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Lembeh Strait Enchantment Festival as a Means of Promoting Manado Tourism Local Wisdom

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ABSTRACT

Lembeh Strait Enchantment Festival is one of the biggest festivals in North Sulawesi. Lembeh Strait is located on Lembeh Island on the east side of Bitung city. The island has a lot of natural beauty and is dubbed as "The Mecca of Divers" for divers. Not only that, Lembeh Strait also has tourist attractions for visiting tourists, one of which is the Lembeh Strait Enchantment Festival. This festival is routinely held every year, this festival is held with the aim of introducing tourism, culture, and local wisdom of the Bitung city community. In addition to contributions from local residents, the Bitung City Government also provides full support in this annual activity, the government hopes that the Lembeh Strait Enchantment Festival can lure tourists to visit Bitung City. However, the lack of promotion of the Lembeh Strait Enchantment Festival often has an impact on the course of the event, besides that security issues are also an important issue that is less considered. The purpose of this qualitative research method-based writing is expected to foster tourist interest in visiting the Lembeh Strait Enchantment Festival in Bitung City. As a result, Bitung City will become more famous and attract tourists to visit Lembeh Strait.

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1. INTRODUCTION

The tourism sector develops with the uniqueness of tourist attractions that highlight the characteristics of the region. Tourism has a big role in the development of an area with its potential and natural resources that can attract tourists. The objectives of tourism include enjoying, getting satisfaction, gaining new insights, and maintaining physical and mental health. Statement (Apriani, 2023), the purpose of traveling can provide pleasure to yourself to others who feel. With this goal, of course there are various potential elements that are important points, including the potential of natural resources. The potential of natural resources is utilized and developed into the tourism sector in the area. The wealth of potential and natural resources in Indonesia needs to be developed in order to attract local to non-local

tourists. The existence of tourism development with promotion can be one of the factors for the popularity of an area. In the explanation (Ohorella, 2022), the tourism motto used by Maluku Province is now "The Spice of Islands" Exotic Maluku Tourism. This motto seeks to introduce local wisdom-based Maluku tourism. The concept developed to be able to realize local wisdom-based tourism is the concept of Relationships Tourism. This concept provides opportunities for visiting tourists to mingle and enjoy local wisdom. Relationships Tourism has an effective meaning to introduce local wisdom thoroughly to tourists so that tourists can feel like local residents with various realistic activities in Bitung City.

Bitung City is located on the island of North Sulawesi, Indonesia. It is home to many Minahasa people, a sub-ethnic group of Tongsi. Bitung City is located in northeastern Minahasa. According to historical stories, the name Bitung comes from the name of the tree *Barringtonia asiatica* (L) which is widespread in the northern Sulawesi Peninsula. The first resident who gave Bitung its name was Dotu Hermanas Sompotan, called Thunduan, or Leader, in the local language as expressed by (Porawouw, 2016), namely the role of community leaders plays an important role in the development of a group or region. The meaning of the word Dotu can also refer to an older person, or the title of the leader at the time, similar to the use of the word datuk for the people of Sumatra. They developed the area, cleaned it up, and made it a good place to live. They all came from the Minahasa Tongsi tribe. The area of Bitung City consists of the mainland at the foot of Mount Dua Bersaudara and an island called Lembeh Island. The culture of Bitung cannot be separated from the culture of the Nusa Utara region, because most of the residents of Bitung city are descendants of the Sangir people. Bitung is an industrial city, especially the fishing industry. The Bitung City Statistics Agency recorded the population of Bitung City in 2021 and 2020 as 225,134 people, with a population density of 718 people/km².

The charm of the Lembeh Strait Festival begins with a folk party that expresses gratitude openly for the abundance of marine products in Bitung city which becomes a tourist attraction as seen in (Tigauw, 2022) and is packaged into a festival concept by the Bitung City Government and several programs are implemented. For example, a wall cruise line for boats and cultural and art performances of Bitung City, tuna cutting show, sea carnival, Bitung Gourmet City Gastronomy, Mas Tetenkoren Watch, fishing competition, Bitung Ocean Trail, underwater photography competition, creative exhibitions and local MSMEs, and finally music performances. This is the highlight of the Lembeh Strait Enchantment Festival.

Amenity is the existence of supporting facilities to meet the needs of tourists during tourism activities, including the sale of food, drinks, accommodation and souvenirs (Sunaryo, 2013). As one of the cities with a wide selection of natural tourist destinations, Bitung City must at least have supporting facilities to support increased tourism. One of them is the ease of access to visit tourist attractions. For tourists who come from outside the island who will visit Bitung City, they can use air transportation in the form of planes to Manado City. Furthermore, from Manado City, tourists can use motorcycle taxis, taxis, and buses to get to Bitung City. The distance traveled from Manado to Bitung is approximately one hour, besides that the condition of the smooth paved road to Bitung City is very comfortable and easy to pass. Arriving in Bitung City, tourists can rent a motorbike or car to walk around Bitung City, the price set for motorbike rental is 80 thousand per day and 100 thousand per day for cars.

"Super Priority Tourism Destinations" is one of the Indonesian government programs through the Ministry of Tourism and Creative Industries that aims to promote Indonesia's tourism potential outside Bali. The development of priority destinations is the implementation of the National Tourism Development Master Plan 2010-2025 as stipulated in Government Regulation (PP) Number 50 of 2011 by the Ministry of Tourism and Creative Industries in 2015. The Indonesian government has started tourism development with a focus on 10 priority tourist destinations in Indonesia. The priority tourist destinations are Borobudur in Central Java, Mandalika in NTB, Labuan Bajo in NTT, Bromo Tengger Semeru in East Java, Thousand Islands in Jakarta, Lake Toba in North Sumatra, Wakatobi in North Sulawesi, and Tanjung in Banten. There are 10 priority tourist destinations, namely Borobudur in Central Java, Mandalika in NTB, Labuan Bajo in NTT, Bromo Tengger Semeru in East Java, Thousand Islands in Jakarta, Lake Toba in North Sumatra, Wakatobi in North Sulawesi, Tanjung Lesung in Banten Province, Morotai in North Maluku Island, and Tanjung Kelayan Island in Bangka Belitung Islands. The government focused development on five locations that became known as the Five DSPs, namely Mandalika, Labuan Bajo, Borobudur, Likupang, and Lake Toba, and added them to the list in 2019. Presidential Regulation No. 3/2016 stipulates that Likupang, North Sulawesi is the last destination in the Super Priority Tourism Destinations (DPSP). Therefore, the development of priority destinations is becoming increasingly important in order to achieve equity and economic growth in the tourism sector.

Likupang in North Sulawesi was decided as a Tourism Special Economic Zone (SEZ) based on Government Regulation Number 84 of 2019." The master plan states that Likupang

SEZ is located on an area of 197.4 hectares. Pulisan Village in East Likupang has been developed. (Likupang SEZ is planned to be developed into a high-end and medium-class tourist destination with the largest share being marine tourism and cultural tourism. DSP's tourism and infrastructure development is not only focused on Likupang (SEZ). Tourism areas around Likupang are starting to develop, including Manado, Tomohon, Bitung, Tondano, and North Minahasa. Referring to Kemenparekraf data.

Likupang in North Minahasa, North Sulawesi is approximately two hours drive from Manado City. Likupang offers natural beauty in the form of beaches with alluring turquoise sea water and stunning white sand. The beauty of this beach is surrounded by small islands that add to the natural charm of Likupang. (Rambing, 2022) explains the many potentials owned by Likupang because geographically, the North Sulawesi region, especially the Manado, Bitung, and Likupang areas, has great potential to attract tourists from neighboring countries such as the Philippines, China, South Korea, and Japan. The existence of Sam Ratulangi Airport in Manado City facilitates access for international tourists who want to visit North Sulawesi Island. Enriching the tourist experience by highlighting the uniqueness of local culture, promoting regional culinary diversity, and providing information on local cultural activities or festivals can also be an additional destination for international tourists who want to visit North Sulawesi.

According to (Rompis, 2017), the cities of Manado and Bitung have enormous tourism potential. Manado City, the capital of North Sulawesi Province, has an area of 157.27 square kilometers. About 44 kilometers east of Manado City is Bitung City, which has an area of 302.89 square kilometers. Over the last 20 years, the tourism industry in Bitung City has grown rapidly and become one of the major industries in Bitung City. Bitung City is growing rapidly due to the presence of a sea port and is also an industrial city centered on fisheries including the largest skipjack producer in Indonesia, and most of the population works as fishermen. This city has great tourism potential for tourists because it has a strategic area that affects economic growth, socio-culture, natural resources and carrying capacity. One way to promote tourism in Bitung City is by organizing the Lembah Strait Enchantment Festival. There tourists can be introduced to the advantages and features of Bitung City.

There are several land routes and roads available for tourists visiting Bitung City, including Jalan Poros Manado Bitung, Jalan Raya Tanawangko, and Jalan Corongan. These routes can be used by tourists to reach Bitung while in Manado. If tourists have other destinations besides the Lembah Strait Enchantment Festival, they can also visit one of the five priority tourist destinations such as Likupang. In Likupang, tourists' eyes are captivated

by the beautiful panorama of natural scenery and underwater ecosystems that are still preserved today. Driving through Bitung city brings your trip to Likupang closer. Travelers can also stop by Bitung City and enjoy beautiful underwater natural attractions not far from Likupang, such as the Batu Angus Beach tourist attraction, a nature reserve located in the Dua Saudara Bitung tourist area. The tourist destination shows its own uniqueness as stated (Makalew, 2019). Batu Angus Beach is not a long beach like most beaches, but has a characteristic surface covered with black pebbles and covered with large rocks, as well as various types of large rocks.

At the Lembeh Strait Festival there are also activities that can be enjoyed by tourists and local residents. Routine activities that can be followed by tourists and local residents that are part of the festival include competitions that are held openly, including the Lembeh Strait Open Water Swimming Competition, Underwater Photography, Fishing Tournament, Minahasa Culture Festival, Kabasaran & Awarding Titles.

In addition to activities that tourists can participate in, there are also activities that can be enjoyed on existing natural and cultural attractions such as music performances & music concerts, costume carnivals, tuna cutting shows, and at the end of the parade will feature a parade of ornamental boats (sailing pass) as the core of the event. Tourists can also enjoy and divert activities to MSMEs in Bitung City that are also present to enliven the running of the Lembeh Strait Festival.

Openly, the Lembeh Strait Festival has various activities that can be followed and enjoyed as stated in the 4A principle, namely Amenities, Accessibility, Activities, and Attraction. The 4A principle is the main component that must be considered in a tourist area that will be developed into a tourist destination. With the fulfillment of the 4A Principles, it can be an opening road for the Lembeh Strait Festival to be better known by local residents and tourists outside the island. Especially with the diversity of activities and culture that attracts tourists. The weakness in the running of the Lembeh Strait Festival lies in the lack of promotional events for local residents with activities carried out annually. Through this research, a solution will be obtained in the form of a study of the advantages of the Lembeh Strait Festival and Bitung City as an implementation site that will indirectly get an impact from a series of festival activities.

2. RESEARCH METHOD

The research method used is descriptive qualitative through interviews and identification of social events as described below:

1. Interviews, To unify existing ideas, interviews were conducted with different subjects. In this research, the subjects were local residents, entrepreneurs, and representatives from the tourism office in Bitung City.
2. Activity Identification, With the Lembeh Strait Festival which is the main point in this research using 4A analysis consisting of Amenities, Accessibility, Activities, and Attraction to facilitate the preparation.

3. RESULTS AND DISCUSSIONS

The tourism sector is a sector that has a large and broad development. Through the Lembeh Strait Festival held in Bitung City every year, it has the advantage of biological nature which is developed into an attraction that attracts tourists on vacation in Bitung City. Based on the analysis of activities carried out by the team, the Lembeh Strait Festival has 4 components needed in a tourist attraction. In the explanation (Ilham, 2021) which contains a statement from (Yoeti, 1997) explaining that there are 4 components of a tourist attraction, namely Amenity (facilities), Attraction (attractions), Accessibility (accessibility), and Ancillary (additional services). Analysis is useful to determine what indicators must be prepared to help promote the Lembeh Strait Festival. The indicators obtained will assist in the running of existing tourism activities.

Through an interview with one of the workers in the Institutional Development and Tourism Division, Lany Ganap, from the Bitung City Tourism Office. The Lembeh Strait Festival is a cultural and tourism activity that introduces local wisdom to celebrate the anniversary of Bitung City which shows various tourism potentials along with MSMEs of local products in Bitung City. In enlivening the running of the festival. The role of the government is actively involved and responsible for managing the Lembeh Strait Festival as stated by (Mapahena, 2021), including SKPD (Regional Work Unit) which also plays a role in the preparation process to support this activity. The Lembeh Strait Festival is one of the efforts to increase the popularity of Bitung City and encourage the development of a strong tourist area. This festival is a thanksgiving for the abundant marine products in Bitung City. Gratitude in the people's party became the attraction of the activity so that it made the Bitung City Government repackage the concept which eventually formed the Lembeh Strait Festival. The government created activities in this festival such as the holding of wall boat sailing

tickets, folk art and cultural performances, tuna fish cutting shows, sea carnivals, Bitung city gastronomy, watching Mas Tetengkoren, fishing competitions, Bitung sea trails, underwater photography competitions, exhibitions and music performances of creative and local MSMEs.

The Lembeh Strait Festival has a key difference with other festivals held in Manado. The festival concentrates on the beauty of the Lembeh Strait sea which is utilized as a competition venue during activities such as underwater photography competitions, diving, sailing passes and environmental education events. The main purpose is to appreciate the beauty of the sea in the Lembeh Strait and preserve the maritime ecosystem which is one of the country's mainstays of income according to (Paruntu, 2015) which distinguishes it from other festivals that only cover a spectrum of general themes. The Lembeh Strait Festival has high enthusiasm as evidenced in the data collection in 2022 the number recorded was 21,303 people and the latest data in 2023 was 24,744 people.

The Lembeh Strait Festival has a distinct difference and meaning to other festivals or activities but there are also problems with this festival. The problem that is still being discussed today is the lack of promotion of the festival which has an impact on its implementation. Although the problem of lack of promotion is always there statistical data on the number of tourists visiting each year continues to grow.

The implementation of the Lembeh Strait Festival has benefits for local communities that increase tourism activities. The community is involved in various sectors, one of which is the economic sector such as local crafts, regional specialties, and the provision of appropriate transportation services as explained by (Ticoalu, 2020) can affect community income during the festival. Through this festival, the government also benefits including increasing the number of tourists coming to Bitung City which has the potential to have a positive economic impact, including increasing income for local tourism businesses such as hotels, restaurants, and local traders.

The Lembeh Strait Festival is a festival that is a cultural and tourism celebration that not only celebrates the anniversary of Bitung City, but also illustrates the tourism potential and local MSME products in Bitung City. This celebration is a form of gratitude for the marine wealth owned by Bitung City, with the people's party being the main attraction. The active participation of the government and SKPD in the management of the festival shows the commitment in supporting this activity. (Kokodju, 2019) Discussing development, the Festival has become a means to introduce Bitung City, increase its popularity, and encourage robust tourism development.

¹ Based on the results of interviews conducted together with Ramon Aiba as a native of Bitung City. As a representative of the local residents, he said that the residents were very enthusiastic in welcoming and participating in the Lembeh Strait Enchantment Festival. However, in Mr. Ramon's opinion, the government's lack of approach to the community is one of the causes of the festival's lack of excitement. In addition, the problem of waste is still a major problem in the sustainability of this activity. "It is unfortunate that there are still many irresponsible individuals, they still throw garbage in the sea and the strait so that the sea in the Lembeh Strait is polluted and reduces the attractiveness of the Lembeh Strait Enchantment festival," said Ramon. The lack of public awareness of the importance of maintaining cleanliness is a task for the local government to educate the public.

In terms of transportation, according to Ramon, it is good. Visitors from outside the island can use air transportation in the form of planes to Sam Ratulangi Airport in Manado City and continue the journey by motorcycle taxi, bus, or taxi for approximately 1.5 hours to Bitung City. However, according to Ramon, what is lacking in terms of transportation is the lack of availability of vehicle rental services for local tourists who come to visit. In addition, the lack of coordination between agencies during the Lembeh Strait Enchantment Festival activities caused traffic to become irregular and caused traffic jams everywhere. Ramon also said that the government should be able to provide solutions such as enforcing one way or one-way roads from Manado during the festival. As for the return flow from Bitung City, the government can divert the route by using the Trans Manado route to reduce congestion.

But despite the shortcomings, there are still benefits for the local community. One of them is that the number of tourists who come to visit Bitung City can help the local economy. Tourists who are visiting Bitung City for the first time do not hesitate to spend money to taste the culinary specialties of Bitung City, this is very helpful for the local MSME economy. The main key in efforts to increase tourism in an area involves several elements, one of which is the community or environment (Gamal Suwanto, 2004). In addition, tourists who come not only visit the Lembeh Strait Festival, many tourists are also interested in visiting tourist destinations in Bitung City, namely Lembeh Strait Tourism Park, Tugu Trikora, Tangkoko Nature Reserve, Tandurusa Tourism Park, and for tourists who like photography it is highly recommended to visit Pintu Kota Mangrove Tourism.

Back to Lembeh, according to Ramon, there is one more interesting thing about this island, namely the Lembeh Snail Fish or what in the world of fisheries biology is called *paedocypris progenetica*. This fish lives in the waters of the Lembeh Strait, the uniqueness of this fish is its small elongated body shape and transparent and does not have a skull. This fish

is one of the main attractions, especially for tourists who love underwater photography and research. As a local resident of Bitung City, Ramon hopes that whoever is elected mayor in the future can be even more active in promoting Bitung City through the Lembah Strait Enchantment Festival so that it is better known by the people of Indonesia, and can attract investors to invest in Bitung City.

Making Lembah Strait an icon and tourist destination of Bitung City is not easy, it needs various preparations to face current and future obstacles. The government plays an important role as a stakeholder to invite the local community to participate in introducing Bitung City to the people of Indonesia. However, the role of the Bitung city community itself is no less important, it needs high awareness and willingness from the Bitung community to work together with the government to build Bitung City to be better known by the general public. The local government can promote Lembah Strait through tourism promotion events, establish cooperation with other local government agencies, and many more. Wibowo & Ma'rif (2014) argue that how the tourism potential of an area is managed and developed greatly affects the growth of the region. In addition, according to the opinion of (Elwizan & Damayanti, 2017) Aar tourism goals can be achieved, sustainable tourism resource management efforts are needed by the local government. Tourism resource management can be in the form of becoming a travel service provider, renting modes of transportation, selling souvenirs typical of Bitung City, and many more.

Quoting from the Kemenparekraf Press Release, the Lembah Strait Enchantment Festival has a series of events in it such as the Sea Carnival, Bitung Lautan Trail, tuna cutting show, and many more. In addition to the involvement of local communities and local governments, there is also involvement from the Ministry of Tourism and Creative Economy in this activity, (Vinsen, 2023) explained that seeing the success of this activity in the future the Lembah Strait Enchantment Festival can run independently and bring up other events. However, to achieve success in an activity, it is necessary to improve on several things, especially on transportation modes. Transportation is the main need that must be met, when the local government chooses tourism to be developed. However, compared to the availability of transportation modes, travel service providers and tourist attractions are the main considerations by tourists. This is the task for the local government to be able to provide transportation modes along with travel service providers for tourists visiting Bitung City.

There is no denying the fact that the development of tourism businesses is highly dependent on the support of investors and tourism entrepreneurs. Investors as the main capital owners can help support the development of tourist attractions by investing their capital, and

will be continued by tourism entrepreneurs in Bitung City to be developed. One of them is through the Lembeh Strait Festival. The Lembeh Strait Festival is expected to be able to maintain its originality so that it can be enjoyed by tourists. Menparekraf Sandiaga Uno (2023) explained that this activity is able to drive the economy for tourism actors in Bitung City. The community hopes that the Lembeh Strait Festival can increase tourist attraction for local and foreign tourists. The government must also equip the community with hospitality knowledge and simple English for tourism business owners, this way it can help the government to attract more foreign tourists.

The Lembeh Strait Festival involves various aspects, one of which is education. The world of education has an involvement in enlivening the series of festival activities. The students will be given the opportunity to show their talents that have been trained at school. This was conveyed by Muhammad Yusuf who is a teacher at SMP Negeri 7 Bitung. The implementation is held for 4 days, the students will enliven on a certain day which is contested at this festival. The students will perform Kawasaran Dance and Skipjack Catching Dance that have been taught at school. Kawasaran Dance and Cakalang Catch Dance are taught in the form of extracurricular activities which are crowded with enthusiasm from students. The Lembeh Strait Festival is held as a celebration of Bitung City's anniversary and a form of thanksgiving that involves all citizens.

Every year the festival experiences an increase in the number of visitors. The celebration began in 2015 and continued in 2016 with more grand activities. Since 2016, the Lembeh Strait Festival has an attraction on the fish auction pier that brings in 20,000 to 30,000 visitors. This attracts other members of the public to come and enjoy a series of activities. However, during the covid period only a dance competition was held which was broadcast virtually and there was no carnival performance. In 2023, the eighth year, the show was held there were four different activity spots, namely the boat parade, diving or swimming competitions, carnival events and the peak night of the show at the stadium. The carnival spot is the most crowded and dominant part compared to the other activity spots. The existence of a pier near the Lembeh Strait Festival also attracts foreign tourists who are visiting Bitung City. The increase in the number of visitors continues to grow up to 40,000 every day.

Other citizen involvement can be seen through the excitement of Bitung City MSMEs at the festival. Bitung City MSMEs highlight the richness of tuna fish. There are many processed tuna fish that are the hallmark of Bitung City. In addition, there are also types of processed fish such as tuna satay, skipjack, sashimi, and other processed fish. However, due to the short implementation time of the festival, MSME players were less satisfied. If the

implementation is longer, then MSME players can get greater profits. MSMEs have an impact that can help communities overcome poverty and provide employment for local communities to continue to grow as stated (Zuhri, 2022). The Lembeh Strait Festival has various tourist attractions that are not free from problems. Examples of problems that occur are the short period of implementation, activity spots that are not balanced in the number of visitors, and road congestion. The holding of the festival made the road to Bitung City jammed. This congestion is overcome by the division of road flow but not only congestion is still a problem, namely the parking area. Until now, the parking area problem has no solution that can be developed.

The Lembeh Strait Festival is the pride of Bitung City that can attract local and foreign tourists to come. There are still various problems that have not been resolved at this festival. The short implementation period is also a hope by residents to be extended. It is still under reconsideration regarding the period of festival implementation due to the human resources of Bitung City in program preparation and program implementation. Although the enthusiasm of residents is high in welcoming the festival, human resources are a matter of consideration and further discussion for the Bitung City Tourism Office for the range of festival implementation.

The Lembeh Strait Festival is one of the local wisdoms of Bitung City. Local wisdom is a tradition that must be carried out by a group of people where it becomes a habit of local residents as explained (Jubaedah, 2021). Bitung City is the place where this folk festival is held. In the splendor of the Lembeh Strait Festival, there are still problems that arise based on the statements of those who have helped in the interview session. Problems that are still being discussed and have not found a way out include the lack of promotion of the festival, the lack of government approach with the community, the lack of public awareness about maintaining natural cleanliness, the lack of education to preserve nature, the strength of Bitung City's human resources in the implementation of the festival, the period of festival implementation, activity spots that are only dominant at one point, road congestion, and parking areas that have not yet received more land. The view of (Ahromi, 2019) explains that the lack of relationships, the lack of distribution of the material provided, and the lack of public trust in the preparation process are common obstacles that usually occur. The need for human capital that can run the festival skillfully is aligned with the objectives of the activity.

One of the problems discussed was the lack of promotion of the festival. The need for a blend that attracts all parts to merge into one between promotional activities and other activities. This is in accordance with what is conveyed in research (Aditi, 2015) can be done

to attract target tourists who do not have the intention to come or increase tourist interest. A high level of promotion will add to the image of the Lembah Strait Festival bigger and wider. Promotion is an important part of the marketing strategy to attract tourists based on the opinion (Siregar, 2019). Promotion methods can be done directly or online without physical contact. To facilitate promotion, each activity must determine the iconic side of the event or festival.

In building the promotion of the Lembah Strait Festival in the Bitung City community, communication will take place commensurate with the statement (Olivia, 2021). Communication is important to convey opinions, complaints, ideas, input and criticism. When communication and approaches to the community are lacking, it is difficult to build a commitment to jointly organize the festival. The results of the interviews show that there is a lack of government approach to the community. This can have a negative impact on the implementation process until the implementation of the festival. Communication that is aligned with harmonious relationships will foster a sense of care and togetherness to be able to achieve the same goals in line with opinions (Kuen, 2019). Various problems that exist, the need for the government to review and consider a way out for the welfare of residents and tourists who will visit.

4. CONCLUSION

Research and discussion about the Lembah Strait Festival still has various fundamental problems. The research team concluded as follows: Make the iconic part more prominent, Lack of information dissemination and promotion of Lembah Strait Festival activities to the people of Bitung City, The relationship between the Bitung City government and the community is still not closely intertwined in the process of implementing the festival, Lack of government and local residents in instilling the heart to preserve the existing nature. This results in the Lembah Strait being polluted by human waste, The importance of having human resources who are trained and capable of integrity, The need for a more adequate study of traffic facilities in welcoming tourists, Equalization in activity locations so that there is no domination in one part, The length of the festival.

The Lembah Strait Festival is a big event for Bitung City which still has several things to improve in order to develop further. Promotional efforts made will not run smoothly if there is no strong community bond with the government. In conducting this research, it can be concluded that the Lembah Strait Festival is one of Bitung City's assets that must still be developed and preserved to maintain harmony.

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