

SWOT ANALYSIS OF THE WILDLIFE PARK OF MEDAN, INDONESIA

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Abstract

The purpose of this article is to analyze the internal and external environment of the Wildlife Park of Medan (WPM) into SWOT analysis. The method used is observation, in-depth interview and questionnaire. The sampling technique was used accidental sampling and analysis of qualitative descriptive with the total sample of 96 visitors. Animals, cleanliness, safety, service, facilities and development become the main attention in this article. The visitors explained that their less agreed with the condition of WPM currently which related to the six variables and want WPM to make improvement and some development that never been done in order to adjust with the expectations of visitors.

Keywords: SWOT Analysis, Wildlife Park of Medan, Qualitative Descriptive Analysis, Accidental Sampling

INTRODUCTION

Background

The condition of WPM at this moment arguably concern. Many of animals are died because of illness and old (Harian Sumut Pos, 2012). Based on previous research (Agustini, 2010) also found that a large part of visitors felt unsatisfied with the management of WPM. WPM had been criticized because considered didn't provide the adequate facilities to accommodate their animals. The arid atmosphere and gift food is less for the animals also be problem which faced by WPM. Many of visitors complained about the condition of animals were less to receive of good treatment so it looked not so interesting.

To overcome those problems above needed an analysis that known as SWOT analysis which expected the condition of WPM to be better and can adjust with desire of visitors.

SWOT analysis is strategic planning method used to evaluate of strengths, weaknesses, opportunities and threats in a project or a venture of business. The four factors above form the acronym SWOT (strengths, weaknesses, opportunities, and threats). This process involve the determined of the specific purpose from the venture of business or project and identify the internal and external factor that support and not in achieve that goal. SWOT analysis can be applied by analyzing and sorting for the various things that influence the fourth factor, then apply it in the SWOT matrix image, where the application is how the strengths were able to take advantage on the opportunities that exist, how to overcome the weaknesses that prevent the advantage on the opportunities that exist, furthermore how the strengths were able to deal with threats that exist, and the last is how to overcome the weaknesses were able to make the threats become real or creating a new threat (Friesner, 2010: 66).

The Purpose

Analyze the internal and external environment of the Wildlife Park of Medan (SWOT Analysis).

Benefit

Give the input to WPM regarding the direction toward a better future and the indicator of its success to bring about the mission to achieve the vision by means of the proper strategy.

LITERATURE REVIEW

SWOT Analysis

Definition of SWOT Analysis

The SWOT analysis is to identify the various factors systematically to formulate the corporate strategy. This analysis is based on the relationship or interaction between internal elements, there are strength and weakness, on the external elements there are opportunities and threat (Rangkuti, 2006:48).

Robbins and Coulter (2005:229) explained that SWOT analysis is an analysis which is based on the strength, weakness, opportunities and threat of the environment. According to Kotler (2009:51) SWOT analysis (Strengths, Weakness, Opportunity, Threats) is a way to observe the external and internal of marketing environment.

While, according to Gitosudarmo (2001:115) the word SWOT is an approach of Strengths, Weakness, Opportunity, and Threats, which can be translated into: Strengths, Weaknesses, Opportunities and Threats. The translation is often shortened to "KEKEPAN" in

Indonesian. In this method or approach we must think about what forces we have, what weaknesses that adhere in the self or our company, and then we also have to look at the opportunity which opened to us, and eventually we should be able to know the threats, interference, obstacles and the challenges that ahead of us.

Analysis of SWOT is the beginning of the strategic planning and does by a group of expert who assess the organization from a critical perspective (Gibis et al. 2001).

Analysis of SWOT is not a new idea in the business world. This model come from the Harvard Business School (Delahaye, 2000) and had dominated in the planning of business strategy since the 1950s (Lerner, 1999). Analysis of SWOT which far the most famous, provide two functions: it can be used to identify the internal and external environment (Kheng-Hor and Munro-Smith, 1999; Lerner, 1999). Analysis of SWOT is shortened for Strength, Weakness, Opportunity and Threat. Interestingly, the letter of SWOT produces the interesting sounds, such as rhythm, and had implication for the sequence in which the process must be followed by the party who planned the strategy.

To understand the SWOT on the overall of the process of strategic planning, it is important to put these step into a suitable framework. There is a useful model formed by Johnson and Scholes (1993) which often used. This model consist of three main areas: analysis of strategy, choice of strategy and implementation of strategy, and all of them are interrelated.

From all of the process of strategic planning, SWOT analysis is preliminary stage but it is a very important step as described by Pashiardis (1996) that identify to the environment is important to effective planning. Besides the external, the situation of internal is also noteworthy. In other words, SWOT analysis not only consist of the speculation, the strength and weakness of the future, but also explained the matter exactly happened (Horn, Niemann et al., 1994).

From the definition above can be concluded that the SWOT analysis is part of process of the company's strategic planning. The main thing to be emphasized is that in the planning process, an institution needs the assessment of the currently condition and picture of future which affect the process of achieving on the company goal. With the SWOT analysis will be obtained the characteristic of the main strength, additional strength, neutral factor, the main weakness and additional weakness based on the analysis of internal and external environmental done.

From the analysis of the potential for a company to have progress and developed which affected by: how the company exploits the external influence as well as the additional strength and local influence from within.

Components of SWOT Analysis

According to Chang and Liao (2013) components of SWOT analysis are:

1. Strength (S) is analysis of strength, situation or condition which the strength of an organization or company at this time. That necessary to be done in this analysis is every company or organization need to assess the strengths and weaknesses in compared with its competitors. For example if the strength of company is superior in their technology, so the advantage can be exploit to fill a market segment that require a level of technology and also quality which more advanced.
2. Weaknesses (W) is analysis of weakness, situation or condition which the weakness of an organization or company at this time. It is a way to analyze the weaknesses in a company or organization that was a serious obstacle in the progress of a company or organization.
3. Opportunity (O) is analysis of opportunity, situation or condition which an opportunity at the outside of an organization or company and provide the growing opportunity for the organization in the future. This way is to looked for opportunities or breakthrough that allow a company or organization could develop in the future or ahead.
4. Threat (T) is analysis of threat, how to analyze the challenge or threat that must be faced by a company or organization to face variety of environmental factor that didn't favorable to a company or organization which cause for deterioration. If didn't soon be overcome, the threat would be a obstacle for a business concerned good in the present and the future.

The Wildlife Park

Definition of Zoo

Definitions of Wildlife Park or better known with the zoo, according to Indonesian Zoo Association are:

1. A place or container of park and green or green opened space or green stripe which a place to collect, keep of prosperity and demonstrate wildlife to the public and regulated the implementation as ex-situ conservation institution.
2. The wildlife which collected in wildlife park is wildlife which protected and unprotected by the Regulation of Legislation, and will be maintained the purity of its kind in a way kept, bred outside their natural habitat.

Based on the Regulation of the Minister of National Forestry Number P.53/Menhut-II/2006 on the conservation institution, that zoo is a place or container that has a primary function as the conservation institution which make effort to the care and breeding of various species based on the ethics and welfare rule of animals in order to establish and develop a new habitat, as

facilities of protection and preservation of type by the rescue, rehabilitation and reintroduction of nature and benefited as the facilities of education, research, development of science and technology also facilities of healthy recreation.

The Purpose of Zoo

Based on the Decree of the Minister of Forestry No. 479/Kpts-II/1998 mentioned, that the purpose of zoo is as place of maintenance or breeding of wild animals in the outside of their habitat so the animals don't be extinct.

In the attachment instruction of the Minister of Internal Affairs also mentioned the goal of zoo is to preserve the fauna with breeding which has the function of conservation, education, research and recreation.

METHODOLOGY

Location of Research

The research was conducted at the Wildlife Park in the Jalan Raya Namo Rambe, Simalingkar B, Medan Tuntungan.

Population and Sample

The population of research was the visitor of Wildlife Park of Medan which amount to 2500 people in one week. The total of sample amount to 96 visitors with the accidental sampling as the sampling technique

Technique of Data Collection

Survey

Done by using the questionnaire which conducted by asking some questions to the respondent to get the information related for this research was to identify the wishes of the visitors about the condition of WPM in the future.

Observation

Researchers make observation during the process of research

Interview

Interview was conducted on a suitable source with using the guideline, and gets the data directly to complete the data that support the research.

Study of documentation, which the authors collected, the necessary data from the Internet, from WPM and literature which relate to the research.

Technique of Data Analysis

Techniques of data analysis which used in this research is descriptive analysis.

Definition of Variable Operational

Analysis of SWOT (Robbins and Coulter, 2005:229) is an analysis based on the strength, weakness, opportunity and threat of the environment. Indicators: fauna, cleanliness, comfort, service, facilities and development.

EMPIRICAL RESULTS

Descriptive Statistics

1. The visitors are less agree with the conditions of animals and its cage which evidenced by the result of the questionnaire amount of 40,6% and 39,6%
2. The visitors are less agree with the cleanliness of WPM such as animal cages (44,8%), the visitors who forbidden to give food for the animals (35,4%), the officers who expected to always clean up the environment (39,6%) and toilet (30,2%)
3. The visitors are less agree with the comfort in WPM (38,5%).
4. The visitors are less agree with the facilities provided by WPM such as toilet (53,1%) and facility of health (46,9%).
5. The visitors are less agrees with the services. Such as hospitality of officers (41,7%) and helping of officers to the visitors who face difficulties (42,7%).
6. The visitors give suggestion to WPM for add several components to increase the more interesting for the visitors such as attraction of a tour, fun zoo, a large aquarium and playground.

Analysis of the Wildlife Park of Medan

Table 1: Matrix of SWOT of the Wildlife Park of Medan

External Factor	Internal Factor	<i>Strength (S) :</i>	<i>Weakness (W) :</i>
		<ol style="list-style-type: none"> 1. It is the only one of the wildlife park in the city of Medan 2. Price of the admission is relatively for reached 3. The total of animals are many 4. The wide area 5. The species of fauna have variation 6. The mode of outbound, flying fox, and rock climbing 	<ol style="list-style-type: none"> 1. The location is far from Medan 2. The minimum of promotion by the manager of WPM 3. The condition is not appropriate with the naming of wildlife park 4. The minimum of animal treatment 5. The condition of cage is unsatisfy 6. The layout is less interesting 7. The condition of road is unfavorable 8. The lack of cleanliness 9. The pleasure of visitor is less attentioned 10. There is no place of worship for Muslim 11. The minimum of quantity and quality of toilet 12. The service of officer is unfavorable 13. There isn't sign of guidance to the fauna area
<i>Opportunity (O) :</i>	Strategy of S-O	Strategy of W-O	
<ol style="list-style-type: none"> 1. The wildlife of park with the high potential for the development 2. Alternative of tour object in Medan 3. The recreation park of Medan citizen 4. The place for conservation of wildlife 5. Means of education for visitor 6. Can be an icon of the city of Medan 7. Add to the local revenue 	<ul style="list-style-type: none"> - Exploiting the existence of WPM as the only one tour place of fauna in Medan - Maintaining the price of ticket which reached - Maintaining the total of fauna a lot of and take care of 	<ul style="list-style-type: none"> - Increasing the promotion - Fauna and cage more attentioned - Placement of the cage made more attractive - Servicing to the visitor more improved 	

<i>Threats (T) :</i>	Strategy of S-T	Strategy of W-T
1. The appear of tour place which not similar which provide a mini zoo	- Exploiting the remaining area for the development of the necessary	- Pleasure of the visitor more improved
2. Increasing the total of visitor who were not significant	- Add to the species of fauna	- Perceptively to the tour place are not similar that offering the similar of product
3. Visitors have a tendency to bored quickly and not repeatedly to visited WPM	- Socializationing the program of adoptive parents of fauna	
4. Program of adoptive parents of fauna that still unfamiliar to the public		

DISCUSSION

At the first time, the Wildlife Park of Medan (WPM) was called with Zoo of Medan (KBM). On January 27th, 2012 KBM renamed be WPM (Medan Binis, 2012). It means that this Wildlife Park will be more attention to the elements of nature conservation and environmental conservation. WPM is also expected that it will be able to contribute for the PAD (the original income of territory) of Medan.

Wildlife Park of Medan is the one and only the natural tour place in specially to showing the animals to visitors. Beside as recreation place, this park has function as place of education, research, and conservation of wildlife which endangered to extinct. The condition of WPM today arguably concerned. In 2008, 2010 and 2011 a lot of animals that died because of illness and old age. Data were collected of the dead animals such as gibbon, elephant, and female monkey of Japanese, orangutan. Besides that, there are also chicken, pigeon, rabbit (Harian Sumut Pos, 2012). In addition, also based on the research that has been conducted by researcher (Agustini, 2010) found that most of visitors did not satisfied with the management of this KBM. The visitor of zoo in Simalingkar was got many criticized cause did not provide the suitable facility for accommodating the animals owned. The arid atmosphere and less in giving of food for the animals also be a problem that faced by this zoo. Many visitors who complained about the condition of animals in KBM which likely less to receive a good treatment it looks not so appealing.

The sixth variables into the main discussion of this research, there are animal, cleanliness, comfort, service, facilities and development. The results showed that still need a lot of improvement to every variable. Visitors had opinion that fauna in this park had sufficient in quantity and kind, but maintenance of health and cage still need to be improved. Besides that, cleanliness, comfort, facility, service and development also be the main concern of visitors.

The visitors want for the location around WPM always clean and availability of road in good condition and sufficient seating in the park. Then expected availability of the number of clean toilet, the officer who responds to the circumstance of visitor and a few addition that need to be done by WPM as playground, a large aquarium, fun zoo and tour attraction.

CONCLUSION

1. The visitors are less agree with the conditions of fauna and its cage now which evidenced by the result of the questionnaire amount of 40,6% and 39,6%.
2. The visitors are less agree with the cleanliness of WPM now such as animal cages (44,8%), the visitors who forbidden to give food for the animals (35,4%), the officers who expected to always clean up the environment (39,6%) and toilet (30,2%).
3. The visitors are less agree with the comfort in WPM (38,5%).
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6. The visitors give suggestion to WPM for add several components to increase the more interesting for the visitors such as attraction of a tour, fun zoo, a large aquarium and playground.

SUGGESTION

1. Health and cage's animal to be more attention
2. Environment of WPM should be kept the cleanliness
3. WPM need to provide benches or seating for the visitor in every corner of the necessary
4. Provide a place of worship, especially for Muslim
5. Provide the number of sufficient toilet and also the cleanliness
6. Provide the health facility for visitor
7. Training of service officer it should be more quality in serve the visitor
8. Adding of playground
9. Provide a attraction of tour
10. Provide a large aquarium
11. Provide a fun zoo
12. Improve the way around of the park so will be easier for the visitor to surround it

LIMITATIONS

Researchers are outsider of WPM who more possibility don't know many the truly condition of WPM. Researchers used descriptive analysis, primary data by distributing the questionnaire to the respondent also in-depth interview. So, the results obtained in this research certainly rely on the interpretation of researchers until the tendency to sill it's very occurred.

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