourists, and increase motivation to visit again. Memories can be formed by various interesting attractions, serving clean, healthy and delicious local food and drinks, providing interesting, unique/distinctive souvenirs that are easy to carry, having a variety of interesting attractions, exploring and highlighting the uniqueness of local culture.

Observations and interviews conducted by researchers with visiting traders and tourist attraction managers stated that memories of the Pantai Indah Sirombu tourist attraction are very lacking. This is shown by the absence of traders selling typical food, the absence of tourist attractions, and the absence of traders selling souvenirs at the location of this tourist attraction.

Tourist attraction development strategies are efforts and efforts to develop tourist attractions in a more advanced direction. In the development strategy, it is necessary to identify the completeness of tourism elements. Tourism elements are useful in determining village strengths, weaknesses, opportunities and threats so that appropriate strategies can be implemented in development. To find out the village's strengths, weaknesses, opportunities and threats, researchers conducted interviews. The people interviewed were community leaders, tourism offices, tourist attraction managers, visitors, the public and people who had insight and knowledge about the Pantai Indah Sirombu tourist attraction so that detailed, complete and accurate information was obtained. The people interviewed had their own views on the development that would be carried out at Pantai Indah Sirombu. Based on the results of interview observations, information was obtained about the strengths, weaknesses, opportunities and threats of the Pantai Indah Sirombu tourist attraction. The strength of the Pantai Indah Sirombu tourist attraction arises from within the tourist attraction itself, such as: the uniqueness of the clear and blue water, the wide and cool expanse of white sand, interspersed with shady trees. The cool air at the Pantai

Indah Sirombu location with the many trees growing around the tourist attraction is one of the attractions of natural tourism which can be used by tourists to relieve fatigue due to their daily activities.

The location of a tourist attraction that is far from worrying about the safety of life and property is an atmosphere that is highly desired by visitors to the tourist attraction. The Pantai Indah Sirombu tourist attraction is one of the safe tourist attractions, because there are no cases of theft, acts of violence, fights and buskers' activities which sometimes make visitors feel annoyed with their attitude of not wanting to leave until they are given money. Apart from its strengths, the Pantai Indah Sirombu tourist attraction also has weaknesses that must be considered. This weakness is an evaluation tool in developing tourist attractions. The weakness of this tourist attraction is that public facilities are not available, this makes visitors to the tourist attraction feel uncomfortable at the location of the tourist attraction because public facilities such as toilets, prayer rooms and places to change clothes at water tourist attractions are really needed as basic facilities at tourist attraction because public facilities support people's daily needs. Poorly maintained facilities at the object have an impact on visitor discomfort. There has been no development of facilities and infrastructure for the Indah Sirombu Beach tourist attraction. This deficiency increasingly makes visitors dissatisfied with visiting the Pantai Indah Sirombu tourist attraction. There are no facilities such as restaurants/eating houses available, there are only simple stalls that provide instant noodles, grilled fish, and canned/bottled drinks, meaning visitors have to eat elsewhere or bring their own food from home. Limited facilities such as hotels/inns mean that visitors cannot spend more than 24 hours at this tourist attraction location. Even though luxury hotels are not built, people's houses can also be used as temporary accommodation for visitors, but no community has yet done this. This is due to the lack of public interest in doing business in the culinary and lodging sectors, apart from the local community's lack of interest they also lack understanding of how to take advantage of opportunities in the business sector.

Limited special transportation or other public transportation to tourist attraction locations makes visitor access to tourist attraction locations hampered. This causes a lack of visitors coming to the Pantai Indah Sirombu tourist attraction. The lack of professional staff in managing tourist attractions makes tourist attractions less attractive to visitors. Currently, the management of Pantai Indah Sirombu is handed over to local residents. From observations made by researchers, the managers of this tourist attraction are less skilled in managing the location of the tourist attraction. This is clearly visible in the absence of development of the facilities needed by visitors. Furthermore, opportunities are the capabilities that a region has that can be utilized and developed in the future. This opportunity aims to advance tourist attractions. The opportunities that the Pantai Indah Sirombu tourist attraction has include strategic areas of environmental function and carrying capacity. If the Pantai Indah Sirombu tourist attraction is a strategic area of West Nias Regency, its development is one of the priority plans.

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There is a regional government plan to develop the Pantai Indah Sirombu tourist attraction, this development plan has been stated in the spatial plan for the West Nias Regency area. The existence of regional autonomy provides freedom to develop tourism potential, regional autonomy policy gives authority to regions to explore the potential of existing natural resources. By utilizing advances in information technology and geographical location. From opportunities, threats will emerge, threats coming from outside which can threaten the development of the Pantai Indah Sirombu tourist attraction. The threat to the Pantai Indah Sirombu tourist attraction is the development of other tourist attractions which increase competition. The many tourist attractions in West Nias Regency such as Kamadu Beach provide variety for visitors and spur the development of these tourist attractions in order to attract visitors. To be able to compete with other attractions. On the other hand, the Pantai Indah Sirombu tourist attraction needs innovations to attract visitors, which is a tough task for object managers, so reliable and qualified human resources are needed. Environmental damage due to inappropriate development is a threat caused by humans and nature. Awareness of visitors to participate in maintaining tourist attractions is important so that visitors can feel comfortable with each other and maintain the beauty of tourist attractions. When developing, you need to be careful not to damage the environment. The strategy for developing the natural tourist attraction of Pantai Indah Sirombu with analysis can be seen in the following table:

| Strength (Strength-S) |
|---|
| <ol style="list-style-type: none"> 1. The uniqueness and beauty of tourist attractions 2. Safe conditions 3. An atmosphere that provides comfort 4. Cool air 5. It is a strategic area of environmental function and carrying capacity |

This strength is a driving factor in developing the natural tourist attraction of Pantai Indah Sirombu.

| Toweak (Weaknesses-W) |
|---|
| <ol style="list-style-type: none"> 1. Limitationsn costa budgetn development objectk tourista 2. Khe said suggestiona infrastructure 3. Nopek ada attractionsi companion 4. Nopek ada transportation khintestines menend locationi objectk tourista 5. Khe said maintenance againstp objectk tourista yesn facility yang sAlready ada 6. Tanah aroundr objectk tourista stillhmillik resident |

These weaknesses can be overcome by formulating management strategies by the government involving the community.

| Pefree (Opportunities-O) |
|---------------------------------|
|---------------------------------|

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| |
|--|
| <ol style="list-style-type: none">1. Adanya plana government areah For developn Sirombu Beautiful Beach tourist attraction2. Adanya Autonomousi areah membersi kelelpower For developn potency tourista3. Terbhe said lafood work bagi societyt aroundr4. Weart tourista Karena closen withn objectk tourista lain5. His heighta desiren For travelayesn recreationi |
| Threatn (Threats-T) |
| <ol style="list-style-type: none">1. It's growinga obyek tourista lain yang increasen competition2. Environmental damage due to arbitrary development3. Khe said awaren societytaroundr Sirombu Beautiful Beach akan importance existencen sebugh objectk tour. |

Next, according to strengths, weaknesses, opportunities and threats, a SWOT analysis can be carried out. The strategy carried out in developing the Pantai Indah Sirombu tourist attraction according to the SWOT analysis is to produce four alternative strategies, namely alternative SO Strategy (create a strategy that uses strengths to take advantage of opportunities), alternative WO strategy (create a strategy that minimizes weaknesses to take advantage of opportunities), alternative ST strategy (create a strategy that uses strengths to overcome threats) and alternative WT strategy (create a strategy that minimizes weaknesses and avoids threats).

a. SO Strategy (Strength and Opportunities)

The SO strategy is a strategy that optimizes strengths to take advantage of Opportunities. Alternatives to the SO strategy are:

1) Building and repairing tourism facilities and maintenance

Every tourist attraction visited by tourists, of course they want an interesting tourist location to visit, not only the attractions displayed at the tourist attraction but also the facilities and infrastructure in the tourist attraction area. Tourism infrastructure has a big influence on the increasing number of tourist visits to tourist attractions. If tourists feel they need it while they are in the tourist attraction area being fulfilled will certainly be a special memory for visitors, and there will be a desire to return to this tourist attraction. For this reason, around or in tourist attraction areas, it is necessary to build infrastructure to support tourism activities in order to sustain tourism in the area, such as building: restaurants, souvenir sales places, banks, health centers, toilets, parking lots, ticket collection points and gazebos. Apart from building and providing tourist attraction infrastructure, repairing and maintaining existing facilities and infrastructure is also very important, without maintenance the facilities and infrastructure will certainly not attract visitors. Maintenance is carried out to maintain the beauty of damaged facilities so that they can be used again without having to build new ones and can be used for a long period of time.

2) Providing Tourism Accommodation

Accommodation is a temporary home for resting when they are tired while tourists are in the area they are visiting, be it hotels, inns or villas with comfort, good service and clean sanitation. All facilities must be in accordance with tourist needs.

The amount must be calculated based on the number and length of time tourists stay at the tourist attraction

3) Developing Tourist Attractions

A good tourist attraction must be able to attract as many tourists as possible, keep them at the attraction for a long time and provide satisfaction to the tourists who come to visit. Tourist attractions other than those provided by nature need to be built to accompany tourism attractions so that the atmosphere and conditions of the tourist attraction are not boring. The attractions that can be built at the Pantai Indah Sirombu tourist attraction are generally water attractions. At the Pantai Indah Sirombu attraction, accompanying attractions that can be built include a special children's swimming pool, fishing area and children's play area.

4) Building and providing tourist accessibility

Accessibility is all factors that can make it easier for tourists to visit tourist destinations, such as: the availability of airport, port, terminal, train station, terminal, road, bridge and transportation infrastructure. Accessibility is the most important infrastructure in supporting regional tourism development, because good road access will provide tourists with a sense of comfort in crossing it without worrying about accidents.

Based on the results of interviews and field surveys, it shows that the road to Pantai Indah Sirombu is quite good and paved. However, the condition of the roads to these tourist attractions is still damaged, with holes and some are still not asphalted, of course this factor is one of the weaknesses for the Pantai Indah Sirombu tourist attraction. For this reason, a strategy is needed to take advantage of existing opportunities to overcome weaknesses by repairing damaged roads and potholes. Apart from roads that can make access easier, transportation facilities also greatly influence the comfort of tourists traveling to visit tourist destinations. With good roads without transportation, visitors' journeys to tourist attractions will be hampered. Transportation is a means of transportation that can take tourists from where they live to other areas or tourist destinations. This can be done by air, land and ship to facilitate travel. By providing special transportation facilities to take tourists to tourist attraction locations and to other places related to their activities in the tourist areas visited. By reviving private entrepreneurs in the public transportation sector to resume operations, collaborating with private parties such as travel agents, both from within the province and outside and creating tourist travel packages.

b. WO Strategy (Weaknesses and Opportunities)

The WO (Weaknesses and Opportunities) strategy, namely a strategy that minimizes weaknesses by exploiting opportunities, is:

- 1) Increase promotions and improve development programs to better attract visitors so that they are ready to face competition between tourist attractions.

Promotion is a method or strategy used by a company to introduce its products to the general public. The strategy to increase promotion is intended to take advantage of existing opportunities to reduce weaknesses in the underdevelopment of a tourist attraction. One of the promotions that can be carried out is to take advantage of tourism events designed by the government as a means of promotion and introduction of the Pantai Indah Sirombu tourist attraction to the public at

home and abroad. Promotion can be done through electronic media, newspapers, banners and pamphlets.

2) Coordinating with the private sector to invest capital

This strategy is carried out with the aim of supporting the continuation of development so that it can help build infrastructure, accommodation, accompanying tourist attractions and other suggestions that have not been provided professionally. Therefore, coordination is needed to attract the interest of investors or private parties and the government. Coordinate with the private sector to invest capital, by forming cooperative ties based on agreement and a sense of mutual need in order to increase capabilities in a particular business field.

3) Carry out empowerment and outreach to grow and increase public awareness about the importance of a Tourism Aware society

A tourism-aware community is a community that consciously and responsibly participates in achieving tourism development targets by promoting attitudes and behavior as hosts by applying *Sapta Pesona* in everyday life. *Sapta Pesona* are conditions or seven elements that can increase tourism power.

c. ST Strategy (Strength and Treats)

The ST (Strength and Treats) strategy, namely a strategy that uses strengths to overcome threats (Treats), is:

- 1) Optimizing the natural potential and uniqueness of tourist objects by maintaining and maintaining tourist objects on an ongoing basis to face competition between tourist attractions
- 2) Development and construction of environmentally friendly tourist attractions by exercising strict control over the implementation of elements of tourism actors that are not in accordance with the attitudes and actions of tourism actors which could threaten damage to tourist objects.
- 3) Organizing accompanying tourist attractions
- 4) Accompanying tourist attractions are very important so that the atmosphere at Indah Sirombu Beach is varied and able to attract and retain tourists to linger at the location of the Indah Sirombu Beach tourist attraction.

d. WT Strategy (Weaknesses and Treats)

The WT (Weaknesses and Treats) strategy, namely a strategy that minimizes weaknesses (Weaknesses) and avoids threats (Treats), is:

- 1) Improving the quality of professional workforce in the management and maintenance of tourist attractions on an ongoing basis thereby reducing environmental damage due to arbitrary development.
- 2) Supervise and maintain existing facilities at tourist attraction locations.

5. CLOSING

5.1 Conclusion

Based on the research results, it can be concluded that the strategy for developing the natural tourist attraction of Pantai Indah Sirombu includes building infrastructure such as road access, transportation equipment and accommodation facilities, creating tourist attractions and promoting tourist attractions, developing tourism products, and involving the community in tourism management. If all strengths and opportunities are increased as well as minimizing weaknesses and avoiding threats, supported by the implementation of appropriate development strategies, the natural tourist attraction Pantai Indah Sirombu which is located in Sirombu Village, Sirombu District, West Nias Regency will be able to compete with other tourist attractions in the Regency. West Nias and even North Sumatra.

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