

Takisung Beach Tourism Development Strategy in Takisung District, Tanah Laut Regency

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DOI: [10.36348/sjef.2021.v05i07.003](https://doi.org/10.36348/sjef.2021.v05i07.003)

| Received: 06.06.2021 | Accepted: 09.07.2021 | Published: 14.07.2021

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Abstract

The tourism object with the greatest potential to be developed in Tanah Laut Regency is the Takisung Beach which is located in Takisung District. This tourist attraction is one of the largest contributors to regional revenue in the tourism sector. The development of Takisung tourism also advances the community's economy. Therefore there is a need for a tourism development strategy on Takisung Beach so that the application of city branding by developing the tourism sector. It is considered as the fastest to affect regional economy because it involves the community directly, and tourism has the potential to develop economic opportunities through tourism industry by involving the community. The research method used a qualitative research approach and descriptive type. Researchers conducted structured interviews with informants in Tanah Laut Regency Government (Tourism Office), Takisung Beach UPT (Technical Implementation Unit) and parties from tourism awareness groups called POKDARWIS, using data analysis, namely SWOT analysis. The results showed that Tanah Laut Regency Tourism Office had tried their best in developing the existing potential. The strategy carried out by Tanah Laut Regency Tourism Office includes several steps, namely preservation, coaching and development, which are said already run well. To support its existence, several facilities have been provided by Regional Government and the private sector which are classified into several aspects, namely the aspects of attractions that are differentiated based on the criteria of what can be seen (something to see), what can be done (something to do), and what can be purchased (something to buy); accessibility / transportation aspects; facilitation aspects consisting of hotels and inns, restaurants, souvenir shops / stalls, clean water and sanitation infrastructure, solid waste, electricity networks, telecommunications facilities and infrastructure, gazebos / shelters and other supporting facilities; as well as information and promotion aspects.

Keywords: Development Strategy, Tourism, Takisung Beach, SWOT Analysis.

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1. INTRODUCTION

Indonesia has natural and human resources as well as cultural resources which are quite large as the basic capital of tourism growth and development. This basic capital, if managed, planned and directed properly, will have a major role in supporting the achievement of national goals, namely: increasing the welfare and prosperity of the society, expanding and equalizing business opportunities, employment opportunities, encouraging regional development, introducing and utilizing tourist objects and attractions, also fostering love for the country and strengthening friendship between nations.

The development of tourism sector in Indonesia is currently showing a significant role of

national economy development. Local governments in implementing development aimed at improving people's welfare must try to explore, increase and maximize the potential that exists in the area that can be developed.

South Kalimantan is one of the tourist destinations in Indonesia. Although South Kalimantan is not included in the top ten priority tourist destinations yet, but the region potential is quite large compared to other provinces in Indonesia. Tanah Laut Regency is the second largest district in South Kalimantan based on its geographical location. It has the potential for diverse natural resources and cultural heritage. The cultural potential of Tanah Laut Regency has personal and exotic values that differentiate it from other regions in South Kalimantan. In addition, Tanah Laut Regency has

potential in the tourism sector with natural tourism potential and attractive ecotourism.

These potentials and opportunities also encourage the Regional Government of Tanah Laut Regency to carry out promotions by developing tourism sector which aims to improve the local economy. Tanah Laut Regency regent, H Sukanta, stated that the application of city branding by developing tourism sector is considered to have the fastest impact on regional economy because it involves the community directly, and tourism has the potential to develop economic opportunities through tourism industry by involving the community (retrieved from official website of Tanah Laut Regency, 2019). The development plan places the tourism sector as the main development component. In Long-Term Development Plan (RPJP) year 2005-2025 and in accordance with Regional Regulation No. 13/2010, Tanah Laut Regency has targeted to become "The Most Advanced Argopolitan and Tourism District in South Kalimantan in 2027".

Tanah Laut Regency has held the Launching of Tourism Branding Logo "Fantastic Tanah Laut"

which aims to introduce Tanah Laut Regency tourism both inside and outside the region. This logo brand expected becomes a logo or icon for marketing strategies as tourism identity of Tanah Laut Regency.

Tanah Laut Regency has seven tourist attractions that are managed by the Regional Government through the Tourism Office, including the Takisung Beach tourist spot which is the "belle" of tourism in Tanah Laut Regency, then Batakan Beach, Bajuin Waterfall, Batu Lima Beach, Swarangan Beach, Mount Kayangan, and Mina Tirta City Park which has Water Bike / Water Balloon tours. These seven tourist attractions are a significant source of Regional Original Income in revenue at the Tourism Office. But, if examined in detail, the seven tourism spots can still be improved both from marketing and from their management. The tourism object with the greatest potential to be developed is the Takisung Beach tourist attraction in Takisung District because this tourist attraction is one of the largest contributors to regional revenue in the tourism sector. It also has a tourist attraction manager under the local government of Tanah Laut Regency.

Table-1.1: Number of Tourist Visitors and Income on Tourism Objects in Tanah Laut Year 2017-2020

No	Indicator	Year	Target	Realization
1	Number of visitors	2017	250.000 people	232.655 people
	Number of tourism sector revenue		Rp.460.050.000	Rp.460.638.250
2	Number of visitors	2018	275.000 people	340.362 people
	Number of tourism sector revenue		Rp.480.072.500	Rp.370.683.500
3	Number of visitors	2019	280.000 people	346.366 people
	Number of tourism sector revenue		Rp.521.372.600	Rp.633.093.600
4	Number of visitors	2020	285.000 people	330.241 people
	Number of tourism sector revenue		Rp.800.000.000	Rp.1.273.569.500

From the report above, there are several things as duties for Tanah Laut Regency Tourism Office, including the inadequate facilities and infrastructure available in tourist objects, there is no guarantee of security for tourist visitors and there are obstacles in access to public or private transportation to reach tourist objects. In addition, information about tourist objects in Tanah Laut Regency is not fully accessible yet from various sources and the quality of service is not optimal for visitors to tourist attractions. It is seen from reviews of tourist visitors who have visited seven tourist attractions in Tanah Laut Regency (Tourism Office Report). 2020 year).

Tourism development in Tanah Laut Regency, especially the Takisung beach, opens up new jobs for the community. Many people can be involved directly or indirectly in tourism activities, especially as providers of tourism services. This has become a separate livelihood for the people around the coast, with the development of Takisung tourism helping to advance the community's economy. The community

should be involved in providing tourist transportation services and culinary service providers. Besides utilizing existing potentials such as in making souvenirs from umang-umang shells or other marine products, the community is also empowered in managing marine products such as fish to be processed into various processed foods such as salted fish, shredded fish and others which are also typical souvenirs from Takisung. However, after the researcher made initial observations at the research location, there were several problems that occurred at Takisung Beach, namely:

- 1) Takisung Beach, which has been around for a long time in Tanah Laut Regency, is not fully managed due to the sluggishness of visitors who prefer the other new beaches.
- 2) Poor waste management.
- 3) The accessibility of the roads around the beach is narrow, making it prone to congestion on holidays.
- 4) Until now, the local government has not been able to provide maximum lighting at night so that Takisung Beach tends not to operate optimally at night. Whereas in general the beaches that are

managed by the local government continue to operate even at night.

- 5) There are still no lodging places for visiting tourists so that it can be a problem in developing the tourism sector on Takisung Beach.

The focus of this research is aimed at the tourism development strategy managed by the Regional Government in Tanah Laut Regency, namely the Takisung Beach tourist attraction. The formulation of the problem in this research is: "What is the strategy for developing tourism objects and what are the factors driving and inhibiting the development strategy of the Takisung Beach Tourism Object, Takisung District, and Tanah Laut Regency." While the purpose of this study is to determine how the tourism development strategy on Takisung Beach can increase the number of tourist visitors who come to Takisung Beach and determine the factors that are driving and inhibiting the development strategy of the Takisung Beach tourism object, Takisung District, Tanah Laut Regency.

2. LITERATURE REVIEW

2.1. Theoretical Concepts

2.1.1. Development Concept

In general, the meaning of development is every effort to create a better life as defined by a country "an increasing attainment of one's own cultural values" (Tjokrowinoto, 1996: 1). The benchmark of development is not only per capita income, but must be accompanied by an improvement in income distribution, a reduction in poverty and a reduction in the unemployment rate. Meanwhile, according to Gamal Suwanto (1997: 56) development is advancing and improving or enhancing something that already exist aims to develop quality, balanced and gradual products and services.

2.1.2. Tourism Development Strategy

According to Gamal Suwanto (1997) Saptatourism development policies are: promotion, accessibility, tourism areas, marine tourism, tourism products, human resources, and a national campaign for awareness of tourism.

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is the whole activity of government, business and society to regulate, manage and serve the needs of tourists. (Karyono, 2017: 15).

The tourism development strategy also intended to develop quality, balanced and gradual products and services. The tourism component itself consists of supply and demand components. The components of the preparation consist of tourist objects, tourism facilities, tourism services, environmental

infrastructure and facilities. The demand component consists of tourists and local residents who use tourism resources (products and services).

In developing the world of tourism, cooperation is required between each party as a stakeholder by paying attention to each function and role. This is in accordance with what is mandated in the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, there are at least 3 (three) components of tourism development stakeholders in Indonesia, namely:

- 1) First, the government and / or local government.
- 2) Second, the private sector / industry, both foreign investors and / or domestic industry players.
- 3) Third, related community parties, either as workers, actors in tourism business activities or as hosts.

Tourism plays an important role in development because it has an impact on country or region economy that is a tourist attraction. Tourism and its supporting activities is one of the sectors that has a role in the development process, regional development and ultimately contributes to the income of a region and society.

Regarding the development strategy of Takisung Beach in accordance with Higgins' opinion (in J. Salusu 2003: 101-104), there are four levels of strategy, namely:

- 1) Enterprise Strategy

This strategy is related to community response. Every organization has a relationship with the community, where they have very varied interests and demands on the organization, so that it needs to be given attention by strategists.

- 2) Corporate Strategy

This strategy is related to the mission of the organization, so it is often called a grand strategy which covers what areas an organization is involved in.

- 3) Business Strategy

This strategy explains how to seize marketing in community or how an organization can achieve comparative advantage which is intended to obtain strategic advantages while supporting the organization development to a better level.

- 4) Fungsional Strategy

This strategy is a support to support the success of other strategies. There are three functional strategies, namely:

- a) Economic functional strategy: includes functions that enable the organization to live as a healthy economic unit, including those related to finance, marketing, resources and development.

- b) Management functional strategy: covers management functions which include planning, organizing, implementing, controlling.
- c) Strategic strategic issues: controlling the environment, both the environment that is already known and the situation that is not known yet or is always changing.

2.1.3. SWOT Analysis

SWOT analysis according to Sjafrizal (2014) is basically a technique of systematically identifying various factors and determinants of the institution development. The SWOT analysis technique aims to evaluate the conditions of the activity concerned scope, which can be used to formulate a development strategy for the institution concerned. SWOT analysis is intended to see what the strengths and weaknesses of Takisung Beach are and see how the existing potentials are, also provide development input according to this potential.

The SWOT matrix is a systematic way of identifying the four factors included in the analysis that illustrate the best fit between them. This analysis is based on the assumption that a strategy will maximize strengths and opportunities, as well as minimize weaknesses and threats. The SWOT matrix is used to develop four types of alternative strategies, namely SO (strengths - opportunities), WO strategy (weaknessess - opportunities), ST strategy (strengths - threats), and WT strategy (weaknessess - threats).

In the First Quadrant, a strategy can be produced by connecting the elements of strength and the elements of opportunity. This strategy is commonly called the S-O Strategy and some even call it a Growth Oriented Strategy.

In the Second Quadrant, a regional development strategy can be produced by linking elements of strength and threat. This strategy is also commonly referred to as S-T Strategy which is more of a Defensive Strategy against threats that come from outside.

In Quadrant Three, a regional development strategy can be generated by linking the elements of weakness with the opportunities available. This strategy is also commonly referred to as W-O Strategy that is more in the nature of inward adjustment of policies (Internal Adjusment Oriented).

In the Fourth Quadrant, a regional development strategy will also be produced by linking the elements of weakness and threat. This strategy is commonly referred to as the W-T Strategy which is a Self-Defense Strategy. Each of these quadrants can produce one or more strategies for regional development or the development of the relevant institution. The important thing to do is so that the

regional development strategy formulated does not overlap one quadrant with another.

3. MATERIAL AND METHODS

3.1. Research Approach

This study uses a qualitative approach, namely a research approach based on phenomenology and the constructivism paradigm in developing science. This study intends to reveal how the tourism development strategy of Takisung Beach in marketing tourist objects, increasing the number of tourists who come, and knowing the driving and inhibiting factors in the strategy of developing a tourist attraction in Takisung Beach, Takisung District, Tanah Laut Regency.

In order to achieve the objectives of this study, the researchers used the SWOT analysis method. The analysis is based on logic that maximizes strengths and opportunities, but at the same time minimizes weaknessess and threats. Furthermore, the analysis is carried out through the stages of data reduction, data modeling, data classification and conclusions, in order to obtain a strategy for developing the tourism object of Takisung Beach. The research location is located in the tourist attraction of Takisung Beach, Takisung District, Tanah Laut Regency, and South Kalimantan.

Primary data in this study were notes on the results of interviews and direct field observations. Sources of informants in this study include:

- a) Head of the Tanah Laut Regency Tourism Office
- b) Head of the Tourism Destination Division
- c) Head of Tourism Marketing
- d) Head of the Economic and Natural Resources Sector at Bappeda Tanah Laut Regency
- e) Head of the UPT Takisung Tourism Object
- f) Pokdarwis as a tourist attraction

Secondary data in this study is in the form of data from the Tanah Laut Regency Tourism Office database, documentation and others regarding information related to research.

The data collection instruments used questionnaires, observation forms, other forms related to data recording and so on. This research was carried out by direct researchers, including determining problems, extracting data, analyzing data, conducting discussions and drawing conclusions.

The data analysis used in this research is a SWOT analysis to find out how to analyze the tourism development strategy at Takisung Beach. The analysis stage begins by formulating factors related to internal and external factors in the form of strengths, weaknesses, opportunities and threats that will be obtained using a SWOT analysis. The results of the assessment of internal and external conditions will produce a group of factors, namely; strength, weakness, opportunity and threat.

4. RESULT AND DISCUSSION

4.1. Result

Judging from the area in Tanah Laut Regency with a land use of 92,814 ha (24.6%) is forest area, 71,288 ha (19.2%) is plantation land, 51,122 ha (13.7%) is paddy and moor land and The remaining 4,157 ha (1.11%) is for residential areas and others, so Tanah Laut Regency has prepared a variety of potentials that can still be managed for the benefit of improving the welfare of the community. For this reason, Tanah Laut Regency through its territorial spatial planning policy has prioritized 5 (five) areas with each of its strategic functions, namely: (1) Industrial estates are concentrated in Bati-Bati and Jorong Districts, (2) Agriculture in Kurau District, (3) Marine fisheries in Kuara, Takisung, Panyipatan, Jorong and Kintap Districts, (4) Mining in Jorong and Kintap Districts, and (5) Tourism Objects and Tourism Development in Takisung, Panyipatan, Jorong, Bajuin and Pelaihari Districts (RPJMD Tanah Laut Regency 2020).

From the tourism sector in Tanah Laut district which has many tourist objects, competitively creates competitiveness in the tourism sector. The comparative advantage is reflected in the length of the beach which is owned approximately 200 km so that it makes Tanah Laut Regency as a tourist destination (coastal tourism). Apart from coastal tourism, due to geographical factors in the form of lowlands and mountains, there are interesting natural attractions, caves, waterfalls, swamp buffalo and cultural / religious tourism as well as culinary tours. If developed and optimized, all types of tourism will become a competitive advantage. Through this mission, it is hoped that the number of tourists will increase the regional income of the tourism sector as well.

The goals to be achieved during a period of 5 (five) years are "To realize an increase in the number of tourist visitors; so that it can increase regional income and income of the community around tourism objects and other tourism service business actors such as restaurants, hotels / inns, travel / travel agencies and others.

The target to be achieved during a period of 5 (five) years is the increase in the number of tourist visitors, which are the main targets of tourist visitors, with the increase in the number of visitors it is hoped that it can increase regional income and the income of the community and tourism service business actors. The performance achievements in 2020 are described as follows:

- The number of tourist visitors in 2020 reached 330,241 people or more 115% of the target of 285,000 people.
- Total revenues in 2020 reached Rp. 1,273,569,500, - or more than 100% of the target of Rp.

800,000.00, - the revenue is obtained from the entrance fee of tourism objects, the revenue from the lease or levies on tourism places and the levies on the use of regional assets.

- Length of stay, which is the average length of stay of visitors, in 2020, from the target of 2 days, 1 day was realized (<100%). To find out this data, a field survey was conducted, direct inquiries of each visitor who became a sample, as well as information from lodging service business actors. The efforts made to improve this indicator include appealing to every activity in Tanah Laut Regency to be accompanied by involving accommodation / hotel / lodging facilities in Tanah Laut Regency, fostering service business actors, especially lodging in providing services and facilities to visitors.

The number of tourism potential areas developed in 2020 includes: Batakan Baru Beach, Bajuin Waterfall and City Forest in Pelaihari District. The Tourism Office made improvements to the facilities and infrastructure for the three tourist objects, from the target of 3 objects, 3 objects were achieved (100%).

The Tanah Laut Regency Tourism Office has its own strategy, namely:

a) Preservation

In accordance with the Law of the Republic of Indonesia Number 10 of 2009 and the Long Term Development Plan (RPJP) 2005-2025, what is called Conservation is a dynamic effort to maintain the existence of tourism and its value by protecting, developing and utilizing. It is including conservation / restoration, preservation / preservation, reconstruction, restoration, renovation, rehabilitation, gentrification and revitalization.

b) Coaching

In general, coaching is defined as an effort made to provide direction and guidance in order to achieve a certain goal. In addition, coaching is a step taken to increase knowledge, attitudes, and skills in various fields, both in the social, economic and social fields.

c) Development

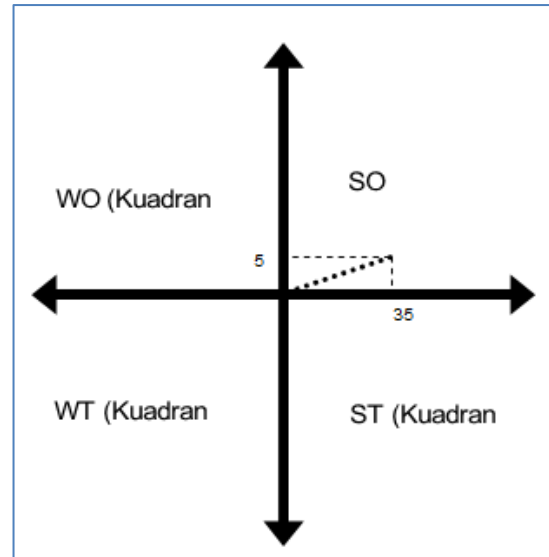
According to Regional Regulation No. 13/2010, Tanah Laut Regency explains that development is an increase in the potential value of information and promotion of a tourism, and is also in accordance with the strategic issue of the Tanah Laut Regency Tourism Office in point 10 of RPJMD, namely "Management and Development of the Tourism Sector". Utilization in this tourism development is through research, revitalization and adaptation in a sustainable manner and does not conflict with conservation objectives.

4.2. DISCUSSION

From the strategy used by the Tanah Laut Regency Tourism Office, it is known that the strategy is in accordance with the theory put forward by Higgins (In Salusu, 2015) and is included in the functional strategy level which can provide good service to the demands and needs of the community in the tourism sector. In addition, this strategy level is closely related to preservation, organizational functional strategy, namely cooperation between the Tanah Laut Regency Tourism Office with employees and communities around the Takisung Beach Tourism Area. While in coaching, the functional strategy has a role as an environment controller, both environment within the organization and those outside the organization. This can be done by giving directions to beach employees in order to maintain the potential and sustainability around Takisung Beach Tourist Area. In terms of development, the functional strategy has a role as a basis for advancing the Indonesian Takisung Beach Tourism Area by collaborating with various related parties to introduce this to wider community, from the Tanah Laut district level, the provincial level until the nation level.

SWOT analysis is intended to see what are Takisung Beach's the strengths, weaknesses and existing potentials, also to provide development input according to this potential.

Internal (IFAS) and external (EFAS) analysis factors in developing the potential of Takisung Beach tourism object in Tanah Laut Regency, both related to local government agencies, communities and stakeholders, can be seen in the following table:



From the explanation above, it can be seen that the position of Takisung Beach Tourism Development is in quadrant I which means that the internal factors in this case are very good opportunities. The choice of strategy used is the SO (Strength-Opportunity) strategy (quadrant I) by using strength to take advantage of opportunities.

To formulate this strategy using the results of the internal and external factors assessment, namely developing strengths and opportunities, also minimizing the weaknesses of the threats will be faced. Based on the IFAS and EFAS analysis, an alternative strategy for community empowerment was formulated using a SWOT matrix analysis, as presented in the following table:

Table-5.2: SWOT Matrix

<div style="text-align: center;"> <div style="transform: rotate(-45deg); display: inline-block;"> Internal External </div> </div>	Strength	Weakness
	a. The existence of an integrated service unit (UPT) specifically to handle tourist objects. b. Natural resources (the length of the beach, the location of the beach close to the city and easy to reach) c. Human resources (fishermen, traders, craftsmen and pokdarwis who are already available)	a. There is no public transportation to go to Tangkisung beach, for people who don't have cars or who don't want to use private vehicles. b. Lack of public awareness to maintain environmental sustainability and cleanliness. c. Human resources have not maximized the opportunities that can improve their economy, managing the cleanliness of garbage on the beach is not maximized.
Opportunity	SO Strategy	WO Strategy
a. Availability of increasingly sophisticated technology, making it easier to promote tourist objects, such as through social media, etc. b. District government support for tourism is good enough. It's just that the communication still needs to be improved. So that new innovations can be created for Tangkisung beach.	a. Using the available local government budget for Tanah Laut Regency to promote and enhance the Brand Image b. Increasing the capacity of human resources can be through the support of the Tanah Laut Regency Government or from private	a. The capacity of human resources can be increased with the support of the district government so that a work plan can be made, in collaboration with universities and neighboring local governments b. Raising national issues as a material to make the public aware of the basic promotion and marketing of compiling

c. Support from other stakeholders to develop attractiveness on the beach.	parties related to Corporate Social Responsibility (CSR).	a work plan and promotion of regional leading tourist objects through social media
Threats	ST Strategy	WT Strategy
a. Thuggery / extortion by unscrupulous people.	a. The human resources availability as a stakeholder from community can be accompanied by POKDARWIS or private elements related to marketing and promotion, either through conventional media or online media.	a. Supporting facilities for coastal operations can be held in collaboration with the private sector and CSR as well as collaboration with universities or schools so that they can work together in improving Takisung beach facilities
b. Weak management supervision of the cleanliness and safety of the beach.	b. involve community members in the capacity to maintain beach cleanliness and security around the coast	b. Cooperate with thugs to be given decent work
c. Natural factors, such as water waves that are too high. Garbage strewn from the visiting community. Unfavorable weather. If it rains, it will cause dirty roads / sand and surrounding facilities to not be enjoyed.		

Based on the analysis of internal and external factors, the choice of strategy and the SWOT matrix, there is a chance that can run well by utilizing existing strengths so the obstacles that occur in the field can be resolved and run efficiently.

With the National Tourism Strategic Program, it is expected that can develop tourism destinations, increase regional income, increase investment in the tourism sector and contribute to the absorption of labor in the tourism sector.

The medium-term target of South Kalimantan Culture, Youth, Tourism and Sports Department strategic plan as a basis guideline and reference in making the Strategic Plan for Tanah Laut Regency Tourism Office so that it is in line with the achievement of tourism sector vision and mission. The targets include; increasing the number of tourist visits, increasing tourism object infrastructure, increasing human resources and increasing tourism marketing / promotion.

From the results of the SWOT analysis above, through an assessment of the weight of each strategy's strengths, weaknesses, opportunities and threats, a strategy can be formulated, including:

- 1) Encouraging, developing and empowering the community in their participation in the regional tourism sector.
- 2) Increase marketing efforts through various promotions and cooperation with related sectors.
- 3) Developing information and data systems using electronic media technology / website / social media and others.

- 4) Improve the human resources of tourism actors through certification of supervision, evaluation and tourism technical guidance.
- 5) Increasing partnership with stakeholders and the community as actors in tourism.

Strategic issues' analysis / elaboration related to the duties and functions of the Tanah Laut Regency Tourism Office, among others:

- a) Increasing Human Resources in providing services to the community, including security issues (tourism human resources such as POKDARWIS, tour guides, service business actors, etc.)
- b) Improvement and Development of Tourism Office personnel
- c) Increasing representative infrastructure
- d) Exploring potential
- e) Increasing the promotion of tourism in quality and quantity
- f) Implementation of data collection in the tourism sector.

5. CONCLUSION

Based on the research that has been done, it can be concluded that the efforts made by Tanah Laut Regency Tourism Office in developing the existing potential in the Takisung Beach Tourism Area are as follows:

- a) One of the advantages of the Takisung beach water tourism area is that it is a tourist attraction that accommodates various aspects of tourism on Takisung beach, which is also a supporting aspect of the tourism industry on Takisung Beach so that it is feasible to be a tourist area that rests on sources of beach sand as well as water on the coast. These aspects include aspects of natural resources and recreation and entertainment which have been

integrated into a tourism facility and infrastructure with complete and adequate facilities. This is related to 3 aspects which include:

- i. Conservation related to cooperation between local residents as stakeholders and tourism awareness groups (POKDARWIS).
 - ii. Guidance, to be carried out for security guards at Takisung Beach, aims to create charm so that visitors who come feel comfortable and safe.
 - iii. Development related to promotion and growth of tourist objects.
- b) The Takisung Beach tourist area in the Regional Regulation of Tanah Laut Regency in accordance with the Decree of the Regent of Tanah Laut Number: 188.45 / -KUM / 2018 concerning the Strategic Plan (RENSTRA) of the Tanah Laut Regency Tourism Office 2018-2023 and the RPJMD of Tanah Laut Regency in the tourism sector, namely at Missions related to Improving the performance of regional leading sector business units, Contribution of the tourism sector to GRDP, Building good synergy between levels of government in order to improve public welfare, Contribution of the tourism sector to GRDP and Production Enhancement Programs and contribution in the tourism sector to PDRB from UPT Tourism Objects Takisung Beach. To support its existence, several facilities have been provided by the Regional Government and the private sector which are classified into several aspects, namely the aspects of attractions that are differentiated based on the criteria of what can be seen (something to see), what can be done (something to do), and what can be purchased. (something to buy); accessibility / transportation aspects; facilitation aspects consisting of hotels and inns, restaurants /restaurants, souvenir shops / stalls, clean water and sanitation infrastructure, solid waste, electricity networks, telecommunications facilities and infrastructure, gazebos / shelters and other supporting facilities; as well as information and promotion aspects.
- c) During the process of managing and developing the tourism area itself, it experiences many obstacles and shortcomings. Therefore, the coastal government and local managers are working hard with a variety of appropriate solutions for the development of a tourist beach area. The obstacles include the absence of a budget, insufficient parking space, lacks of knowledge possessed by managers in developing a tourism destination, and so on. The existence of activities that expose more to coastal and culinary tourism attractions shown to the interest of both domestic and foreign visitors is a type of tourism product that is different from other objects. So it is expected that the management and development of this tourist beach area will be able to encourage economic growth and increase income for the Takisung coastal community, especially through the tourism sector.

For street vendors, the Regional Government should issue a Regent Decree regarding the place and time of their business activities, and be firm in determining one path enter visitors by route through the tourist market. Thus the street vendors around the Takisung Beach will return to selling in the tourist market and the local government can impose a cleaning fee on them. Then there is also a need for a firm and selective attitude by the government towards hotel entrepreneurs, starting from licensing to prosecution of illegal hotels. The Regional Government has the authority to impose sanctions ranging from warning to the closure of the business sector. With the official data on the type of business, Tanah Laut Regency Government can increase local revenue (PAD) through levy tax collection. Regarding the role of the local community, it can be overcome by realizing the awareness of the Regional Government first, then through the Tourism Office can provide guidance to increase the role and participation of the local community by mobilizing tourism awareness groups (Pokdarwis).

6. RECOMMENDATION

Based on the research conducted, the authors provide a few suggestions or input that might be useful to further develop the tourist area of Takisung Beach, Tanah Laut Regency, including:

- a. Good communication is needed between the Tanah Laut Regency Regional Government and Takisung Beach Technical Implementation Unit, so that cooperation between the two agencies can run well. That way, preserving and developing it will be easier, more effective and efficient.
- b. Considering the low knowledge of the surrounding community about the Takisung area, guidance should be carried out routinely so the community can participate in the development of the beach as tourist guides for tourists to explore natural tourist objects in the Takisung Beach Tourist Area such as the Mangrove Forest, or other artificial tourist objects around Takisung Beach which are packaged like a tour.

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