

Study on Development Potency of Coastal Tourist Object in Majene District, West Sulawesi, Indonesia

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Abstract

Majene Regency is one of the regencies in the province of West Sulawesi with a length of 125 km beach located on the coast of West Sulawesi stretch out from South to North with an area of 947.84 Km on the west side of Sulawesi Island, so that it is famous regency for its beautiful beaches. However, it has not the existence of good tourism planning according to the potency of coastal tourism, resulted in the potency of the tourism sector in improving the regional economy is not optimal. The purpose of this study was to determine the potency of beach tourism in developing tourism attractions. The research used a survey method with analytical techniques using scoring for internal and external potency and a combination of both. The results indicate that the internal potency with high classification is Barane Beach, Dato Beach, and Munu Beach with a score of 18, external potency with high classification is Barane Beach with a score of 23, and the combined potency of internal and external with high classification is Barane Beach, so the priority of developing tourism objects that need to be done is Barane Beach, Dato Beach and Munu Beach respectively.

KEY WORDS: coastal, potency, tourist object, tourism.

INTRODUCTION

Tourism in Indonesia has quite good potential and is one of the sectors that spur the economy, so tourism planning is very important considering the tourism sector is now a leading sector because it can spur other sectors such as business, transportation, restaurants, hotels, and

introducing cultural customs in the area (Martin, et al. 2017). Tourism is one of the sectors driving the Indonesian economy and society as set out in the 2019-2024 national development priorities. This has implications for all stakeholders to develop the potential they have in their respective regions so that they can trigger tourist interest to visit the developed tourist attraction (Rijal S, et al. 2020)

The tourism sector is a potential sector to be developed as a source of regional income. (Yunus, Hadi Sabari. 2010) One key to the success of tourism activities is the potential of the tourism attraction as an attraction for tourists to visit, both Nusantara and Foreign tourists. One of the tourism potentials that become an attraction as a tourism destination is natural attractions. (Kunasekaran, et al. 2017) and contribution to national economy (Nurhapsa, et al. 2020)

That most of the beaches in the province of West Sulawesi, including in Majene Regency, were not visited as recreation areas but were seen only as a place for fishermen to anchor their boats to the sea to catch fish. This activity is their daily work. From the results they catch fish that is used to support his family. These are issues that are phenomena that must be resolved immediately. (Putri, R, D. 2019) If the potential of this tourism sector can be utilized optimally, then this sector can play an important role in accelerating overall economic development, including various diverse (natural, cultural, environmental) tourism potentials and many

possessed by coastal areas in Majene Regency. The positive impact that can be received, not only on increasing economic growth, but also on expanding employment opportunities and increasing the income per capita of the community, besides being a potential source of locally-generated revenue (Michailidou, A.V. et al, 2016). The development of well-organized natural attractions also plays a role in maintaining and controlling various forms of environmental damage, especially because coastal areas are areas that are vulnerable to various ecosystem changes.(Qian, C. et al, 2016).

According to Pearce (1983), the factors in site selection that affect the development of tourism potential are physical conditions, accessibility, land ownership and use, barriers and support as well as other factors such as labor wages and political stability. (AgusA, 2019) In addition, the main elements that must be considered include tourist objects and attractions, tourist infrastructure, tourist facilities, infrastructure and society/environment (Gamal Suwanto, 2004:19 in AgusA, 2019)

Majene Regency is one of the regencies in the province of West Sulawesi with a 125 km long coastline located on the coast of West Sulawesi extending from South to North with an area of 947.84 Km on the west side of Sulawesi Island, so that the Majene Regency is famous for its beautiful beaches. (Nursjam, et al. 2015) This is also supported by Majene Regency's unique topography with the location of the beach not far from the hills and mountains so that it presents a different experience for tourists. Majene Regency actually has 37 beaches along the coast, but in this study, what will be investigated are beaches frequented by local tourists and recorded as beach tourism in the Culture and Tourism Office of Majene Regency, where the purpose of this study is to determine the potential of coastal tourism objects development of tourism attractions in Majene Regency.

The location of this research was carried out in Majene Regency on several Tourism Objects which can be seen in the following table. (Table 1)

Table 1. Beach Tourist Objects

No.	Tourist Object	Distance from the Capital District
1.	Barane Beach	4 km
2.	Dato Beach	7 km
3.	Rangas Beach	3 km
4.	Sangiang Beach	70 km
5.	Munu Beach	7 km
6.	Tamo Beach	4 km

METHODS

The method used in this study is a survey method by going directly to the field to collect a large number of variables regarding a large number of individuals through interviews (Lane, B. et al. 2015) and secondary data analysis methods obtained from relevant agencies. (Zhang, J.; 2015) Collecting data in the form of primary data and secondary data, primary data obtained from observations and interviews with visitors and interviews with the Department of Culture and Tourism of Majene Regency. (Adyla, N., & Nurlaela. 2018). Secondary data were collected through government and private institutions and institutions in Majene Regency.

Analysis of the data used is the analysis of data obtained from secondary and primary data with a scoring technique. (A, Riska Dian. 2016). Scoring is carried out to determine the classification of the potential level of tourist attraction starting with the following stages: (i) the selection of research indicators and variables; (ii) assessment techniques. The scoring stage is giving a value or score to the determined research variable. (Arifiana, R.D. et al. 2016). Giving a relative score of 1 to 3 for several research variables by placing the Variable, Criteria, External and Potential Scores (Table 2) based on the instrument developed by Gita Amalia (2014). The classification of coastal tourist attractions is carried out based on the total score of the research variables, both internal and external potentials. Using the interval formula:

$$i = \frac{a - b}{k}$$

Where,
 i = classification;
 a = Highest score;
 b = Lowest score;
 k = Number of interval classes

Table 2. Variables, Criteria and Internal Potential Scores

Internal Potency	Variable	Criteria	Score
1. The quality of tourism object	a. The main attraction of tourism object	as a catching attraction	1
		As a retaining attraction	2
	b. The strength of	The combination	1

Internal Potency	Variable	Criteria	Score
	attraction of object components	of natural or artificial components that are owned is of less quality and effective	2
		The combination of natural or artificial components owned is of high quality and effective	
	c. Tourism activities at tourism sites	Tourism activities are passive (enjoying what is already there)	1
		There is one active activity	2
		There is more than one active activity	3
	d. Diversity of attractions or supporting attractions	Tourism object have no supporting attraction	1
		Tourism Object have 1-2 supporting attractions	2
		Tourism object have more than 2 supporting attractions	3
	e. The uniqueness of tourism objects	Many found in other places, low uniqueness	1
		Rarely found in other places, medium uniqueness	2
		Not a little found elsewhere, high	3

Internal Potency	Variable	Criteria	Score		
	f. Potential for development	uniqueness	1		
		There is no spatial planning and no land available for development			
		If there has been a spatial planning but the land for development is limited or vice versa			
		If there is already a spatial planning and land is still available for development	3		
		2. The condition of tourism object	a. The physical condition of tourism object	The Tourism object has a dominant damage	1
				The tourism objects are slightly damaged	2
		The tourism object has not been damaged	3		
	b. Cleanliness of the tourism object	Tourist Objects are not clean and not maintained	1		
		Tourist objects are quite well maintained and clean	2		

Table 3. Variables, Criteria and External Potential Scores

External Potency	Variable	Criteria	Score
1. Support object development	a. Linkages between tourism objects	Tourism object has no connection with other attractions	1

External Potency	Variable	Criteria	Score	External Potency	Variable	Criteria	Score		
		around it			b. Availability of public transportation to the location of tourism objects	district capital <15 minutes			
		Tourism object has a relationship with other attractions around it	2			There is no public transportation to the location of tourism objects	1		
	b. Tour package support	Tourism objects are not yet included in the tourism visit agenda of a tour package	1			No public transportation to the location of tourism objects, but not yet regular	2		
		Tourism objects have been included in the agenda of tourism visits from a tour package	2			Available public transportation to the location of tourism objects are regular	3		
	c. Development and promotion of tourism objects	Tourism objects have not yet been developed and not yet published	1		c. Road infrastructure to the location of tourism objects	There is no road infrastructure available to the location of attractions	1		
		Tourism objects have been developed and have been published	2			Available road infrastructure to the location of attractions, but the conditions are not good	2		
	d. Extensive Promotion	Local	1			Available road infrastructure to the location of attractions, with good road conditions (paved)	3		
		National	2						
		International	3						
	2. Accessibility	a. Time to travel to the regency capital	Travel time between the object and the regency capital > 30 minutes		1	3. Tourism supporting facilities	a. The availability of facilities to meet the physical or basic needs of tourists	Tourism objects are not yet have facilities to meet the physical or basic needs of tourists	1
			The travel time between the object and the district capital is 15 - 30 minutes		2			Tourism objects only have 1 type of	2
			Travel time between the object and the		3				

External Potency	Variable	Criteria	Score
		facility	
		Tourism objects that only has 2 types of facilities	3
	b. The availability of facilities to meet the social needs of tourisms at tourism sites	Tourism objects are not have 1 facility to meet the social needs of tourisms	1
		Tourism objects only have 1 type of facility	2
		Tourism objects already have 2 types of facilities	3
4. Availability of complementary facilities	a. Availability of complementary facilities	Do not have complementary facilities	1
		Only has 1-2 types of complementary facilities	2
		Having more than 2 types of complementary facilities	3

fishing village and is the center of the making of Sandeq boat which is the hallmark of the mandar tribe. This beach is about 3 km from downtown Majene. Along this beach there are fishing boats lined and can be rented to take visitors to enjoy the beauty of the beach and the clarity of the sea water; (iv) Sangiang Beach. This location is located about 70 km from downtown Majene which can be accessed by car / minibus. This beach is included in the administrative area of Ulidang village, Tammero'do sub-district. On this beach there are also large rocks that can be used to relax and enjoy the sound of the waves while capturing the moment with the camera, this beach, including natural and clean, there has been no touch of tourism development; (v) Munu Beach. This beach is located next to the Dato Beach attraction in Pangale sub-village, Baurung village. Munu Beach has a beautiful white sand area with shady coconut trees and has a parking area large enough to accommodate two-wheeled and four-wheeled vehicles; (vi) Tamo Beach. The beach has almost the same conditions as other beaches. Tamo Beach is a brown sandy beach, located in Pangali-ali about 500 meters from the Capital District of Banggae. Tamo Beach can be used for casual walking. Tamo Beach is located in Tamo Village, 4 km from the Capital City of East Banggae District. Tamo Beach is not yet well known by everyone in Majene Regency and has not yet developed, the condition is still very natural and gated. This beach is only known in the district and has not yet developed. It is said so because this beach does not have supporters as a potency tourism attraction criterion.

RESULTS

Characteristics of Beach Tourist Objects

There are six tourist objects studied. The are (i) Barane Beach. The beach is a beach located in East Banggae District, Majene Regency, four km from the capital city of East Banggae District. Barane Beach is a white sandy beach but there is also a little krikil, in general this beach has facilities and supporting infrastructure, tourism facilities, good accessibility and asphalt material; (ii) Dato Beach. The beach is one of the attractions of the beach which is about 7 km from downtown Majene. The existence of a rocky beach texture and protrudes into the sea adds to its own charm for visitors, and also white sand. In general, dato majene beach also has supporting facilities and infrastructure, tourism facilities, parking lots, gazebos, but the accessibility is quite far from the arterial road; (iii) Rangas Beach. This beach is located in the

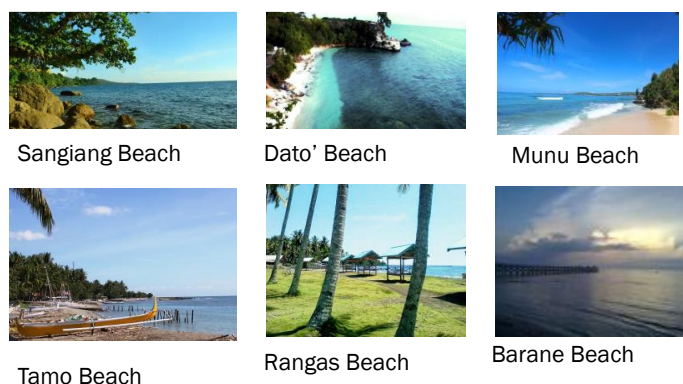


Figure 1. Characteristics of Beach Tourist Object

Evaluation of Internal and External Potencies

The interval found for the internal potency class is 4.33 or 4. Then the interval is divided into three classes with a classification of high potency, medium potency, low potency. The following classification is based on the total score of each tourism attraction. Low potency if the total

value of the tourism attraction score <12 ; Medium potency if the total score of a tourism attraction is 13-16; High potency if the total value of the tourism attraction score >17 . Based on the results of primary data analysis, it is known that there are 3 coastal natural attractions which are included in the classification of high internal potency, 1 beach tourism object is included in the classification of medium potency, and 2 beach natural attractions are included in the classification of low internal potency. The tourism objects of high internal potency classification are Barane Beach, Dato Beach and Munu Beach which have a total score of 18, followed by Rangas Beach with a total score of 16 included in the classification of moderate internal potency, while Sangiang Beach with a total score of 12, and Tamo with a total score 11 included in the classification of low internal potency. This shows that most of the coastal tourism objects in Majene Regency already have uniqueness that is rarely found in other places and the diversity of supporting attractions so that in addition to being able to attract tourists to visit, it can also be a tourism attraction, while tourism objects that are still classified as internal potency classification and low due to tourism activities and tourism attractions that have not varied, and no tourism development has been done.

The interval found for the external potency class is 5.67 or 5. Then the interval is divided into three classes with a classification of high potency, medium potency, low potency. The following classification is based on the total score of each tourism attraction. Low potency if the total value of the tourism attraction score <16 ; Medium potency if the total score of a tourism attraction is 17-22; High potency if the total score of the tourism attraction >23 . Based on the results of primary data analysis, it is known that there is one beach tourism object with high classification, two beach tourism objects with medium classification, and three beach tourism object with low classification. The beach tourism object with high classification is Barane Beach, this tourism object has a high external potency due to the support of tourism development supported by the Regency government with the implementation of an annual event which is always held on this beach, very adequate accessibility to the condition of paved roads with distance takes >15 minutes from the regency capital, and adequate supporting facilities such as gazebos, toilets, restaurants, hotels, karaoke venues, and parks. Attractions included in the classification of medium external potency are Dato Beach and Munu Beach. Based on the analysis, this tourism object has supporting facilities that are quite complete, but the accessibility is quite far from the arterial road making it difficult for tourists to access this beach tourism object

and the support of the development of this tourism object is still relatively small and there is no tour package support from bureaus travel. The attractions included in the classification of low external potency are Tamo Beach and Sangiang Beach. This tourism object has flaws in the development of objects due to the absence of parties who want to manage these attractions seriously. In addition to the accessibility to the location of attractions, especially road conditions are minimal, conditions are not good, and quite far from the Capital District. Similarly, supporting facilities to the needs of tourists in the location of objects that are not yet available.

Evaluation of Combined Potency

The development of tourism objects in an area needs to be balanced with the internal potency and external potency of each tourism object so that it is known which attractions have priority development or have the potency to be developed. Based on the results of the combined potency assessment (Table 3), there is one tourism attraction that is included in the high combined potency class, namely Barane Beach, with a total score of 41. This relates to the assessment of internal and external potencies that were carried out previously, where tourism objects that have high combined potency are influenced by internal and external potencies. medium or high. Tourism objects that are included in the combined potency class are there are three tourism objects namely Dato Beach and Munu Beach with a total score of 37, and Rangas Beach with a total score of 32. This also relates to the assessment of internal and external potencies carried out previously, where these attractions included in the class of high and medium internal potency, but the assessment of external potency is included in the class of moderate external potency. While those included in the low combined potency class are two attractions, namely Sangiang Beach and Tamo Beach with a total score of 25. This also relates to the assessment of internal and external potencies that were carried out previously, where these attractions are included in the low internal potency class and in the assessment External potency is also included in the class of low external potency.

Tourism object can potentially become environments for creativity and innovation, two factors that act as economic driving forces in the so-called "knowledge society", thereby promoting the sustainable development (Romero-Padilla, Y. et al. 2016). Overall, the existence of tourist objects in Majene Regency is the main sector of regional income, so it is necessary to think further on how these attractions can be sustainable and improve socio-economically.

Table 3. Internal, External, and Combined Potency of Each Tourism Object

No.	Tourism Object	Internal Potency		Eksternal Potency		Combined Potency	
		Score	Classification	Score	Classification	Score	Classification
1.	Barane Beach	18	High	23	High	41	High
2.	Dato Beach	18	High	19	Medium	37	Medium
3.	Rangas Beach	16	Medium	16	Low	32	Medium
4.	Sangiang Beach	12	Low	13	Low	25	Low
5.	Munu Beach	18	High	19	Medium	37	Medium
6.	Tamo Beach	11	Low	14	Medium	25	Low

Tourism development priority is intended to plan the direction of management so that all the potency that exists can be developed optimally and can contribute to regional development. The local community support is the key element in successful tourism development as tourism planners and other authorities engaged in the tourism industry have to be concerned with the communities' views on development plans.

The involvement of communities is particularly crucial to the success of tourism development and the implementation of responsible tourism and the residents' attitude may directly affect the development of the tourism industry (Ling, Jakpar, Johari, Myint, & Rani, 2011 in Hanafiah, M.H, 2016). The participation of local residents in bringing about change by fostering innovation by utilizing natural resources and regional culture is an attraction that can be developed in the development of sustainable tourism. (Bunakov, O.A. et al. 2015)

The main priorities for the development of beach tourism are tourism objects that have high internal potency and high external potency as well as tourism objects that have high internal potency but moderate external potency, these attractions are Barane Beach, Dato Beach, Munu Beach. Tourism objects that have high combined potency are the main development priorities because by increasing the quality of the main attraction of the object, and offset by increasing the quality of the external potency, it is expected that these attractions can motivate tourists to visit and attract investors to invest their capital. Further development priorities are tourism objects that have moderate internal potency and low external potency. The

tourism object included in the development priority is Rangas Beach.

CONCLUSION

Most of the potential of the beach has fully met the criteria that can be considered in the development of beach tourism, but it needs external support in the development of attractions such as promotions and tour packages so that tourism objects can be recognized nationally and internationally, and those that need to get further development priorities are tourism objects. which has medium internal potential and low external potential, namely Rangas Beach due to the unique potential that is owned and the clean condition of tourism objects. For two beach tourism sites, namely Sangiang Beach and Tamo Beach, they actually have unique characteristics, but beach tourism objects still need to be improved, there is no tourism object development yet, diversity of attractions, accessibility, supporting facilities and infrastructure, so it still needs to improve internal and external quality before developing tourism this beach.

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