

# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2023, Vol. 4, No. 2, 429 – 438

<http://dx.doi.org/10.11594/ijmaber.04.02.10>

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## Research Article

### Tourism Development Through the Global Hub Bandar Kayangan in Lombok Utara (KLU) District

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#### Article history:

Submission December 2022

Revised February 2023

Accepted February 2023

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#### ABSTRACT

The Problem in this research is: (a) How is the development of the Bandar Kayangan Global Hub supporting tourism in KLU, (b) How does the Bandar Kayangan Global Hub development policy model support tourism in KLU. The data used in this study are primary data that comes from tourism stakeholders and secondary data that comes from the KLU Tourism Office and the KLU Central Statistics Agency (BPS). The analytical method used in this research is SWOT analysis (strength, weakness, opportunity, and threat). The results showed that the internal strategy factor (strength) with the highest score of 0.28, meaning that the Bandar Kayangan Global Hub in KLU must have a commitment from the community to develop its area to improve the standard of living of its people so that it is more advanced, such as by increasing people's income levels. The internal strategy factor (weakness) with the highest score of 0.13 means that the Bandar Kayangan Global Hub in North Lombok Regency must carry out quite intensive socialization and promotion through various media. The external strategy factor (opportunity) with the highest score of 0.22, meaning that the Global Hub at Bandar Kayangan in KLU can develop well because it has opportunities for community empowerment around Bandar Kayangan. The external strategy factor (threat) with the highest score of 0.21, meaning that the Bandar Kayangan Global Hub in KLU is still hampered by its development because the regional economy in particular and the national economy in general are still affected by the Corona COVID-19 pandemic.

**Keywords:** *Bandar Kayangan, Global Hub, North Lombok Regency, Tourism Development Model*

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#### Introduction

The tourism sector is one of the leading sectors developed in North Lombok Regency due

to the many potentials and tourist destinations that can be used as tourist destinations, such as the three Gilis (Gili Trawangan, Meno, and Air),

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#### How to cite:

Suriadi, I., Sutanto, H., & Dakwah, M. M. (2023). Tourism Development Through the Global Hub Bandar Kayangan in Lombok Utara (KLU) District. *International Journal of Multidisciplinary: Applied Business and Education Research*. 4(2), 429 – 438. doi: 10.11594/ijmaber.04.02.10

which are the prima donnas of foreign tourists to visit. Not only foreign tourists, who frequently visit the Tiga Gila tourist area, but also national and local tourists enjoy the tourist area. Apart from that, there are still many tourist attractions and tourist objects in the form of nature tourism, beach tourism, and various other tours owned by the North Lombok Regency (KLU), which can be developed by the North Lombok Regency Government (KLU), moreover with support from the central government, in the development of regional economic development through the development of the Bandar Kayangan Global Hub, North Lombok Regency. With the issuance of Presidential Regulation (Perpres) No. 18 of 2020 concerning the 2020-2024 national medium-term development plan (RPJMN), which includes the Bandar Kayangan Global Hub in North Lombok Regency, it is included as a national priority project as one of the new growth centers. The Kayangan North Lombok Global Hub national priority project has become one of the nation's concerns with a project that involves private investment in the development of the Kayangan North Lombok Global Hub (Suarantb.com).

The Bandar Kayangan Global Hub, North Lombok Regency, was built on an area of 7373

hectares in the Bayan and Kayangan sub-districts, which consists of five villages, namely Gumantar, Selengan, Salut, Mumbul Sari, and Akar-akar. The development of the Bandar Kayangan Global Hub, North Lombok Regency, will drive the regional economy, especially in the two areas in Kayangan and Bayan sub-districts. In addition to the economic sector, the tourism sector will also greatly impact the development of the Bandar Kayangan Global Hub, North Lombok Regency, because it will become a destination for large ships and cruise ships originating from various worlds, causing a multiplier effect for the tourism sector so that it becomes a link between foreign tourists visiting tourist areas in Indonesia in general and North Lombok in particular.

New tourist areas can also be built around the construction of the Bandar Kayangan Global Hub in North Lombok Regency, such as beach tourism with hotels, villas, and lodging places for foreign tourists who use large cruise ships with the aim of traveling. The tourism potential in North Lombok (KLU) district is quite large, as indicated by the number of tourists visiting and staying in North Lombok district (KLU), especially foreign tourists who have visited and stayed at favorite tours in Tiga Gili in North Lombok (KLU) district.

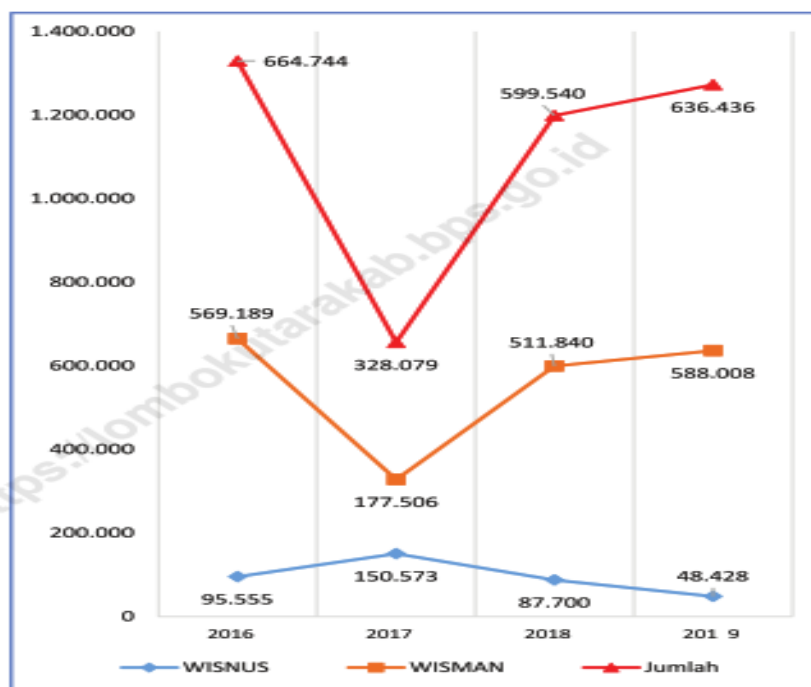


Figure 1. Number of tourists staying overnight in 2016-2019

The graph above shows that the number of tourist visits has increased from 599,500 in 2018 to 636,436 foreign and domestic tourists in 2019. An increase also occurred in foreign tourists, which increased from 511,840 foreign tourists to 588,008 foreign tourists in 2019. The decline occurred only in 2017 as a result of the earthquake that struck the North Lombok district (KLU); both foreign and domestic tourists were affected. Therefore, to welcome the construction of the Bandar Kayangan Global Hub in North Lombok Regency, research is needed related to the development and strategy of tourism policy around the construction of the Bandar Kayangan Global Hub in North Lombok Regency in particular and in North Lombok Regency in general. From the description above, the main problem can be identified, namely:

1. How does the construction of the Bandar Kayangan Global Hub benefit tourism in KLU.
2. How does the Bandar Kayangan Global Hub Development Policy Model support tourism in KLU.

### **Literature Review**

According to Law No. 10 of 2009 concerning tourism, the notion of "tourism" includes various kinds of tourism activities that are supported by various facilities and services provided by the community, entrepreneurs, the government, and local governments. Based on Law Number 9 of 1990 concerning tourism, the basic understanding of tourism, tourism, and tourism based on Law Number 9 of 1990 concerning tourism is as follows:

1. Tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as related businesses in that field.
2. Tourists are actors or people who travel. It can also be called a tourist or traveler. There are three kinds of tourists, namely foreign (from abroad), domestic (local Indonesian or Archipelago), and local (regional, district, or provincial level).
3. A tourist object is everything that is a tourist target.

A tourism object is a potential that drives the presence of tourists to a tourist destination.

In this very decisive position, tourist objects must be designed, built, or managed professionally so that they can attract tourists. One of the reasons someone visits an area is because there are interesting tourist attractions to visit in that area. This cannot be separated from the roles of the government, the private sector, and the community to create or open interesting tourist attractions to visit. Another definition of tourism states that tourism is a trip that is carried out temporarily, which is held from another place, with the intention not to make a living in the place visited, but solely to enjoy the journey of life by going on excursions and being creative to fulfill various desires (Yoeti, 2006).

Marpaung (2002) defines tourism as a temporary movement carried out by humans with the aim of getting out of routine jobs and out of their place of residence. Activities are carried out as long as they live in the intended place and facilities are made to meet their needs. Soekadijo (1997) defines tourism as all activities in society related to tourists. All the activities of building hotels, restoring cultural heritage, building recreation centers, organizing tourism fairs, providing transportation, and so on can all be called "tourism activities" in so far as tourists can expect to benefit from these activities. According to *the World Tourism Organization* (WTO), tourism is the activity of a person traveling to or staying in a place outside his usual environment for no more than one year continuously, for pleasure, business, or other purposes. (Pitana, 2009). There are four approaches to tourism, namely (Spillane, 1994):

1. **Adaptancy Approach**, This approach contends that the negative effects of tourism can be mitigated by seeking alternative forms of tourism development than those previously known or by tailoring tourism to the country or tourist destination area. This new way of thinking is based on the view that nature and culture can be combined in one context.
2. **The Developmental Approach**, also known as the "alternative approach," assumes that tourism can be tailored to the needs and tastes of the host community. or this alternative form of tourism affects the gap between the rights and obligations of guests, hosts, and intermediaries.

3. Advocacy approach: this approach supports tourism and emphasizes the economic benefits of tourism. Tourism potential can be used to support various economic activities, create new jobs, obtain foreign exchange needed for development, and much more.
4. Cautionary Approach This approach emphasizes that tourism causes many disadvantages (disbenefits) in various socio-economic aspects, such as creating seasonal and reating seasonal and low-wage employment, resulting in leakage of foreign exchange, causing cultural commercialization, and causing various kinds of conflicts.

Tourism Development is related to the development of tourism facilities and infrastructure, where tourism facilities and infrastructure are related to infrastructure related to supporting tourism in an area such as road access, transportation access, airports, ports, souvenir shops, culinary markets, arts and crafts markets, and other supporting infrastructure. The various functions of tourism development are: (1) promoting the economy; (2) maintaining national identity and preserving the function and quality of the environment; and (3) fostering a sense of love for the motherland and nation. (Jolosuharto, 1995, in Nurhadi et al.). Tourism facilities are divided into three important parts, namely (Nurhadi et al):

1. Main Tourism Structures Basic tourism facilities and infrastructure, such as hotels, villas, home stays, and restaurants,
2. Tourism Complementary Facilities (Supplementing Tourism Superstructures) Complementary facilities for tourism consist of various forms of cultural and natural tourism.
3. Tourism Infrastructure Support These supporting facilities include art markets, culinary markets, souvenir markets, and regional handicraft markets.

Strategy relates to an implementation policy, setting goals to be achieved by the organization, and determining methods for utilizing tourism facilities in an area (Suryono, 2004). The tourism development strategy is related to several things, including the purpose of having a tourism, how to manage tourism, and tourism infrastructure such as transportation (road access, airports, ports), various souvenir shops, art shops, and souvenir and culinary shops. Therefore, the tourism strategy must also be supported by the ability to capture existing opportunities and policies that promote tourism in a region. Local governments must make various efforts in developing tourism facilities and infrastructure in order to carry out their function and role in developing regional tourism.

## Methods

Table 1. SWOT Matrix

Faktor Eksternal	Faktor Internal	Strengths (S) Define 5-10 internal strengths	Weaknesses (W) Determine 5-10 factors of internal weakness
Opportunities (O) Define 5-10 external opportunities		SO Strategy Create a strategy that uses strengths to take advantage of opportunities	WO Strategy Create strategies that minimize weaknesses to take advantage of opportunities
Threats (T) Determine 5-10 external threats		Strategy ST Create strategies that use strengths to overcome threats	WT Strategy Create strategies that minimize weaknesses and avoid threats

Source: (Rangkuti, 2002)

The type of research used in this study is descriptive research with a qualitative approach. Determining the research location was

carried out by *purposive sampling*, namely determining the research location deliberately. The research location was North Lombok

Regency (KLU) West Nusa Tenggara, Indonesia. The data used in this study are primary data obtained directly from data sources such as tourism stakeholders such as tourism policymakers and tourism actors. Secondary data, namely, data that does not come directly from respondents or objects of research but is already in the form of finished data, available from agencies

or data collection agencies such as BPS, the Tourism Office, and other agencies that provide other data. Data analysis used in this research is descriptive analysis and SWOT analysis (Strength, Weakness, Opportunity, Treat). This compares the external factors of opportunities (*opportunities*) and threats (*threats*) with the internal factors of *strengths* and *weaknesses*.

## Result And Discussion

### *Internal Environmental SWOT Analysis of Bandar Kayangan Global Hub*

Table 4.1 SWOT analysis table of internal factors (strengths) of the Bandar Kayangan Global Hub

No	Internal factors (Strength)	Weight	Ratings	Score
1	The desire to build a high area	0.08	3.50	0.28
2	The potential for investors is quite large	0.06	3.25	0.20
3	Extensive KLU Local Government Marketing Network	0.06	2.50	0.15
4	There is KLU Tourism that is worldwide	0.07	2.25	0.16
5	Tourism Awareness Community is quite high	0.08	3.30	0.26
	Total Power weight	0.35	14.8	1.05

Source: processed data

The SWOT analysis of research looks at the internal factors of the Bandar Kayangan Global Hub by using five factors, such as the desire to build a high area, the potential for investors being quite large, the marketing network of the regional government of KLU being wide, the existence of KLU tourism being worldwide, and the level of tourism awareness in the community being high, as shown in table 4.1. The internal strategy factor (strength) that has the highest value is the desire to build a high area, with the highest score of 0.28, meaning that the Bandar Kayangan Global Hub in KLU must have a commitment from the community to develop its area to improve the standard of living of its

people so that it is more advanced, such as increasing income levels. The tourism awareness community, which has a score of 0.26, is the internal strategy factor (strength) that has the second highest score, indicating that the Bandar Kayangandi Global Hub, North Lombok Regency (KLU), must have a tourism-aware community in order to support the existence of the bandar Kayangan Global Hub. For SWOT analysis of the internal factor (strength) of the Bandar Kayangan Global Hub in North Lombok Regency (KLU), it can be seen that the overall strength score is 1.05, meaning that the internal strategy implemented is still weak because the weight score is less than 2.5.

### *SWOT Analysis Internal Environment of Global Hub Bandar Kayangan*

Table 4.2 SWOT Analysis Table of Internal Factors (Weaknesses) of Bandar Kayangan Global Hub

No	Internal factors (Weakness)	Weight	Ratings	Score
1	Lack of expert HR at Bandar Kayangan Global Hub at KLU	0.04	2.50	0.10
2	There are no permanent investors	0.06	1.25	0.08
3	Lack of socialization, promotion of Global Hub outside the region	0.05	2.50	0.13
4	There is still tourism potential that has not been maximized	0.04	2.55	0.10
5	Lack of public understanding of the Global Hub	0.03	1.20	0.04
	Total Weakness weight	0.22	10	0.44

Source: processed data

From table 4.2, the SWOT analysis of the research looks at the internal factors of the Bandar Kayangan Global Hub by using five factors, such as the factor of the lack of HR experts at the Bandar Kayangan Global Hub in KLU, the absence of permanent investors, the lack of socialization of the Global Hub outside the region, the tourism potential that has not been maximized, and the lack of public understanding of the Global Hub, where the total score of the weighted results of the SWOT analysis is 0.44. The internal strategy factor (weakness) that has the highest score is the lack of outreach. Promotion of the Global Hub outside the region with the highest score of 0.13 means that the Bandar Kayangan Global Hub in North Lombok Regency must carry out quite intensive socialization and promotion through various media, especially electronic media and social media, as well as through regional promotions at na-

tional and international levels, so that the Bandar Kayangan Global Hub is well known and its goal of providing benefits to the community can be achieved. The internal strategy factor (weakness) that has the second highest score is the lack of expert human resources for the Bandar Kayangan Global Hub project at KLU, with a score of 0.10, meaning that the Bandar Kayangan Global Hub is in North Lombok Regency, where the experts working on the Bandar Kayangan Global Hub project come from outside the region or from abroad so that local people are less involved in it. For a SWOT analysis of the internal factors (weaknesses) of the Bandar Kayangan Global Hub in North Lombok Regency (KLU), it can be seen that the overall score for weakness is 0.44, meaning that the internal strategy implemented is still weak because the weight score is less than 2.5.

### **SWOT Analysis External Environment of Bandar Kayangan Global Hub**

*Table 4.3 Table of SWOT Analysis of External Factors (Opportunities) at Bandar Kayangan Global Hub*

No	External factors (Opportunity)	Weight	Ratings	Score
1	Government policies that develop regional tourism	0.06	3.00	0.18
2	Accelerate regional economic growth	0.05	3.65	0.18
3	The potential for tourism in KLU is quite large	0.04	2.80	0.11
4	A big advantage for the area	0.03	2.45	0.07
5	Empowering the community around the paradise city	0.07	3.15	0.22
	Total Power weight	0.25	15.05	0.77

Source: processed data

The SWOT analysis of the research is examined in Table 4.3 by looking at the external factors of the Bandar Kayangan Global Hub using five factors, such as government policy factors that develop regional tourism, accelerate regional economic growth, have quite a large potential for tourism in KLU, generate big profits for the region, and empower communities around the Kayangan airport, with a total score of 0.77. The external strategy factor (opportunity) that has the highest score is the Bandar Kayangan Global Hub, which is Empowering the Community Around Bandar Kayangan with the highest score of 0.22, meaning that the Global Hub at Bandar Kayangan in KLU can develop well because it has opportunities for community empowerment around Bandar

Kayangan. By empowering the economy of the community around Bandar Kayangan, it will also be able to provide opportunities to reduce poverty and increase the income of people in North Lombok Regency. The external strategy factor (opportunity) that has the second highest score is government policies that develop regional tourism with a score of 0.18, meaning that the Bandar Kayangan Global Hub in KLU is the focus of the central government to develop the regional economy by carrying out infrastructure development in the regions, especially with the existence of a flagship program. The central government made Indonesia a Sea Highway to support the economy, which is a great opportunity for North Lombok to develop this global hub. For SWOT analysis of the

external (opportunity) Global Hub Bandar Kayangan factor in KLU, it can be seen that the overall opportunity weight score is 0.77,

meaning that the external strategy applied is still weak because the weight score is less than 2.5.

### **SWOT Analysis External Environment of Bandar Kayangan Global Hub**

*Table 4.4 Table of SWOT Analysis of External Factors (Threats) at Bandar Kayangan Global Hub*

No	External factors (Threat)	Weight	Ratings	Score
1	Investors are still cautious in investing	0.03	2.70	0.08
2	Increasing the risk that this global hub will not work due to pandemic conditions	0.05	1.70	0.09
3	The quality of human resources is still lacking	0.04	2.30	0.09
4	The world economy is unstable in a pandemic	0.03	2.35	0.07
5	Regional economic conditions are still in a pandemic condition	0.06	3.48	0.21
Total Weakness weight		0.21	12.53	0.54

Source: processed data

From table 4.4, the SWOT analysis of the research, we look at the external factors of the Bandar Kayangan Global Hub by using five factors, such as: investors are still cautious in investing, Increasing the risk of the global hub not working due to pandemic conditions, The quality of human resources is still lacking. The world economy is unstable in pandemic conditions. The condition of the regional economy is still in a pandemic condition, where the total score from the SWOT analysis weighting results is 0.54. The external strategy factor (threat) with the highest score is the condition of the regional economy, which is still in a pandemic condition, with a score of 0.21, indicating that the Bandar Kayangan Global Hub in KLU is still hampered by its development because the regional economy in particular and the national economy in general are still affected by the Corona COVID-19 pandemic, resulting in funding disruptions at both the regional and national levels. The external strategy factor (threat) that has the second highest value is the quality of human resources, which is still lacking, meaning that the Bandar Kayangan Global Hub in KLU has a threat. Resources are still lacking, both in tourism and in supporting the global development of the bandar Kayangan hub in North Lombok district (KLU), because this human resources problem is also the main concern of the local government in improving community human resources through education

and job training. For SWOT analysis of the external (threat) Global Hub Bandar Kayangan factor in North Lombok Regency, it can be seen that the overall threat weight score is 0.54, meaning that the external strategy applied is still weak because the weight score is less than 2.5.

### **Discussion**

From the SWOT analysis above, it can be seen that the internal strategy factor (strength) that has the highest value is the desire to build a high area, with the highest score of 0.28, meaning that the Bandar Kayangan Global Hub in KLU must have a commitment from the community to develop their area to improve the standard of living of its people, such as increasing the level of income of the community. The tourism awareness community, which has a score of 0.26, is the internal strategy factor (strength) that has the second highest score, indicating that the Bandar Kayangandi Global Hub, North Lombok Regency (KLU), must have a tourism-aware community in order to support the existence of the bandar Kayangan Global Hub. For SWOT analysis of the internal factor (strength) of the Bandar Kayangan Global Hub in North Lombok Regency (KLU), it can be seen that the overall strength score is 1.05, meaning that the internal strategy implemented is still weak because the weight score is less than 2.5.

The internal strategy factor (weakness) that has the highest score is the lack of outreach. Promotion of the Global Hub outside the region with the highest score of 0.13 means that the Bandar Kayangan Global Hub in North Lombok Regency must carry out quite intensive socialization and promotion through various media, especially through electronic media, social media as well as through regional promotions at national and international levels so that the Bandar Kayangan Global Hub is well known so that the Bandar Kayangan Global Hub's goal of providing benefits to the community can be achieved. The internal strategy factor (weakness) that has the second highest score is the lack of expert human resources for the Bandar Kayangan Global Hub project at KLU with a score of 0.10 meaning that the Bandar Kayangan Global Hub is in North Lombok Regency, where the experts working on the Bandar Kayangan Global Hub project come from outside the region or from abroad so that local people are less involved in it. For SWOT analysis of the internal factors (Weaknesses) of the Baitul Global Hub Bandar Kayangan in North Lombok Regency (KLU) it can be seen that the overall score for weakness is 0.44, meaning that the internal strategy implemented is still weak because the weight score is less than 2.5.

The external Strategy Factor (Opportunity) that has the highest score is the Bandar Kayangan Global Hub, which is Empowering the community around Bandar Kayangan with the highest score of 0.22, meaning that the Global Hub Bandar Kayangan in KLU can develop well because it has opportunities for community empowerment around Bandar Kayangan. Through empowering the economy of the community around Bandar Kayangan so that it will also be able to provide opportunities to reduce poverty and increase the income of people in North Lombok Regency. The external strategy factor (opportunity) that has the second highest score is government policies that develop regional tourism with a score of 0.18 meaning that the Bandar Kayangan Global Hub in KLU is the focus of the central government to develop the regional economy by carrying out infrastructure development in the regions

especially with the existence of a flagship program the central government made Indonesia a Sea Highway to support the economy which is a great opportunity for North Lombok to develop this Global hub. For SWOT analysis of the External (Opportunity) Global Hub Bandar Kayangan factor in KLU, it can be seen that the overall opportunity weight score is 0.77, meaning that the external strategy applied is still weak because the weight score is less than 2.5.

The external Strategy Factor (Threat) that has the highest score is the condition of the regional economy which is still in a pandemic condition with the highest score of 0.21 meaning that the Bandar Kayangan Global Hub in KLU is still hampered by its development because the regional economy in particular and the national economy in general are still affected by the corona covid 19 pandemic so that funding from both the regional, national and central levels will be disrupted, moreover investors are currently still waiting to see or waiting for economic conditions to improve so that funding for the global development of the Bandar Kayangan Hub can be carried out properly, especially since the funds needed are also large in building a global hub of bandarkayangan in north Lombok district (KLU)

The external strategy factor (threat) that has the second highest value is the quality of human resources, which is still lacking, meaning that the Bandar Kayangan Global Hub in KLU has a threat. Resources are still lacking, both in tourism and in supporting the global development of the bandar Kayangan hub in North Lombok district (KLU), because this human resources problem is also the main concern of the local government in improving community human resources through education and job training. For SWOT analysis of the external (threat) Global Hub Bandar Kayangan factor in North Lombok Regency, it can be seen that the overall threat weight score is 0.54, meaning that the external strategy applied is still weak because the weight score is less than 2.5. From the results of the SWOT analysis above, a strategy for the development of the Bandar Kayangan Global Hub in North Lombok Regency (KLU) can also be formulated as follows;



1. Conduct socialization and promotion through electronic media, social media and through regional tourism events or exhibitions related to the Bandar Kayangan Global Hub, North Lombok Regency (KLU), especially through social media so that it is known by the world community, so it is hoped that world investors can invest at Globah, the hub of this Kayanganly city.
2. Trainings must be provided to the community around the Bandar Kayangan Global Hub in particular and the people of North Lombok Regency (KLU) in general related to the development of economic potential and tourism potential for the community around the Bandar Kayangan Global Hub of North Lombok Regency (KLU) so that human resources in the field of Bandar Kayangan increase.
3. Creating a website and promoting the global hub for the North Lombok regency (KLU) through various media so that it goes global, especially since many foreign tourists are familiar with North Lombok through the Tiga Gili tourism in the North Lombok (KLU) district, so that the Kayangan airport in KLU will be more easily recognized by the world community, which will eventually bring in investors to develop this KLU paradise port.
4. Building relationships with various stakeholders, especially world investors, so they want to invest in the Global Hub Bandar Kayangan, North Lombok, especially now that there is already a special ministry related to investment at the central level, will make it easier for regions to get foreign investors to be able to invest in their respective areas, especially in this global hub of Bandar Kayangan.

## Conclusion

1. The internal strategy factor (strength) that has the highest value is the desire to build a high area, with the highest score of 0.28, meaning that the Bandar Kayangan Global Hub in KLU must have a commitment from the community to develop its area to improve the standard of living of its people so that it is more advanced, such as increasing income levels. For a SWOT analysis of the

- internal factors (strength) of the Bandar Kayangan Global Hub in North Lombok Regency (KLU), it can be seen that the overall strength score is 1.05, meaning that the internal strategy implemented is still weak.
2. The internal strategy factor (weakness) that has the highest score is the lack of outreach. Promotion of the Global Hub outside the region with the highest score of 0.13 means that the Bandar Kayangan Global Hub in North Lombok Regency must carry out quite intensive socialization and promotion through various media, especially electronic media and social media, as well as through regional promotions at national and international levels, so that the Bandar Kayangan Global Hub is well known and its goal of providing benefits to the community can be achieved. For a SWOT analysis of the internal factors (weaknesses) of the Bandar Kayangan Global Hub in North Lombok Regency (KLU), it can be seen that the overall score for weakness is 0.44, meaning that the internal strategy implemented is still weak.
3. The external strategy factor (opportunity) that has the highest score is the Bandar Kayangan Global Hub, which is Empowering the Community Around Bandar Kayangan with the highest score of 0.22, meaning that the Global Hub at Bandar Kayangan in KLU can develop well because it has opportunities for community empowerment around Bandar Kayangan. By empowering the economy of the community around Bandar Kayangan, it will also be able to provide opportunities to reduce poverty and increase the income of people in North Lombok Regency. For the SWOT analysis of the external factors (opportunities) of the Bandar Kayangan Global Hub in KLU, it can be seen that the overall opportunity weight score is 0.77, meaning that the external strategy applied is still weak.
4. The external strategy factor (threat) that has the highest score is the condition of the regional economy, which is still in a pandemic condition with the highest score of 0.21, meaning that the Bandar Kayangan Global Hub in KLU is still hampered by its development because the regional economy in particular and the national economy in

general are still affected by the Corona Covid 19 pandemic so that funding from both the regional and national levels will be disrupted. Furthermore, investors are currently still waiting to see or waiting for economic conditions to improve so that funding for the global development of the Bandar Kayangan Hub can be properly funded, especially since the funds needed are large for building a global hub in the north Lombok district (KLU) because they For SWOT analysis of external factors (threats) at the Bandar Kayangan Global Hub in North Lombok Regency, it can be seen that the overall threat weight score is 0.54, meaning that the external strategy applied is still weak.

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