

PROTEKSI ISI LAPORAN AKHIR PENELITIAN

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi laporan ini dalam bentuk apapun kecuali oleh peneliti dan pengelola administrasi penelitian

LAPORAN AKHIR PENELITIAN TAHUN TUNGGAL

ID Proposal: 5277a57e-b22b-4071-a3ef-456b5d175ae9
Laporan Akhir Penelitian: tahun ke-3 dari 3 tahun

1. IDENTITAS PENELITIAN

A. JUDUL PENELITIAN

Model Pengembangan Terintegrasi dan Berkelanjutan Kawasan Wisata Pangandaran

B. BIDANG, TEMA, TOPIK, DAN RUMPUN BIDANG ILMU

Bidang Fokus RIRN / Bidang Unggulan Perguruan Tinggi	Tema	Topik (jika ada)	Rumpun Bidang Ilmu
Kepariwisata dan Kewirausahaan	-	Kelembagaan Bisnis nasional dan Internasional	Manajemen Industri

C. KATEGORI, SKEMA, SBK, TARGET TKT DAN LAMA PENELITIAN

Kategori (Kompetitif Nasional/ Desentralisasi/ Penugasan)	Skema Penelitian	Strata (Dasar/ Terapan/ Pengembangan)	SBK (Dasar, Terapan, Pengembangan)	Target Akhir TKT	Lama Penelitian (Tahun)
Penelitian Desentralisasi	Penelitian Dasar Unggulan Perguruan Tinggi	SBK Riset Dasar	SBK Riset Dasar	3	3

2. IDENTITAS PENGUSUL

Nama, Peran	Perguruan Tinggi/ Institusi	Program Studi/ Bagian	Bidang Tugas	ID Sinta	H-Index
BERNARD HASIBUAN Ketua Pengusul	Universitas Sahid	Teknik Industri		5987459	0
LISA RATNASARI S.T, M.T, S.T Anggota Pengusul 1	Universitas Sahid	Teknik Industri		5987436	0
Dr. NININ GUSDINI S.T, M.T Anggota Pengusul 2	Universitas Sahid	Teknik Lingkungan		5986800	0

3. MITRA KERJASAMA PENELITIAN (JIKA ADA)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama, yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra
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4. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun Luaran	Jenis Luaran	Status target capaian (<i>accepted, published, terdaftar atau granted, atau status lainnya</i>)	Keterangan (<i>url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya</i>)
3	Prosiding dalam pertemuan ilmiah Internasional	sudah terbit/sudah dilaksanakan	Economic, Law, Education and Humanities Conference
3	Prosiding dalam pertemuan ilmiah Internasional	sudah terbit/sudah dilaksanakan	International Seminar on Industrial Engineering and Management
3	Prosiding dalam pertemuan ilmiah Internasional	sudah terbit/sudah dilaksanakan	Seminar Nasional Pariwisata dan Kewirausahaan

Luaran Tambahan

Tahun Luaran	Jenis Luaran	Status target capaian (<i>accepted, published, terdaftar atau granted, atau status lainnya</i>)	Keterangan (<i>url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya</i>)
3	Publikasi Ilmiah Jurnal Internasional	accepted/published	British journal Applied Science and Technology

5. ANGGARAN

Rencana anggaran biaya penelitian mengacu pada PMK yang berlaku dengan besaran minimum dan maksimum sebagaimana diatur pada buku Panduan Penelitian dan Pengabdian kepada Masyarakat Edisi 12.

Total RAB 3 Tahun Rp. 176,248,000

Tahun 1 Total Rp. 0

Tahun 2 Total Rp. 0

Tahun 3 Total Rp. 176,248,000

Jenis Pembelanjaan	Item	Satuan	Vol.	Biaya Satuan	Total
Analisis Data	HR Sekretariat/Administrasi Peneliti	OB	2	300,000	600,000
Analisis Data	HR Pengolah Data	P (penelitian)	2	1,540,000	3,080,000
Analisis Data	Transport Lokal	OK (kali)	3	512,000	1,536,000
Analisis Data	Penginapan	OH	4	570,000	2,280,000
Analisis Data	Honorarium narasumber	OJ	8	900,000	7,200,000
Analisis Data	Uang Harian	OH	15	210,000	3,150,000

Jenis Pembelanjaan	Item	Satuan	Vol.	Biaya Satuan	Total
Analisis Data	Biaya konsumsi rapat	OH	15	69,000	1,035,000
Bahan	ATK	Paket	1	1,500,000	1,500,000
Bahan	Barang Persediaan	Unit	2	2,000,000	4,000,000
Bahan	Bahan Penelitian (Habis Pakai)	Unit	426	500	213,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Publikasi artikel di Jurnal Internasional	Paket	1	5,000,000	5,000,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	HR Sekretariat/Administrasi Peneliti	OB	2	300,000	600,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Biaya seminar internasional	Paket	3	18,734,000	56,202,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Uang harian rapat di dalam kantor	OH	9	80,000	720,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Uang harian rapat di luar kantor	OH	9	130,000	1,170,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Biaya konsumsi rapat	OH	12	69,000	828,000
Pengumpulan Data	HR Sekretariat/Administrasi Peneliti	OB	2	300,000	600,000
Pengumpulan Data	FGD persiapan penelitian	Paket	3	14,560,000	43,680,000
Pengumpulan Data	Penginapan	OH	12	570,000	6,840,000
Pengumpulan Data	Uang harian rapat di dalam kantor	OH	15	80,000	1,200,000
Pengumpulan Data	Uang harian rapat di luar kantor	OH	15	130,000	1,950,000
Pengumpulan Data	Transport	OK (kali)	18	911,000	16,398,000
Pengumpulan Data	Uang Harian	OH	18	530,000	9,540,000
Pengumpulan Data	HR Pembantu Lapangan	OH	40	80,000	3,200,000
Pengumpulan Data	Biaya konsumsi	OH	54	69,000	3,726,000

6. HASIL PENELITIAN

A. RINGKASAN: Tuliskan secara ringkas latar belakang penelitian, tujuan dan tahapan metode penelitian, luaran yang ditargetkan, serta uraian TKT penelitian.

Kawasan wisata Pantai Pangandaran mempunyai potensi alam yang indah untuk dikembangkan sebagai suatu destinasi wisata yang terkenal dan dikunjungi banyak wisatawan. Dalam melakukan aktivitas pariwisata tersebut banyak hal yang terkena dampak yaitu ekonomi, ekologi dan sosial. Pengembangan suatu destinasi wisata bertujuan untuk mendapatkan nilai ekonomi yang maksimum dengan tidak mengorbankan aspek ekologi dan sosial yang ada. Sebaliknya usaha melestarikan alam atau ekologi secara umum dan nilai sosial yang ada jangan menghambat kreativitas untuk pertumbuhan ekonomi secara optimal. Untuk itu diperlukan suatu strategi atau model pengembangan yang terintegrasi dan berkelanjutan pada Kawasan Wisata Pangandaran.

Tujuan penelitian pada tahun ketiga membuat usulan rancangan kebijakan yang

mengakomodir implementasi strategi pengembangan KWPP yang terintegrasi dan berkelanjutan dengan menggunakan metode ISM.

Analisis dengan ISM (Interpretative Structural Modelling) memiliki 3 tahapan yaitu, identifikasi sistem, menentukan hubungan kontekstual antar elemen, menyusun struktur antar sub elemen. Analisis ini berdasarkan pada pendapat pakar (expert judgment). Dalam penelitian ini, elemen yang digunakan terdiri dari 4 elemen yaitu kendala yang dihadapi, dan perubahan yang dikehendaki, stakeholder yang terlibat dan program. Penentuan sub elemen dari masing-masing elemen didasarkan dari hasil focus group discussion dari stakeholder dan pakar. Analisa pada bagian akhir, setiap sub elemen di golongkan kedalam 4 klasifikasi yaitu, independent, Linkage, Autonomuos, dan dependent.

Berdasarkan hasil analisis diperoleh empat elemen yang berpengaruh dalam pengembangan KWPP yaitu kendala, program, stakeholder dan perubahan yang diharapkan. Pada elemen kendala sub elemen alternatif moda transportasi yang belum optimal dan jumlah wisatawan yang belum tercapai adalah peringkat yang sangat prioritas untuk diselesaikan. Pada elemen program sub elemen prioritas adalah program tata kelola siap kunjung dan pariwisata tanggap bencana. Pada elemen stakeholder pihak memiliki posisi yang sangat penting dalam pengembangan KWPP adalah Pemerintah Kabupaten Pangandaran.

Tingkat TKT penelitian pada level 2formulasi konsep dan/aplikasi formulasi.

Luaran wajib penelitian ini adalah berupa publikasi dalam jurnal ilmiah internasional sebanyak 1 artikel. Artikel diterbitkan di Journal of Economics, Management and Trade dengan judul Tourists Perception Towards Tourist Satisfaction in Pangandaran Beach, West Java, Indonesia. Artikel sudah terbit pada tanggal 9 November 2019 edisi 25(3): 1-9, 2019; Article no.JEMT.51555 ISSN: 2456-9216.

Luaran tambahan dalam penelitian ini adalah publikasi dalam prosiding seminar nasional. Peneliti akan mengikuti Seminar Nasional Ilmu Lingkungan (SNaiL) yang diselenggarakan oleh Pasca Sarjana Universitas Lampung, pada Kamis 28 November 2019. Terdapat 2 artikel yang akan dipublikasikan dalam Seminar, artikel pertama berjudul "Analisa Nilai ekonomi Kawasan Wisata Pantai Pangandaran dalam perspektif pariwisata berkelanjutan dan Kendala Pengembangan Pariwisata Berkelanjutan Kawasan Wisata Pantai Pangandaran". Saat ini artikel telah di sampaikan pada panitia dan pengumuman status akan disampaikan pada tanggal 23 November 2019.

B. KATA KUNCI: Tuliskan maksimal 5 kata kunci.

Pariwisata; Pangandaran; ISM; berkelanjutan

Pengisian poin C sampai dengan poin H mengikuti template berikut dan tidak dibatasi jumlah kata atau halaman namun disarankan seringkas mungkin. Dilarang menghapus/modifikasi template ataupun menghapus penjelasan di setiap poin.

C. HASIL PELAKSANAAN PENELITIAN: Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian dapat berupa data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

Pengisian poin C sampai dengan poin H mengikuti template berikut dan tidak dibatasi jumlah kata atau halaman namun disarankan ringkas mungkin. Dilarang menghapus/modifikasi template ataupun menghapus di setiap point

C. **HASIL PELAKSANAAN PENELITIAN:** Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian dapat berupa data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

Profil Kabupaten Pangandaran

Undang-undang nomor 21 tahun 2012 mendasari lahirnya kabupaten baru (DOB) yang ditandatangani oleh Presiden Susilo Bambang Yudhoyono pada tanggal 16 November tahun 2012. Kemudian diundangkan oleh Menteri Hukum dan HAM Amir Syamsudin pada tanggal 17 November tahun 2012, maka Pangandaran resmi menjadi Kabupaten di Provinsi Jawa Barat. Dalam UU No. 21/2012 disebutkan, Kabupaten Pangandaran berasal dari sebagian wilayah Kabupaten Ciamis, yang terdiri dari : Kecamatan Parigi, Kecamatan Cijulang, Kecamatan Cimerak, Kecamatan Cigugur, Kecamatan Langkaplancar, Kecamatan Mangunjaya, Kecamatan Padaherang, Kecamatan Kalipucang, Kecamatan Pangandaran dan Kecamatan Sidamulih. Ibu Kota Kabupaten Pangandaran berkedudukan di Kecamatan Parigi.

Dengan potensi yang besar dibidang pariwisata maka misi Kabupaten Pangandaran yaitu "Kabupaten Pangandaran Pada tahun 2025 menjadi kabupaten pariwisata yang mendunia, tempat tinggal yang aman dan nyaman berlandaskan norma agama [1].

Luas wilayah Kabupaten Pangandaran yaitu 168.509 Ha dengan luas laut 67.340 Ha. Kabupaten Pangandaran memiliki panjang pantai 91 Km [1].



Gambar 1. Peta Kabupaten Pangandaran

Potensi terbesar yang dimiliki Kabupaten Pangandaran adalah pariwisata baik objek wisata pantai maupun sungai. Terdapat banyak objek wisata favorit baik oleh turis mancanegara maupun

domestik. Objek wisata yang terdapat di Kabupaten Pangandaran yaitu : Pantai Pangandaran, Taman Wisata alam (cagar alam pananjung), Pantai Batu Hiu, Pantai Batu Karas, Pantai Madasari, Pantai Karapyak, dan wisata sungai yaitu Cukang Taneuh (Green Canyon), Citumang, Santirah. Tersedia fasilitas hotel dengan kelas yang bervariasi dan cukup lengkap, restoran dan tempat hiburan lainnya.

Tabel 1. Data Jumlah Kunjungan Wisatawan di Pantai Pangandaran Tahun 2013 - 2017

Jumlah Kunjungan Wisatawan Pantai Pangandaran			
Tahun	Wisman	Wisnus	Jumlah Pengunjung
2013	4.059	1.209.200	1.213.259
2014	5.515	946.580	952.095
2015	6.621	1.832.025	1.838.646
2016	3.804	1.399.156	1.402.960
2017	3.094	2.020.932	2.024.026

Sumber : Dinas Pariwisata dan Kebudayaan Kabupaten Pangandaran

2. Eksplorasi Atribut SWOC

Eksplorasi atribut SWOC dilakukan untuk mengidentifikasi faktor-faktor SWOC yang menggambarkan kondisi *strength* (kekuatan), *weakness* (kelemahan), *opportunities* (peluang) dan *challenge* (tantangan) dari Pantai Pangandaran. Eksplorasi atribut dilakukan melalui FGD dengan mengundang para pakar. Pakar yang terlibat dalam kegiatan FGD diantaranya perwakilan Himpunan Pramuwisata Indonesia (HPI) DPC Kab. Pangandaran, sekretaris Dinas Pariwisata dan Kebudayaan kabupaten Pangandaran, kepala bidang Pendataan dan Pendaftaran Badan Pengelola Keuangan daerah (BPKD) kabupaten Pangandaran, Kepala seksi Pemberdayaan Nelayan Kecil Dinas Ketahanan Pangan, Kelautan dan Pertanian (DKPKP) Kab. Pangandaran, Wakil Ketua DPC Himpunan Nelayan Seluruh Indonesia (HNSI) Kab. Pangandaran, Sekretaris Perhimpunan Hotel dan Restoran Indonesia (PHRI) Kab. Pangandaran. Berikut identifikasi faktor-faktor dari masing-masing atribut SWOC :

A. Aspek Kekuatan (*Strength*)

1. Kelengkapan obyek wisata pantai, perikanan, hutan lindung dan homestay
2. Peningkatan status kecamatan Pangandaran menjadi kabupaten
3. Tingkat kunjungan wisatawan yang cukup tinggi tapi tidak merata
4. Partisipasi masyarakat dalam mendukung pariwisata

B. Aspek Kelemahan (*Weakness*)

1. Fasilitas publik (tempat bilas, tempat sampah dll) belum memadai
2. Pengelolaan limbah yang masih kurang
3. Aktivitas wisata yang meningkatkan daya tarik masih kurang

4. Spot foto ikon pantai Pangandaran masih kurang
 5. Kreativitas masyarakat sekitar masih kurang
- C. Aspek Peluang (*Opportunities*)
1. Prioritas pembangunan nasional bidang pariwisata
 2. Peluang partisipasi masyarakat dalam industri pariwisata
 3. Peningkatan produktivitas perikanan dengan memanfaatkan laut dalam
 4. Peluang meningkatkan wisatawan di kota besar lainnya
 5. Adanya alternatif moda transportasi dengan kereta
- D. Aspek Tantangan (*Challenge*)
1. Banyaknya alternatif wisata pantai lain yang menarik
 2. Wisatawan masih berasal sekitar 100 km dari Pangandaran
 3. Perkembangan media online yang dapat memperngaruhi promosi KWPP

3. Evaluasi Faktor Internal (IFE)

Berdasarkan hasil dari FGD di KWPP diperoleh data matriks IFE. Berikut ini adalah hasil dari pengumpulan data matriks IFE yang berupa nilai bobot dan peringkat (*rating*) untuk masing-masing faktor pada Tabel 2 berikut:

Tabel 2. Penghitungan Matriks IFE

No	Strength	Jumlah	Rating	Bobot %	Bobot X Rating
1	Kelengkapan obyek wisata pantai, perikanan, hutan lindung dan homestay	47	3,62	0,12	0,45
2	Peningkatan status kecamatan Pangandaran menjadi kabupaten	32	2,46	0,08	0,21
3	Tingkat kunjungan wisatawan yang cukup tinggi tapi tidak merata	43	3,31	0,11	0,38
4	Partisipasi masyarakat dalam mendukung pariwisata	46	3,54	0,12	0,43
No	Weakness	Jumlah	Rating	Bobot %	Bobot X Rating
1	Fasilitas publik (tempat bilas, tempat sampah dll) belum memadai	42	3,23	0,11	0,36
2	Pengelolaan limbah yang masih kurang	46	3,54	0,12	0,43
3	Aktivitas wasata yang meningkatkan daya tarik masih kurang	45	3,46	0,12	0,41
4	Spot foto ikon pantai Pangandaran masih kurang	41	3,15	0,11	0,34
5	Kreativitas masyarakat sekitar masih kurang	36	2,77	0,10	0,26
TOTAL		378		1,00	3,27

4. Evaluasi Faktor Eksternal (EFE)

Berdasarkan hasil FGD di KWPP berikut ini adalah matriks EFE seperti pada Tabel 3 berikut:

Tabel 3. Penghitungan Matriks EFE

No	Opportunity	Jumlah	Rating	Bobot %	Bobot x Rating
1	Prioritas pembangunan nasional bidang pariwisata	46	3,54	0,13	0,46
2	Peluang partisipasi masyarakat dalam industri pariwisata	47	3,62	0,13	0,48
3	Peningkatan produktivitas perikanan dengan memanfaatkan laut dalam	39	3,00	0,11	0,33
4	Peluang meningkatkan wisatawan di kota besar lainnya	42	3,23	0,12	0,39
5	Adanya alternatif moda transportasi dengan kereta	44	3,38	0,13	0,42
No	Challenge	Jumlah	Rating	Bobot %	Bobot x Rating
1	Banyaknya alternatif wisata pantai lain yang menarik	45	3,46	0,13	0,44
2	Wisatawan masih berasal sekitar 100 km dari Pangandaran	43	3,31	0,12	0,40
3	Perkembangan media online yang dapat mempengaruhi promosi KWPP	46	3,54	0,13	0,46
TOTAL		352		1,00	3,40

Penghitungan data pada matriks evaluasi faktor internal dan evaluasi faktor eksternal (IFE dan EFE)

5. Matriks SWOC dan Strategi

Analisis SWOC secara sistematis digunakan untuk proses pengambilan keputusan berdasarkan faktor internal yang terdiri dari kekuatan dan kelemahan, serta faktor eksternal terdiri dari peluang dan tantangan juga untuk menghasilkan Strategi. Rancangan Strategi Pantai Pangandaran menghasilkan 4 strategi, yaitu strategi SO, strategi WO, strategi SC dan strategi WC seperti yang dapat dilihat pada Tabel berikut ini :

Tabel 4 Matriks SWOC Pengembangan Pantai Pangandaran

	Opportunitie	Challenge
	<ol style="list-style-type: none"> 1. Prioritas pembangunan nasional bidang pariwisata 2. Peluang partisipasi masyarakat dalam industri pariwisata 3. Peningkatan produktivitas perikanan dengan memanfaatkan laut dalam 4. Peluang meningkatkan wisatawan di kota besar lainnya 5. Adanya alternatif moda transportasi dengan kereta 	<ol style="list-style-type: none"> 1. Banyaknya alternatif wisata pantai lain yang menarik 2. Wisatawan masih berasal sekitar 100 km dari Pangandaran 3. Perkembangan media online yang dapat memengaruhi promosi KWPP
Strength	SO – Strategi	SC – Strategi
<ol style="list-style-type: none"> 1. Kelengkapan obyek wisata pantai, perikanan, hutan lindung dan homestay 2. Peningkatan status kecamatan Pangandaran menjadi kabupaten 3. Tingkat kunjungan wisatawan yang cukup tinggi tapi tidak merata 4. Partisipasi masyarakat dalam mendukung pariwisata 	<ul style="list-style-type: none"> • Membuat roadmap pengembangan KWPP 	<ul style="list-style-type: none"> • Mempromosikan Pantai Pangandaran melalui media sosial
Weakness	WO – Strategi	WC – Strategi
<ol style="list-style-type: none"> 1. Fasilitas publik (tempat bilas, tempat sampah dll) belum memadai 2. Pengelolaan limbah yang masih kurang 3. aktivitas wisata yang meningkatkan daya tarik masih kurang 4. Spot foto ikon pantai Pangandaran masih kurang 5. Kreativitas masyarakat sekitar masih kurang 	<ul style="list-style-type: none"> • Membangun sistem pengelolaan KWPP yang terintegrasi 	<ul style="list-style-type: none"> • Melibatkan <i>stakeholder</i> untuk berpartisipasi dalam pengembangan KWPP

Setelah Strategi dirancang maka dilaksanakan FGD untuk mendapatkan dan mengkonfirmasi hasil rancangan matriks SWOC. Pelaksanaan FGD melibatkan *Stakeholder* dalam hal ini diwakili oleh beberapa *Expert* sebagai berikut :

- bidang pendidikan di Himpunan Pramuwisata Indonesia (HPI) DPC Kab. Pangandaran
- bagian program Dinas Pariwisata dan Kebudayaan
- kepala bidang Pendataan dan Pendaftaran Badan Pengelola Keuangan daerah (BPKD)
- Kepala seksi Pemberdayaan Nelayan Kecil Dinas Ketahanan Pangan, Kelautan dan Pertanian (DKPKP) Kab. Pangandaran
- Wakil Ketua DPC Himpunan Nelayan Seluruh Indonesia (HNSI) Kab. Pangandaran

- Sekretaris Perhimpunan Hotel dan Restoran Indonesia (PHRI) Kab. Pangandaran

6. Interpretatif Structural Modelling (ISM)

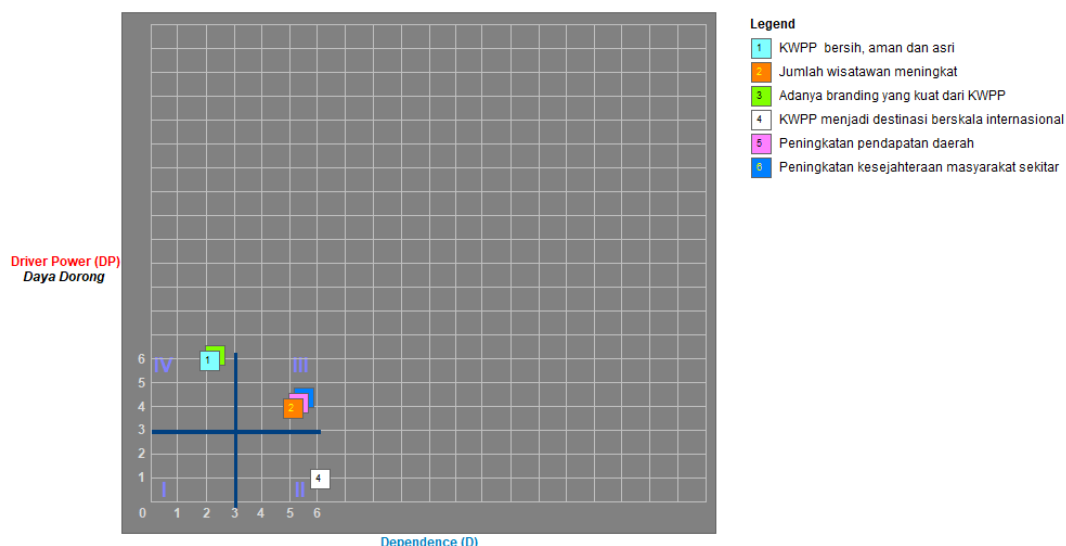
Interpretative Structural Modelling (ISM) digunakan untuk menyusun rekomendasi strategi untuk mengembangkan kawasan wisata Pantai Pangandaran. Strategi pengembangan KWPP sebagai salah satu destinasi wisata yang berlandaskan pariwisata berkelanjutan dengan mempertimbangkan kendala yang dihadapi oleh pengelola dan stakeholder. Sub elemen dari masing-masing elemen kunci diperoleh dari hasil diskusi dengan para stakeholder yang terdiri dari pemerintah kabupaten pangandaran, dinas pariwisata dan kebudayaan Kabupaten Pangandaran, pengelola KWPP serta pelaku usaha.

a. Perubahan yang Diharapkan dengan Pengembangan KWPP

Dalam elemen perubahan yang diharapkan dalam pengembangan KWPP berdasarkan hasil pendapat pakar yang diterjemahkan kedalam *Reachability Matrix* (RM) dapat dilihat pada Tabel 5. dan Gambar 2.

Tabel 5. Reachability Matrix Perubahan yang diharapkan

	1	2	3	4	5	6	DP	R		
1	1	1	1	1	1	1	6	1		
2	0	1	0	1	1	1	4	2		
3	1	1	1	1	1	1	6	1		
4	0	0	0	1	0	0	1	3		
5	0	1	0	1	1	1	4	2		
6	0	1	0	1	1	1	4	2		
D	2	5	2	6	5	5				
L	3	2	3	1	2	2				

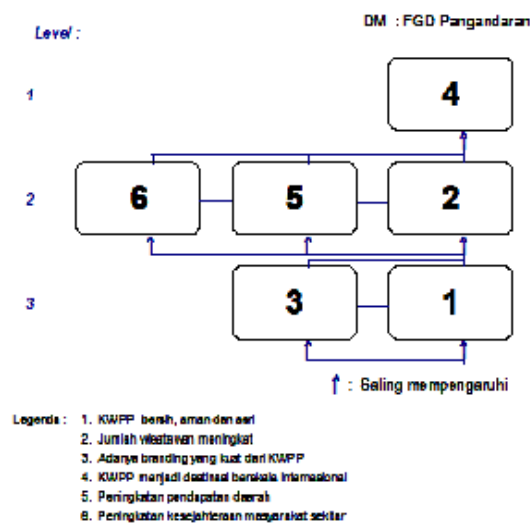


Gambar 2. Klasifikasi Sub elemen Perubahan yang diharapkan

Berdasarkan pada hasil *reachability matrix* pada Tabel 5, diperoleh nilai *driving power* terbesar terjadi pada sub elemen KWPP bersih, aman dan asri (1) dan sub elemen adanya branding yang kuat dari KWPP (3). Kedua sub elemen berada pada kuadran 4 yang menunjukkan bahwa sub elemen

tersebut memiliki daya dorong (daya untuk memberikan dampak) tinggi sedangkan nilai dependennya relatif rendah. Kedua sub elemen perubahan ini memberikan dampak/pengaruh yang besar bagi pengembangan KWPP dan sub elemen ini tidak mudah untuk pengaruhi. Artinya jika sub elemen diperoleh /dicapai, akan memberikan dampak yang signifikan terhadap pengembangan KWPP. Sub elemen jumlah wisatawan meningkat (2), peningkatan pendapatan daerah (5), peningkatan kesejahteraan masyarakat (6) berada pada kuadran ke 3 (*Linkage*). Ketiga sub elemen ini memiliki daya dorong yang cukup besar yang ditandai dengan nilai *driving power* namun sub elemen ini lebih labil dibandingkan dengan sub elemen yang berada di kuadran 4. Sub elemen KWPP menjadi destinasi berskala internasional (4) berada pada kuadran 2 (*Dependent*). Sub elemen dalam kuadran ini memiliki daya dorong yang relatif rendah terhadap pengembangan KWPP dan mudah untuk dipengaruhi oleh berbagai faktor.

Mengacu pada hasil *reachability metrix*, di susunlah struktur dari perubahan yang diharapkan dalam pengembangan KWPP. Strukturisasi ini dapat menentukan elemen kunci dalam hal perubahan yang diharapkan dengan pengembangan KWPP. Struktur perubahan yang diharapkan dapat dilihat pada Gambar 3.



Gambar 3. Struktur Perubahan yang Diharapkan

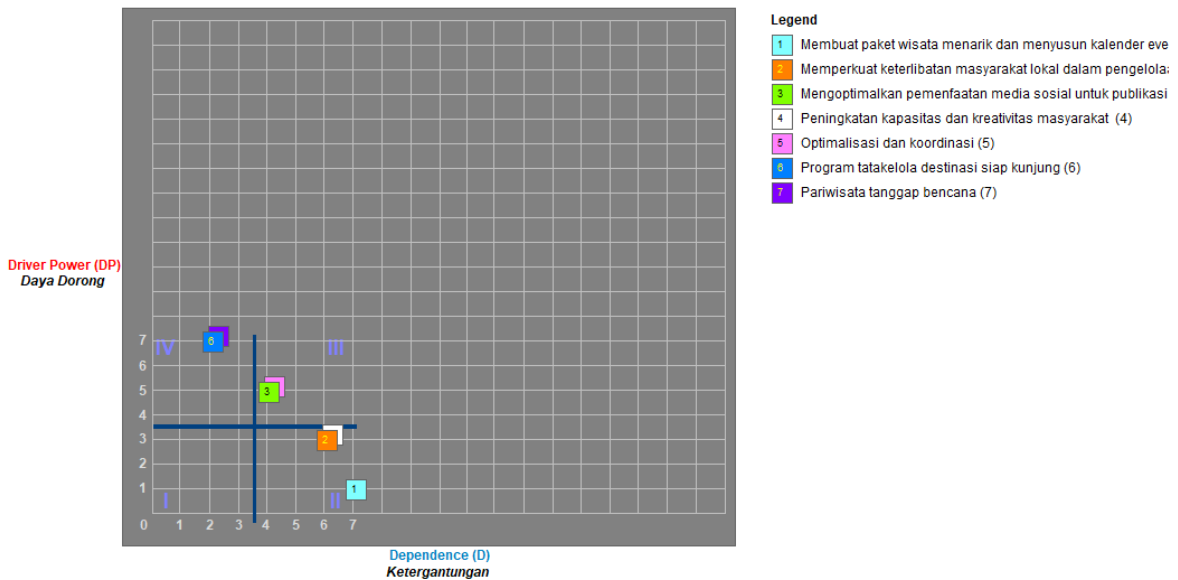
Gambar 3. menunjukkan bahwa perubahan yang diharapkan dalam hal KWPP bersih, aman dan asri serta adanya branding yang kuat dari KWPP merupakan perubahan utama yang diharapkan (*key factor*) dalam upaya pengembangan KWPP secara berkelanjutan. Perubahan tersebut diharapkan sebagai pengungkit terhadap upaya-upaya pengembangan KWPP terutama di sektor ekonomi, baik ekonomi masyarakat maupun ekonomi wilayah. Bila target perubahan tersebut tercapai dalam upaya pengembangan KWPP diharapkan kebijakan dan program terkait dapat berkelanjutan.

b. Program dalam Upaya Pengembangan KWPP

Sub elemen program yang dibutuhkan dalam upaya pengembangan KWPP diperoleh dari hasil eksplorasi para pihak dan pakar. Sub elemen tersebut terdiri dari (1) membuat paket wisata menarik dan menyusun kalender event, (2) memperkuat keterlibatan masyarakat local dalam pengelolaan KWPP, (3) mengoptimalkan pemanfaatan media social untuk publikasi, (5) optimalisasi dan koordinasi, (6) program tata kelola destinasi siap kunjung, (7) pariwisata tanggap bencana. Dalam elemen program, sub elemen yang ditetapkan diterjemahkan kedalam *Reachability Matrix* (RM) seperti pada Tabel 6 dan Gambar 3.

Tabel 6. *Reachability Matrix* Upaya Pengembangan Yang Dibutuhkan

	1	2	3	4	5	6	7	DP	R		
1	1	0	0	0	0	0	0	1	4		
2	1	1	0	1	0	0	0	3	3		
3	1	1	1	1	1	0	0	5	2		
4	1	1	0	1	0	0	0	3	3		
5	1	1	1	1	1	0	0	5	2		
6	1	1	1	1	1	1	1	7	1		
7	1	1	1	1	1	1	1	7	1		
D	7	6	4	6	4	2	2				
L	1	2	3	2	3	4	4				

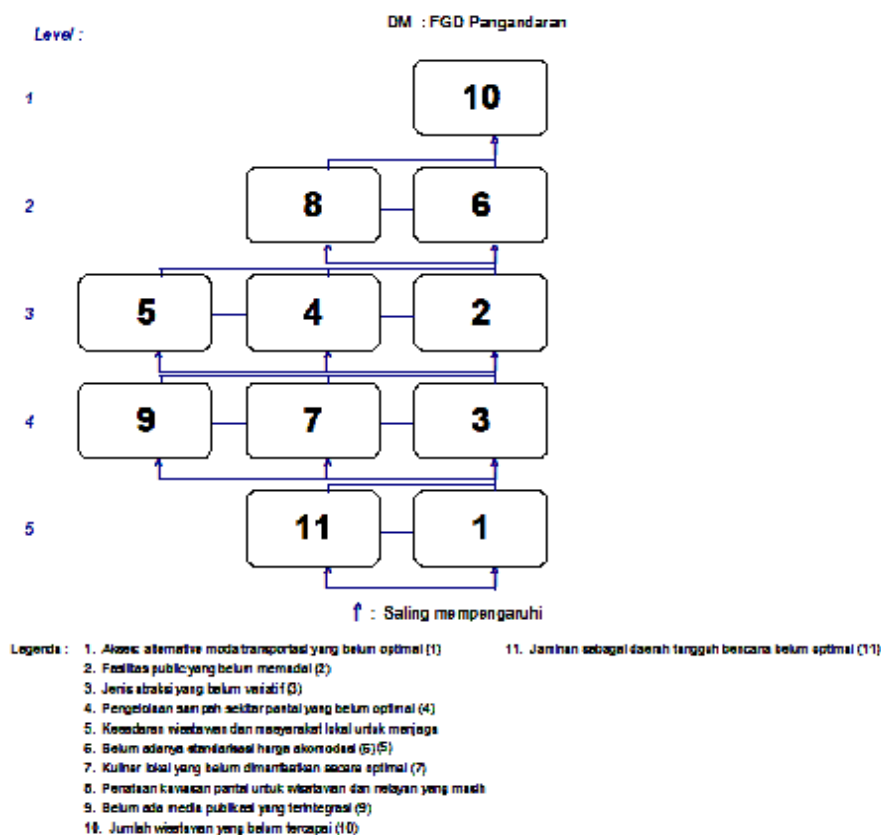


Gambar 4. Klasifikasi Sub Elemen yang dibutuhkan

Berdasarkan pada hasil reachability matrix pada Tabel 6, diperoleh nilai *driving power* terbesar terjadi pada sub elemen program tata kelola destinasi siap kunjung (6), dan pariwisata tanggap bencana (7). Kedua sub elemen tersebut berada pada kuadran 4 yang menunjukkan bahwa sub elemen tersebut memiliki daya dorong (daya untuk memberikan dampak) tinggi sedangkan nilai dependennya relatif rendah, sehingga menandakan bahwa sub elemen ini tidak mudah untuk dipengaruhi. Kedua sub elemen

program ini memberikan dampak/pengaruh yang besar bagi pengembangan KWPP dan sub elemen ini tidak mudah untuk dipengaruhi. Artinya jika sub elemen dilakukan, akan memberikan dampak yang signifikan terhadap pengembangan KWPP. Sub elemen mengoptimalkan pemanfaatan media social untuk publikasi (3) dan optimalisasi dan koordinasi berada pada kuadran ke 3 (*Linkage*). Kedua sub elemen ini memiliki daya dorong yang cukup besar yang ditandai dengan nilai *driving power* yang cukup tinggi namun sub elemen ini lebih labil dibandingkan dengan sub elemen yang berada di kwadran IV, karena mudah untuk dipengaruhi oleh sub elemen lainnya. Sub elemen memperkuat keterlibatan masyarakat local dalam pengelolaan KWPP (2), peningkatan kapasitas dan kreativitas masyarakat (4), dan membuat paket wisata menarik dan menyusun kalender event (1) berada pada kuadran 2 (*dependent*). Keempat sub elemen ini memiliki daya dorong (*driven power*) yang rendah dan mudah untuk dipengaruhi karena memiliki nilai dependent yang tinggi.

Mengacu pada hasil *reachability metrix*, di susunlah struktur dari program yang dibutuhkan dalam pengembangan KWPP. Strukturisasi ini dapat menentukan key faktor dalam hal program yang dibutuhkan untuk pengembangan KWPP. Sub elemen yang berada pada struktur terbawah merupakan sub elemen prioritas utama untuk dilakukan intervensi/diimplementasikan. Semakin keatas, tingkat kepentingan/urgenitas dari program semakin rendah. Struktur perubahan yang diharapkan dapat dilihat pada Gambar 5.



Gambar 5. Struktur program yang diharapkan

Gambar 5. menunjukkan bahwa program akses alternative moda transportasi dan jumlah wisatawan yang belum tercapai merupakan program utama (*key program*) dalam upaya pengembangan KWPP. Implementasi terhadap kedua program tersebut dapat mendorong percepatan dalam pencapaian tujuan pengembangan KWPP.

c. Stakeholder Yang Berperan Dalam Pengembangan KWPP

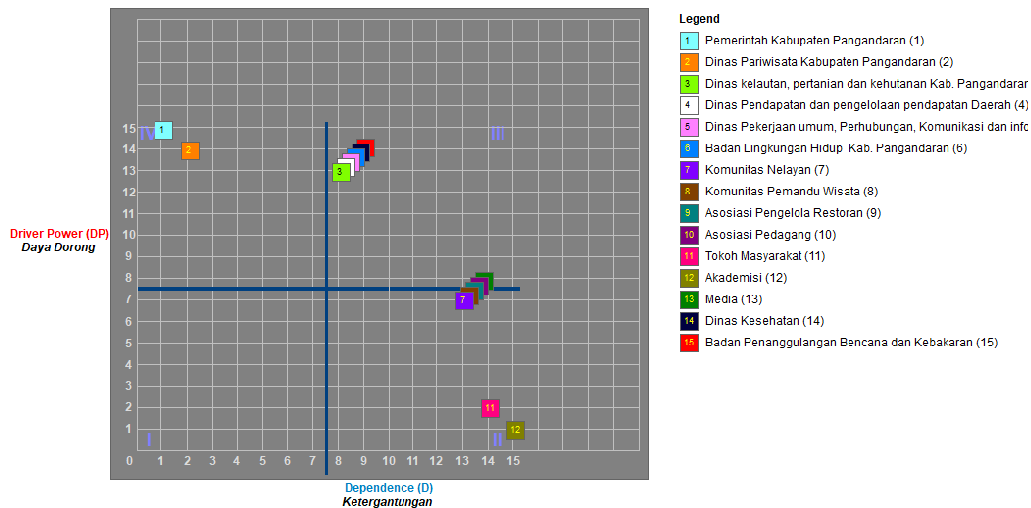
Dalam konteks pengembangan KWPP peran dan interaksi antar pemangku kepentingan perlu diselaraskan dan di kelola sehingga memiliki visi yang sama. Kompleksitas dari interaksi dan peran para pemangku kepentingan ini di analisis dan susun menjadi struktur sehingga dapat diterjemahkan dengan lebih jelas dan sederhana hubungan antar pemangku kepentingan tersebut. Hal ini dapat membantu untuk menghindari adanya konflik dan tumpangtindih peran dan kewenangan dari para pemangku kepentingan tersebut. Sub elemen pemangku kepentingan (*stakeholder*) untuk mengembangkan KWPP adalah sebagai berikut

1. Pemerintah kabupaten Pangandaran
2. Dinas Pariwisata dan Kebudayaan Kabupaten Pangandaran
3. Dinas Kelautan, Pertanian dan Kehutanan Kabupaten Pangandaran
4. Dinas Pendapatan, Pengelolaan Keuangan dan Asset Daerah Kabupaten Pangandaran
5. Dinas Perkerajaan Umum, Perhubungan, Komunikasi dan Informasi Kabupaten Pangandaran
6. Dinas lingkungan hidup
7. Komunitas Nelayan
8. Komunitas Pemandu Wisata
9. Asosiasi Pengelola Restoran,
10. Asosiasi pedagang
11. Tokoh masyarakat
12. Akademisi
13. Media
14. Dinas kesehatan
15. Badan penanggulangan bencana dan kebakaran

Berdasarkan justifikasi/pendapat pakar terhadap sub elemen yang ada, ditentukan hubungan kontekstual antara sub elemen tersebut. Hasil justifikasi tersebut, dikuantifikasi untuk menyusun struktur dan klasifikasi sub elemen. Kuantifikasi pendapat pakar melalui tahapan menyusun Reachability Matrix (RM) di gambarkan menjadi komponen *driver power* (DP) dan dependence Reachability Matrix (RM) untuk elemen stakeholder dalam kajian ini, dapat dilihat pada Tabel 7. dan klasifikasi sub elemen dapat dilihat pada Gambar 6.

Tabel 7. Reachability Matrix Stakeholder yang terlibat

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	DP	R
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15	1
2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14	2
3	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13	3
4	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13	3
5	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13	3
6	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13	3
7	0	0	0	0	0	0	1	1	1	1	1	1	1	0	0	7	4
8	0	0	0	0	0	0	1	1	1	1	1	1	1	0	0	7	4
9	0	0	0	0	0	0	1	1	1	1	1	1	1	0	0	7	4
10	0	0	0	0	0	0	1	1	1	1	1	1	1	0	0	7	4
11	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	2	5
12	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	6
13	0	0	0	0	0	0	1	1	1	1	1	1	1	0	0	7	4
14	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13	3
15	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13	3
D	1	2	8	8	8	8	13	13	13	13	14	15	13	8	8		
L	6	5	4	4	4	4	3	3	3	3	2	1	3	4	4		

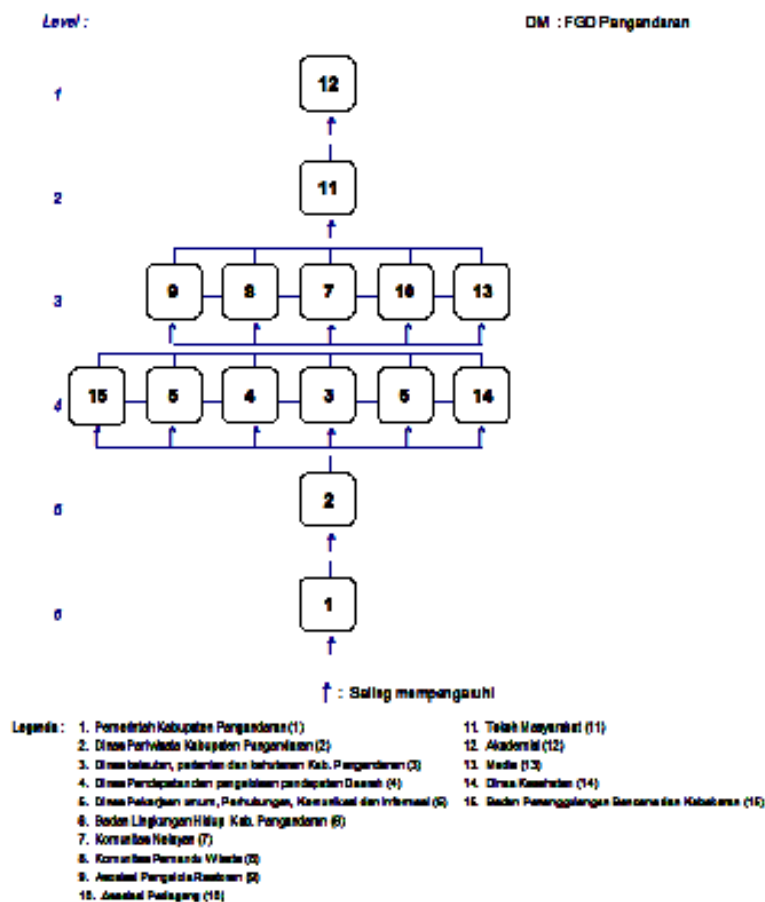


Gambar 6. Klasifikasi sub elemen stakeholder

Berdasarkan dari hasil perhitungan pada reachability matrix, sub elemen yang memiliki nilai driving power terbesar adalah sub elemen Pemetintah Kabupaten Pangandaran (1), Dinas pariwisata dan kebudayaan kabupaten Pangandaran (2). Kedua sub elemen ini berada pada kwudran 4 atau kuadran bagi sub elemen yang bersifat Independen. Kedua sub elemen ini, memiliki kemampuan yang besar untuk mempengaruhi sub elemen lain dalam sistem. Artinya jika kedua stakeholder ini dapat di tangani ditangani dengan baik, maka upaya untuk pengembangan KWPP sebagai destinasi wisata secara berkelanjutan dapat terpenuhi. Begitupula sebaliknya, bila kedua stakeholder ini tidak ditangani dengan baik maka upaya yang ingin dicapai akan sulit untuk terpenuhi. Kedua sub elemen ini adalah pemegang otoritas tertinggi dari suatu wilayah yang dikelolanya. Sehingga, peran dari kedua sub elemen ini akan menjadi central atau faktor pengungkit dari berbagai upaya untuk pengembangan di KWPP.

Sub elemen Dinas kelautan, pertanian dan kehutanan (3), Dinas pendapatan dan pengelolaan pendapatan daerah (4), Dinas pekerjaan umum, perhubungan, komunikasi dan informasi (5), Dinas lingkungan hidup (6), Dinas kesehatan (14), Badan penanggulangan bencana dan kebakaran (15) berada di kuadran 3 (linkage). Ketujuh sub elemen ini memiliki daya dorong relatif tidak kuat dan relatif mudah terpengaruh. Ketujuh sub elemen ini, perlu mendapat perhatian yang besar. Ketujuh sub elemen ini sangat labil tetapi memiliki pengaruh atau dampak yang cukup besar terhadap upaya pengembangan KWPP sebagai salah satu destinasi wisata secara berkelanjutan. Untuk sub elemen komunitas nelayan (7), komunitas pemandu wisata (8), asosiasi pengelola restoran (9), asosiasi pedagang (10), tokoh masyarakat (11), akademisi (12) dan media (13) terletak pada kuadran 2 (Independent). Ketujuh sub elemen ini memiliki daya dorong yang lebih rendah dan mudah untuk dipengaruhi.

Merujuk dari hasil klasifikasi sub elemen dan penilaian terhadap *driving power* dan dependent, dibangunlah struktur dari stakeholder. Stakeholder pada bagian bawah merupakan stakeholder yang paling strategis, dan merupakan key faktor untuk pencapaian tujuan pengembangan KWPP. Semakin keatas, tingkat peran dari stakeholder dalam upaya pengembangan KWPP semakin kecil. Strukturisasi stakeholder dapat menjadi masukan bagi Pemerintah mengurai peran dari stakeholder. Struktur stakeholder dalam pengembangan KWPP dapat dilihat pada Gambar 7.



Gambar 7. Struktur stakeholder yang terlibat

Gambar 7. menunjukkan bahwa pemerintah daerah kabupaten pangandaran merupakan stakeholder utama (*key factor*) dalam upaya pengembangan KWPP.

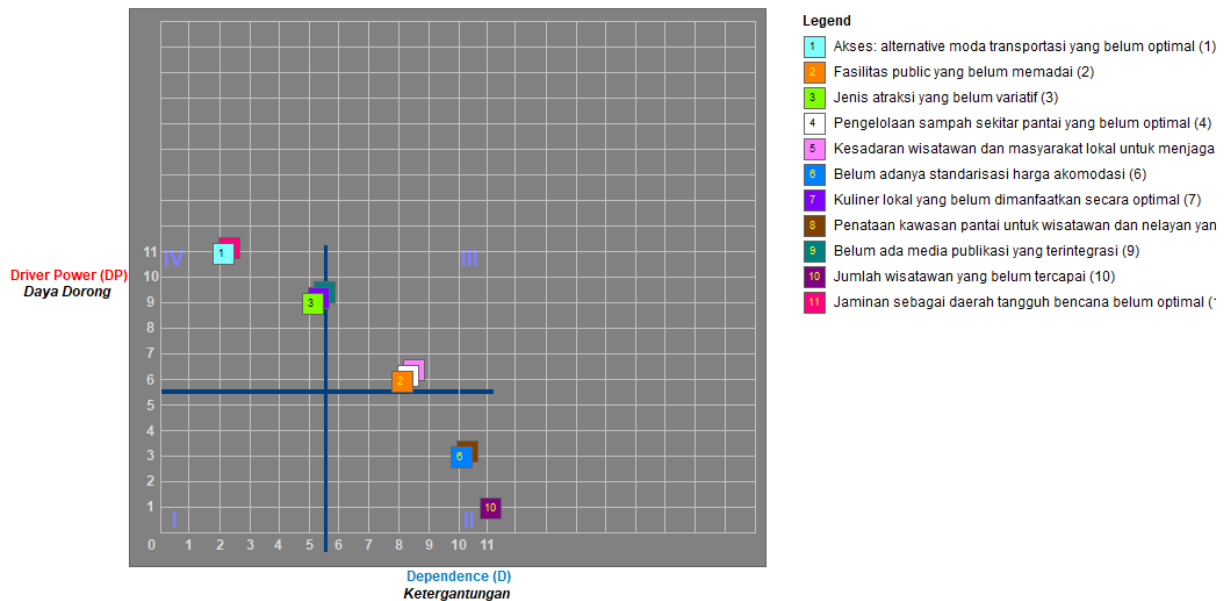
d.Kendala Dalam Pengembangan KWPP

Dalam pengembangan KWPP sebagai banyak hal yang dirasakan sebagai kendala. Hasil *Focus Group Discussion* (FGD) diperoleh faktor-faktor yang menjadi kendala untuk pengembangannya. Kendala tersebut antara lain :

1. Akses : alternatif moda transportasi menuju Pangandaran yang belum memadai
2. Fasilitas publik di sekitar pantai belum memadai
3. Jenis atraksi hiburan kurang variatif
4. Pengelolaan sampah sekitar pantai yang belum optimal
5. Kesadaran wisatawan dan masyarakat local untuk menjaga kebersihan pantai
6. Belum adanya standarisasi harga akomodasi
7. Kuliner local yang belum dimanfaatkan secara optimal
8. Penataan Kawasan pantai untuk wisatawan dan nelayan
9. Belum adanya media publikasi yang terintegrasi
10. Jumlah wisatawan yang belum tercapai
11. Jaminan sebagai daerah Tangguh bencana belum optimal

Tabel 8. Reachability Matrix kendala yang dihadapi

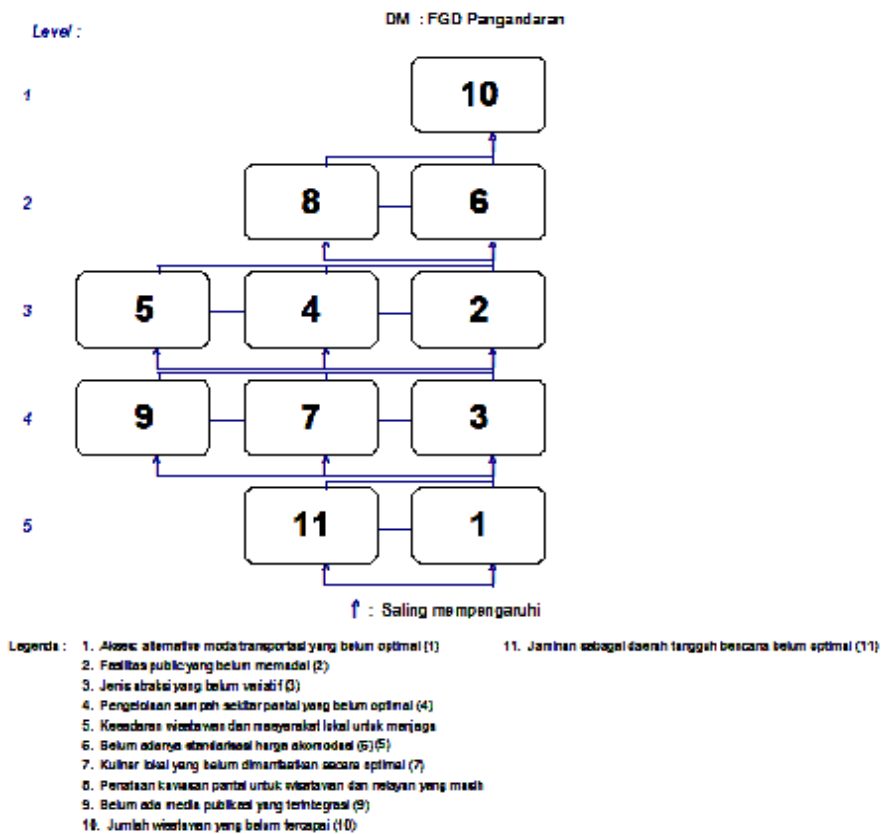
	1	2	3	4	5	6	7	8	9	10	11	DP	R		
1	1	1	1	1	1	1	1	1	1	1	1	11	1		
2	0	1	0	1	1	1	0	1	0	1	0	6	3		
3	0	1	1	1	1	1	1	1	1	1	0	9	2		
4	0	1	0	1	1	1	0	1	0	1	0	6	3		
5	0	1	0	1	1	1	0	1	0	1	0	6	3		
6	0	0	0	0	0	1	0	1	0	1	0	3	4		
7	0	1	1	1	1	1	1	1	1	1	0	9	2		
8	0	0	0	0	0	1	0	1	0	1	0	3	4		
9	0	1	1	1	1	1	1	1	1	1	0	9	2		
10	0	0	0	0	0	0	0	0	0	1	0	1	5		
11	1	1	1	1	1	1	1	1	1	1	1	11	1		
D	2	8	5	8	8	10	5	10	5	11	2				
L	5	3	4	3	3	2	4	2	4	1	5				



Gambar 8. Klasifikasi sub elemen kendala yang dihadapi

Berdasarkan dari hasil perhitungan pada reachability matrix, sub elemen yang memiliki nilai driving power terbesar adalah sub elemen akses : alternatif moda transportasi yang belum memadai, jenis atraksi yang belum memadai, belum ada media publikasi yang terintegrasi, jumlah wisatawan yang belum tercapai, jaminan sebagai daerah tangguh bencana belum optimal. Kelima sub elemen ini berada pada kwadran IV atau kwadran bagi sub elemen yang bersifat Independen. Kelima sub elemen ini, memiliki kemampuan yang besar untuk merubah fenomena yang ada, Artinya jika kelima kendala ini dapat terselesaikan atau dapat ditangani dengan baik, maka upaya untuk pengembangan KWPP sebagai destinasi wisata secara berkelanjutan dapat terpenuhi. Begitupula sebaliknya, bila kelima sub elemen kendala ini tidak diselesaikan dengan baik maka upaya yang ingin dicapai akan sulit untuk terpenuhi. Sub elemen fasilitas publik yang belum memadai, pengelolaan sampah di sekitar pantai yang belum optimal, kesadaran masyarakat dan wisatawan untuk menjaga kebersihan berada di kwadran 3 atau kwadran linkage. Kedua sub elemen ini memiliki daya dorong relatif tidak kuat dan relatif mudah terpengaruh. Kedua sub elemen ini, perlu mendapat perhatian yang besar. Kedua sub elemen ini sangat labil tetapi memiliki pengaruh atau dampak yang besar terhadap fenomena yang ada. Untuk sub elemen penataan kawan pantai untuk wisata dan nelayan, belum adanya standarisasi harga akomodasi, jumlah wisatawan yang belum tercapai terletak pada kwadran 2 (Independent). Ketiga sub elemen ini memiliki daya dorong yang lebih rendah dan tidak mudah untuk dipengaruhi.

Merujuk dari hasil klasifikasi sub elemen dan penilaian terhadap *driving power* dan dependent, dibangunlah struktur dari kendala. Kendala pada bagian bawah merupakan kendala yang paling strategis, dan merupakan key faktor untuk pencapaian tujuan pengembangan KWPP. Strukturisasi kendala dapat menjadi masukkan bagi Pemerintah dalam menyusun skala prioritas penyelesaian kendala yang dihadapi. Struktur kendala dalam pengembangan KWPP dapat dilihat pada Gambar 9.



Gambar 9. Struktur Kendala yang dihadapi

Gambar 9 menunjukkan bahwa kendala dalam hal akses alternative moda transportasi yang belum optimal, jumlah wisatawan yang belum tercapai merupakan kendala utama (*key factor*) dalam upaya pengembangan KWPP. Bila kedua kendala tersebut di perbaiki maka dapat mendorong lebih signifikan dalam upaya pengembangan KWPP.

Kesimpulan

1. Pada elemen kendala sub elemen alternatif moda transportasi yang belum optimal dan jumlah wisatawan yang belum tercapai adalah peringkat yang sangat prioritas untuk diselesaikan.
2. Pada elemen program sub elemen prioritas adalah program tata kelola siap kunjung dan pariwisata tanggap bencana.
3. Pada elemen stakeholder pihak yang memiliki posisi yang sangat penting dalam pengembangan KWPP adalah Pemerintah Kabupaten Pangandaran.

D. **STATUS LUARAN:** Tuliskan jenis, identitas dan status ketercapaian setiap luaran wajib dan luaran tambahan (jika ada) yang dijanjikan pada tahun pelaksanaan penelitian. Jenis luaran dapat berupa publikasi, perolehan kekayaan intelektual, hasil pengujian atau luaran lainnya yang telah dijanjikan pada proposal. Uraian status luaran harus didukung dengan bukti kemajuan ketercapaian luaran sesuai dengan luaran yang dijanjikan. Lengkapi isian jenis luaran yang dijanjikan serta unggah bukti dokumen ketercapaian luaran

wajib dan luaran tambahan melalui Simlitabmas mengikuti format sebagaimana terlihat pada bagian isian luaran

Luaran wajib penelitian ini adalah berupa publikasi dalam jurnal ilmiah internasional sebanyak 1 artikel. Artikel diterbitkan di Journal of Economics, Management and Trade dengan judul *Tourists Perception Towards Tourist Satisfaction in Pangandaran Beach, West Java, Indonesia*. Artikel sudah terbit pada tanggal 9 November 2019 edisi 25(3): 1-9, 2019; Article no.JEMT.51555 ISSN: 2456-9216.

Luaran tambahan dalam penelitian ini adalah publikasi dalam prosiding seminar nasional. Peneliti akan mengikuti Seminar Nasional Ilmu Lingkungan (SNaiL) yang diselenggarakan oleh Pasca Sarjana Universitas Lampung, pada Kamis 28 November 2019. Terdapat 2 artikel yang akan dipublikasikan dalam Seminar, artikel pertama berjudul "Analisa Nilai ekonomi Kawasan Wisata Pantai Pangandaran dalam perspektif pariwisata berkelanjutan dan Kendala Pengembangan Pariwisata Berkelanjutan Kawasan Wisata Pantai Pangandaran". Saat ini artikel telah di sampaikan pada panitia dan pengumuman status akan disampaikan pada tanggal 23 November 2019.

E. PERAN MITRA: Tuliskan realisasi kerjasama dan kontribusi Mitra baik *in-kind* maupun *in-cash* (jika ada). Bukti pendukung realisasi kerjasama dan realisasi kontribusi mitra dilaporkan sesuai dengan kondisi yang sebenarnya. Bukti dokumen realisasi kerjasama dengan Mitra diunggah melalui Simlitabmas mengikuti format sebagaimana terlihat pada bagian isian mitra

Tidak ada mitra yang terlibat

F. KENDALA PELAKSANAAN PENELITIAN: Tuliskan kesulitan atau hambatan yang dihadapi selama melakukan penelitian dan mencapai luaran yang dijanjikan, termasuk penjelasan jika pelaksanaan penelitian dan luaran penelitian tidak sesuai dengan yang direncanakan atau dijanjikan.

Kendala yang dihadapi selama melakukan penelitian ini adalah pada proses pengumpulan data primer, dimana responden sering merasa susah dalam memberikan pandangan tentang kendala, program, peran stakeholder dan perubahan yang diharapkan. Masukan dari para pihak berkepentingan yang diundang dalam *Fokus Group Discussion (FGD)* sering bersifat umum dan pengulangan dari narasumber yang lain. Banyak juga sharing pandangan dari pihak berkepentingan bersifat masalah yang dihadapi dalam perspektif unit atau instansi masing-masing.

G. RENCANA TINDAK LANJUT PENELITIAN: Tuliskan dan uraikan rencana tindak lanjut penelitian selanjutnya dengan melihat hasil penelitian yang telah diperoleh. Jika ada target yang belum diselesaikan pada akhir tahun pelaksanaan penelitian, pada bagian ini dapat dituliskan rencana penyelesaian target yang belum tercapai tersebut.

Penelitian ini sudah berakhir dengan mengkaji model terintegrasi dan berkelanjutan kawasan wisata pantai Pangandaran. Rencana tindak lanjut penelitian adalah merancang suatu sistem monitoring keberlanjutan suatu destinasi wisata pantai dengan aplikasi yang dapat mengelola secara terintegrasi dari data aspek ekonomi, ekologi dan sosial.

H. DAFTAR PUSTAKA: Penyusunan Daftar Pustaka berdasarkan sistem nomor sesuai dengan urutan pengutipan. Hanya pustaka yang disitasi pada laporan akhir yang dicantumkan dalam Daftar Pustaka.

1. **BPS.** *Kabupaten Pangandaran dalam Angka 2018*, Biro Pusat Statistik, 2018

Dokumen pendukung luaran Wajib #1

Luaran dijanjikan: Prosiding dalam pertemuan ilmiah Internasional

Target: sudah terbit/sudah dilaksanakan

Dicapai: Submitted

Dokumen wajib diunggah:

1. Naskah artikel
2. Bukti submit

Dokumen sudah diunggah:

1. Naskah artikel
2. Bukti submit

Dokumen belum diunggah:

-

Peran penulis: first author

Nama Konferensi/Seminar: International Conference on Business, Education, Social Science and Technology 2020 (BEST2020)

Lembaga penyelenggara: Academia Industry Networks (ACINET)

Tempat penyelenggara: Kuala Lumpur - Malaysia

Tgl penyelenggaraan mulai: 8 Februari 2020 | Tgl selesai: 9 Februari 2020

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Judul artikel: ALTERNATIVE DEVELOPMENT STRATEGY PANGANDARAN BEACH DESTINATION, WEST JAVA

ALTERNATIVE DEVELOPMENT STRATEGY PANGANDARAN BEACH DESTINATION, WEST JAVA

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ABSTRACT

The many actual problems that exist in Pangandaran beach that resulted in a few Pangandaran beach visitors who repeat his visit to tour Pangandaran beach, especially international tourists. Therefore, research needs to be carried out aimed at developing appropriate tourism strategies in the development of tourism in the Pangandaran Coast region.

The method used in this study is SWOC and AHP, the first to be done was explored SWOC to identify factors of strengths, weaknesses, opportunities and challenges. The second stage was weighting the proposed strategy obtained by AHP.

From the results of the study, there are 4 proposed strategies namely Optimizing social media for promotion (weighting of 0.419), involving stakeholders to participate in the development of KWPP (weighting of 0.300), making tour packages that include existing attractions (Homestay, protected forest) (weighting of 0.168), and building an integrated KWPP system (weighting of 0.113)

Keywords: Pangandaran Beach, SWOC, AHP

INTRODUCTION

Tourism is currently the most important economic sector in efforts to increase Indonesia's income, as evidenced by the Government currently developing the tourism sector development area. Of course in this case the community must begin to be aware of tourism, to help the Government developing the tourism sector. Besides that, tourism is considered as profitable sector and has the potential to be developed as one of the assets that is used as a productive source for the Nation.

Development of millennial era destinations must pay attention to efficient and effective publication strategies. Effective promotion media now are through unlimited social media. Ninin and friends (2017) found a tourism destination development strategy that must be designed comprehensively covering key elements consisting of obstacles, programs, stakeholders, and expected changes. Hasibuan and friends (2017) show that the development of a destination is influenced by the effectiveness of publications and tourist preferences that must be responded by the destination manager. Sulistyadi and friends (2018) said that the development of a beach destination must be done comprehensively related to community based tourism and carrying capacity of a destination. Hasibuan and friends (2019) stated that the utilization of the economic potential of a destination can be optimized while taking into account ecological, social and governance aspects. Utilization of economic potential includes use value and non-use value.

Pangandaran Beach is currently one of the attractive tourist destinations to visit, but until 2018 there are still many problems found in Pangandaran Beach as below (source dispar.pangandarankab.go.id):

- Large numbers of fishing boats parked along the Swim Zone can interfere with visitors' comfort and freedom of activity
- Fishing boat sailing activities greatly disrupt swimming activities and of course can endanger the safety of visitors
- The 'Cannot Swim' zone is used for swimming; for example the impact of visitors who do not respect the appeal and the lack of strict prohibitions from supervisors or managers
- The lack of strict rules regarding the use of beaches so that everyone feels they have the right to make the beach as a land to make money.
- Means of information, both audio and visual, are given always in Indonesian and have never used international language (English)
- There is an impression that the beach area, which is supposed to be a public area, is used exclusively by tourism businesses on the beach.

Based on these problems of course the activity of tourists in Pangandaran Beach so disturbed (uncomfortable). Thus, tourists feel uncomfortable when doing their activities and International Tourists only visit for one time. Most of the International tourists visiting Pangandaran for the first time were around 91.74%; and very few repeat their visit to Pangandaran, only around 8.26% claimed to have visited Pangandaran more than once (dispar.pangandarankab.go.id).

In managing Pangandaran Beach, it should be with the right strategy with the opportunities that exist today. Because it can not be denied, the determination of the strategy certainly affects the increasing and decreasing of the number of tourists, especially in Pangandaran Beach. Currently, Pangandaran Beach must begin to manage existing problems, to increase tourist interest. Therefore, the coast of Pangandaran Beach will experience an increase in visits by more than one visit by foreign tourists. Therefore, based on these problems, researchers are interested in conducting research entitled "Designing Tourism Development Strategies in the Pangandaran Coastal Area"

METHOD

This research was conducted using the SWOC and AHP methods in order to formulate strategies and steps to make decisions with weight. Data collection was done by Focus Group Discussion (FGD), observation, and questionnaires. FGD is one of the most well-known qualitative research methods besides interview techniques. FGD is a focused discussion of a group to discuss a particular problem, in an informal and relaxed atmosphere. Observation was carried out by conducting direct research on the object under study to obtain primary data. Observation was carried out by seeing and observing the condition of tourism potential in Pangandaran beach. Distributing questionnaires is collecting data by distributing questionnaires containing questions to support other data. The distribution of the questionnaire was carried out to assess the importance of each criterion. The Actors / Experts of this questionnaire are the relevant agencies (the Tourism Office), Artists, and Business Actors. Data processing and analysis were carried out by using the SWOC and AHP methods in order to formulate strategies and steps to make decisions with weight using Software Choice Expert.

RESULTS AND DISCUSSION

1. Analysis of SWOC

SWOC analysis is systematically used for the decision making process based on internal factors consisting of strengths and weaknesses, and external factors consisting of opportunities and challenges. Based on the results of the SWOC analysis of the current objective potential as the results of the Focus Group Discussion conducted, the strengths, weaknesses, opportunities and challenges in the development of Pangandaran beach. Many factors were identified during the FGD as below:

A. Aspects of Strength

- Enchanting natural beauty
- Completeness of beach attractions, fisheries, protected forests and homestays
- Increasing the status of Pangandaran sub-district to become a Regency
- Entrance fees for Pangandaran Beach are relatively affordable
- Nature reserve / protected forest which is the potential of Pangandaran
- Culinary specialties (Pangandaran seafood)
- More complete homestays from lowest to highest prices
- Citizen productivity in improving the economy
- Its growing number of tourism destinations
- The formation of a tour and travel association
- The existence of a fishing village
- The policy of the Pangandaran Regency Government that strengthens the vision, for example the socialization of regional development that has been carried out by the Pangandaran Regency Government

B. Aspects of Weakness

- Inadequate access to Pangandaran
- Public facilities (rinse areas, trash bins, etc.) on the beach are still lacking
- Waste management is still lacking
- Nightly attractions are still lacking
- Spot photo of Pangandaran Beach icon which is still lacking
- Tourist visits are limited on weekends
- Lack of education to the public about tourism awareness and waste management
- Fairly expensive hotel prices
- Tourist corners are full compared to the first hotel
- Lack of evacuation sites
- Weak of safety security for tourists who visit, such as the lack of Life Guard
- Lack of budget in managing Pangandaran Beach
- Low hotel and restaurant taxes on Pangandaran Beach
- Pretty expensive culinary
- Development on the aspect of tourism that is partial
- Weakness of security supervision so that many criminal cases occur

C. Aspects of Opportunities

- National development priorities in the field of tourism
- Community participation in the tourism industry
- Increased fisheries productivity by utilizing the deep sea

D. Aspects of Challenge

- Competition in the beach / marine tourism industry is increasingly tight with other regions
- Mass tourism that can damage the environment
- Utilize social media to promote Pangandaran Beach

From the results of the exploration of SWOC, then produced a strategy to overcome the problems that exist in Pangandaran beach. The Pangandaran Coast Strategy Design produced 4 strategies, namely SO strategy, WO strategy, SC strategy, and WC strategy as below:

A. Strategy of S – O :

- Make a tour package that includes existing attractions (Homestay, protected forest) Of course, making tour packages will make it easier for tourists visiting Pangandaran beach to enjoy tours at KWPP, so for travel agents it would be better to make tour packages that include existing attractions (homestays and protected forests). Because at this time many tourists only know Pangandaran beach, there are only beaches, whereas besides that Pangandaran beach has a protected forest. And there are also many tourists who visit not to spend the night / stay, so they do not enjoy tourism in Pangandaran Beach. So it would be very nice if the tour package has included Homestay.

B. Strategy of S – C :

- Make Pangandaran Beach promotions on social media
In this modern era, social media is very influential in the promotion step, so the Stakeholders must make more promotion on social media. For example, by inviting Entrepreneurs to come to Pangandaran beach and take a selfie then take it on social media, it will easily increase the number of tourist attractions..

C. Strategy of W – O :

- Building an integrated KWPP management system
Tourism must now be integrated, because it will make it easier to control. It would be very good if KWPP was integrated. For example, in infrastructure, Pangandaran coastal zoning, and facilities. For this reason, stakeholders and the community must work hand in hand to develop an integrated KWPP

D. Strategy of W – C :

- Involve Stakeholders to participate in the development of KWPP
Stakeholders must play an active role in participating KWPP development, such as hotel and homestay owners by setting price standards, related agencies to provide more funding for KWPP development, and standardization of culinary owners around KWPP.

2. Results of Analytical HierarchyProcess (AHP)

From the results of data processing, it can be seen the weighting between SWOC factors, SWOC factor sub-criteria, and strategies :

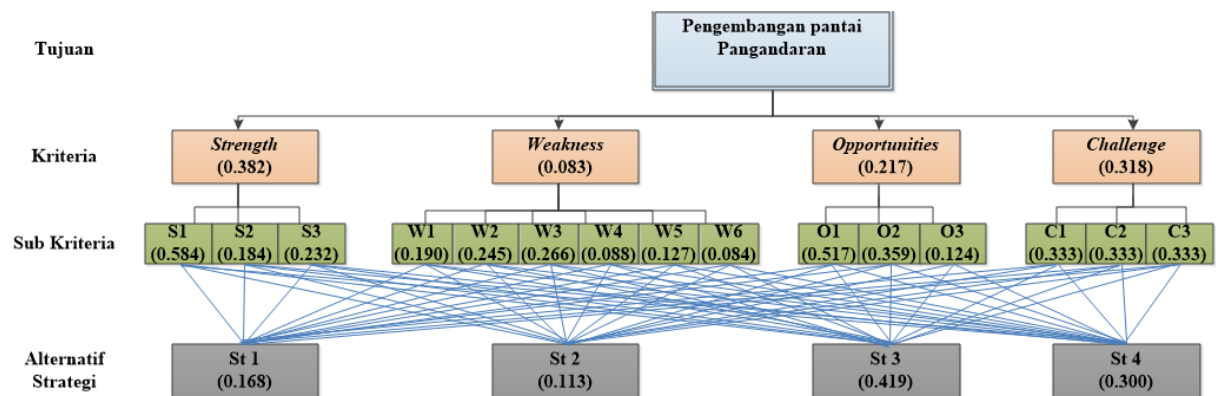


Figure 3.1 Hierarchy of SWOC-AHP

Information:

- S1 : Enchanting natural beauty, completeness of beach attractions, fisheries, protected forests, homestays
- S2 : Increasing the status of Pangandaran sub-district to become a district
- S3 : The relatively affordable entrance fee for Pangandaran beach
- W1 : Inadequate access to Pangandaran
- W2 : Public facilities (rinsing places, trash bins etc.)
- W3 : Waste management is still lacking
- W4 : Nightlife attractions are still lacking
- W5 : Spot photo of Pangandaran beach icon is still lacking
- W6 : Tourist visits are limited on weekends
- O1 : National development priorities in the field of tourism

- O2 : Opportunities for community participation in the tourism industry
- O3 : Increased fisheries productivity by utilizing the deep sea
- C1 : Competition in the beach / marine tourism industry is increasingly fierce with other regions
- C2 : Mass tourism that can damage the environment
- C3 : Utilize social media to promote Pangandaran beach
- St 1 : Make a tour package that includes existing attractions (Homestay, protected forest)
- St 2 : Building an integrated KWPP management system
- St 3 : Optimizing social media for promotion
- St 4 : Involve Stakeholders to participate in the development of KWPP

3. Calculation at the First Level: Comparing Criteria

Which plays a role in achieving the objectives of the study with the highest weight to the lowest. The factor that has the highest weight is Strength with a weight value of 0.382 which contributes to implementing the Pangandaran Beach Development Strategy. This Strength factor is the most important factor in developing Pangandaran Beach, because Strength is a strength factor that can be used as the main element used in developing Pangandaran Beach in terms of weight in the Expert choice application.

4. Calculation at the Second Level: Comparing Sub-Criteria

In the aspect of the weighting value between the sub criteria, it is seen that the priority criteria of the enchanting natural beauty and the completeness of beach tourism objects, fisheries, protected forests, and homestays have the highest weight values of 0.584. This shows that this sub-criterion must be taken into consideration and be the most influential in achieving the Pangandaran Beach Development Strategy. Of course, the Stakeholders who are directly involved in the effort to develop Pangandaran Beach by paying attention to the sub criteria of enchanting natural beauty and the completeness of beach tourism, fisheries, protected forests, and homestays are the main strengths so that the goals can be achieved

5. Calculation at the Third Level: Comparing Strategies



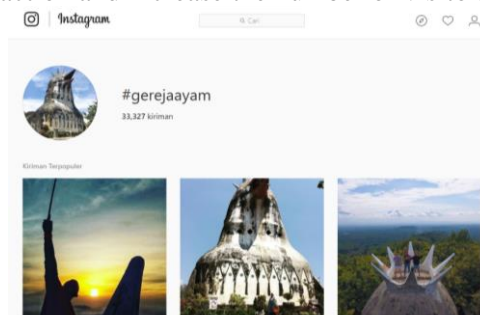
Figure 3.2 Value of Weight Strategy on Sub Criteria

Information:

- St 1 : Make a tour package that includes existing attractions (Homestay, protected forest)
- St 2 : Build an integrated KWPP system
- St 3 : Optimizing social media for promotion
- St 4 : Involve Stakeholders to participate in the development of KWPP

Based on Figure 3.2, the highest weight is Optimizing social media for promotion (S3) with a weight of 0.419 on sub criteria Utilizing social media to promote Pangandaran Beach, then followed by a strategy of Engaging Stakeholders to participate in KWPP development with a weight of 0.300 (S4), then Making tour packages that include existing attractions (Homestay, protected forest) with a weight of 0.168 (S1), and the last strategy is to build an integrated KWPP system with a weight of 0.113 (S2).

Social media at this time is indeed very effective for promoting goods, services, and attractions. So that social media is a superior tool for promotion. For example, by making promotions on social media by neutralizing a tourist attraction, it will certainly quickly develop the tourist attraction and increase the number of visitors.





(Source : www.instagram.com)

Figure 3.3 Chicken Church of Magelang

Like the chicken church in the city of Magelang, this chicken church is a busy tourist spot visited by tourists due to the viral's tourist attractions on social media Instagram. For this reason, Pangandaran beach will further develop its tourism by utilizing social media as well as the chicken church of Magelang.



(Source: www.instagram.com)

Figure 3.4 Fish Boat Wreck on Pangandaran beach

With the existence of shipwrecks on the Pangandaran coast which can be viral and promoted on social media, this wreck is made uniquely on the Pangandaran coast. So, this is one of the supporters in the Pangandaran beach development strategy.



(Source: www.instagram.com)

Figure 3.5 Kali Biru of Raja Ampat, Papua

Nowadays the role of public figures in the tourism industry is very influential in the promotion of a tourist attraction. As in the picture above Kali Biru of Raja Ampat of Papua, which has been increasingly visited since the public figures traveled to that place, with the promotion of bringing public figures then the photos were viral on social media. With the

role of public figures, of course promotion on social media becomes interesting and makes tourists curious. So, KWPP would be better to bring public figures to increase tourist visits by publicizing the figures' public photos to social media (Promotions).

In addition to the role of public figures, of course the role of the culinary industry and homestay is also worthy of attention. Because the culinary in KWPP has a different taste from other places, especially Seafood (PHRI, District of Pangandaran). Likewise with homestays that have cheaper rates to stay compared to other tourist attractions (PHRI Pangandaran Regency). So KWPP can be better if the promotion raises it into the media as a visitor attraction.

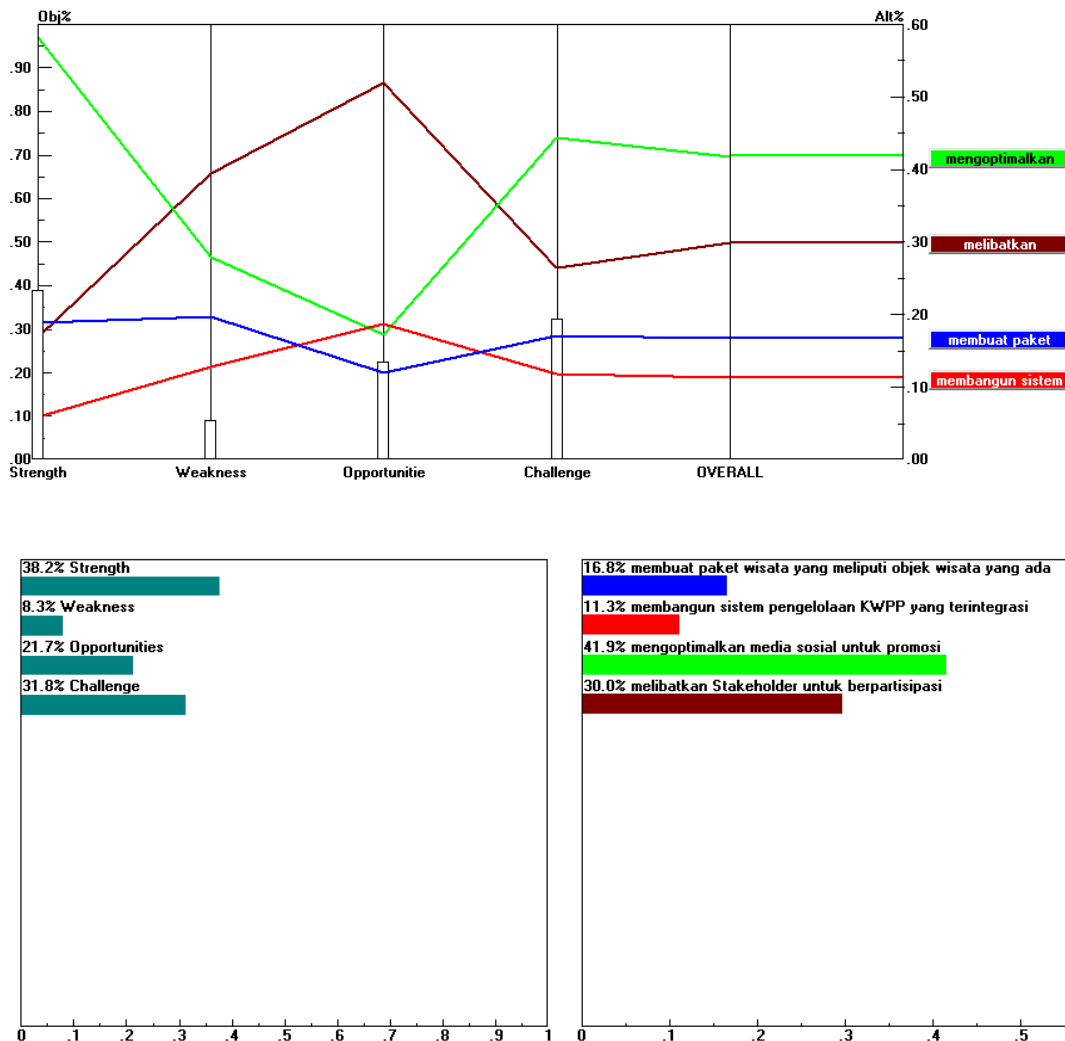


Figure 3.6 Performance Sensitivity and Dynamic Sensitivity

In Figure 3.6, it is clear that the criteria with the highest weight are Strength with a weight of 38.2%, then followed by a Challenge 31.8%, Opportunities 21.7%, and Weakness 8.3%. Meanwhile, for the strategy with the highest weight is optimizing social media for promotion (S3) with a weight of 41.9%, then followed the strategy involving Stakeholders to participate in the development of KWPP (S4) with a weight of 30%, making a tour package that includes existing tourist attractions (Homestay, protected forest) (S1) with a

weight of 16.8%, and build an integrated KWPP management system (S2) with a weight of 11.3%.

Based on the picture above, the strategy proposed to stakeholders in the Pangandaran beach tourism area is to optimize social media for promotion (S3), then carry out a strategy involving stakeholders to participate in the development of KWPP (S4), then create a tour package that includes attractions there (Homestay, protected forest) (S1), and built an integrated KWPP management system (S2). At this time social media is a media campaign that is very fast and certainly efficient because now it can not be denied that almost everyone has social media. Therefore, it is very appropriate if the main strategy undertaken for the development of Pangandaran beach tourism with a strategy to optimize social media for promotion (S3).

I. CLOSING

1. Conclusion

From the results of the research that has been done, there are several things that can be concluded as follows:

1. SWOC factors that have been identified related to the design of tourism development strategies in the Pangandaran coastal area are as follows:
 - Enchanting natural beauty, weight of 0.584 (Strength)
 - Waste management still lacking, weight of 0.266 (Weakness)
 - National development priority in tourism, weight of 0.517 (Opportunities)
 - Competition in the beach / marine tourism industry is increasingly tighter with other regions, weight of 0.333 (Challenge)
2. The proposed strategy for tourism development in the Pangandaran coastal area is as follows:
 - Optimizing social media for promotion (weights of 0.419)
 - Involve Stakeholders to participate in the development of KWPP (weight of 0.300)
 - Make a tour package that includes existing tourist objects (such as homestays, protected forests and others) (weight of 0.168)
 - Build a KWPP system that is integrated with other attractions. Like Green Canyon, Rock Shark and others (weight of 0.113)

2. Suggestion

For the development of Pangandaran beach tourism to be better, the author provides suggestions for making promotions on social media by neutralizing the uniqueness of Pangandaran beach tourism objects, such as neutralizing that in Pangandaran beach people can see the rising and setting of the sun and also the existence of fish wrecks which drowned by the Ministry of Maritime Affairs, then with this uniqueness it will certainly quickly develop these tourist objects and increase the number of visitors.

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Tourists Perception Towards Tourist Satisfaction in Pangandaran Beach, West Java, Indonesia

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Authors' contributions

This work was carried out in collaboration among all authors. Author LR designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors BH and NG managed the analyses of the study. Author LR managed the literature searches. All authors read and approved the final manuscript.

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ABSTRACT

Pangandaran Regency has quite diverse tourist destinations ranging from beach tourism, cave tourism, cultural tourism and others. Pangandaran Beach is one of the tourist destinations in the Regency of Pangandaran, West Java, from sources of the Tourism Office and Pangandaran Culture it can be seen that the level of tourist visits to Pangandaran Beach from 2016 to 2017 has decreased for international tourists while experiencing an increase for domestic tourists. Therefore, it is necessary to conduct research aimed to determine the perceptions of tourists to improve the quality of management services in Pangandaran Beach tourist destination. The method used is the servqual method and PGCV (Potential Gain Customer Value). The servqual method aims to see the service quality attributes that need to be improved and the PGCV method aims to complete the analysis results of servqual by determining the priority of improvements that must be done based on the PGCV index.

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Based on the results of the analysis, there are 5 service quality attributes that need to be improved, such as attractions displayed, providing updated information about upcoming events, integrated information service center on children and lost items, sound notification of danger in the coastal area and the availability of integrated service posts around the beach.

Keywords: Servqual; PGCV; pangandaran beach.

1. INTRODUCTION

The development of the tourism sector in a country or region will attract other sectors because its products are needed to support the tourism industry. Regions that have a tourism sector will be greatly assisted in its development because it can bring in domestic and international tourists so that it can get income for the region. This revenue must be managed by the regional government and distributed evenly to the community in the form of roads, bridges, public buildings and others. If local revenue is managed well and distributed as a whole it will smooth the pace of economic growth in the area.

Development of millennial era destinations must pay attention to efficient and effective publication strategies. Effective promotion media are now through unlimited social media. Ninin et al (2017) found a tourism destination development strategy that must be designed comprehensively covering key elements consisting of obstacles, programs, stakeholders and expected changes [1]. Hasibuan et al (2017) show that the development of a destination is influenced by the effectiveness of publications and tourist preferences that must be responded by the destination manager [2]. Sulistyadi et al (2018) said that the development of a beach destination must be carried out comprehensively related to community-based tourism and carrying capacity of a destination [3]. Hasibuan et al (2019) state that the utilization of the economic potential of a destination can be optimized while taking into account aspects of ecology, social and governance. Utilization of economic potential includes use value and non-use value [4].

One of the tourist destinations in West Java that attracts tourists is in the area of Pangandaran Regency. Pangandaran Regency has quite diverse tourist destinations ranging from beach tourism, cave tourism, cultural tourism and others [6]. As for the main assets owned by Pangandaran Regency is beach tourism. Coastal tourism in Pangandaran Regency includes Pangandaran Beach, Batu Hiu Beach, Batu Karas Beach, Krapyak Beach and many more

beaches in Pangandaran Regency. The number of tourists visiting can be seen in the Table 1.

Table 1. Level of tourist visits to pangandaran beach

Tourist	2016	2017
International	3.804	3.094
Domestic	1.399.156	2.020.932
Total	1.402.960	2.024.026

Source: Office of Pangandaran Tourism and Culture

From the Table 1 it can be seen that the level of tourist arrivals to Pangandaran Beach from 2016 to 2017 has decreased for foreign tourists while experiencing an increase for domestic tourists. For this reason, research is needed to determine the level of satisfaction of Pangandaran beach tourists. - tourism supporting components (attractions, accessibility, amenities).

2. METHODS

Data collection was obtained by distributing questionnaires to tourists at Pangandaran beach. Data processing used the Service Quality (Servqual) method and the Potential Gain Customer Value (PGCV) method. The Servqual method is intended to measure service quality through the difference (GAP) between tourists' perceptions and expectations of service quality [5,7,9,10,12]. This method consists of two main steps, namely getting tourist perceptions of the quality of services provided and customer expectations of service quality [13,14]. The PGCV method to complement the analysis results from Servqual by determining the priority of improvements that must be made by the tourist destination manager through the PGCV index number [10,11].

3. RESULTS AND DISCUSSION

3.1 Servqual

Analysis using the servqual method by looking at the gap between the level of performance in

Pangandaran beach tourist destinations and the level of tourist expectations so that it can be determined what services are a problem and must be corrected.

3.2 Tangible

- Tourists are not satisfied with the services provided in Tangible dimensions numbers 1, 2 and 3, namely the existence of water surfing tours, attractions that are displayed, and easy access to tourist destinations with a gap value of servqual -1, 12, -1, 36, -1.09 which means the service is not satisfactory. Therefore, the management must make improvements regarding the services of surfing water tours, attractions that are displayed, and easy access to tourist destinations.
- Tourists are not satisfied by the services provided in Tangible dimensions' numbers 4, 5 and 6, namely boats as supporting facilities, directions to reach Pangandaran Beach tourist destinations, and swimwear sales facilities, with servqual scores of -0.98, and -0.81. There is still a gap between the level of expectation and the level of performance.

3.3 Assurance

- Tourists are not satisfied with the services provided in the dimensions of Assurance numbers 7, 8, and 9, namely providing updated information about events that will take place, standardization of lodging facilities, and the availability of accident insurance in tourist destinations. With servqual gap value -1.23, -1.11, -1.03 which means that the service is not satisfactory, there is a gap between the level of tourist expectations with the level of performance. Servqual score shows a sense of dissatisfaction of tourists because after asking several tourists who frequently visited there was no updated information about the event, then tourists who do not know of any accident insurance at tourist destinations and standardization of lodging facilities.

3.4 Emphaty

- Tourists are not satisfied with the services provided on the Emphaty dimension number 10, namely attractions that are enjoyed can satisfy tourists with a gap

value of -0.8,1 which meant less satisfactory service, there was a gap between the level of tourist expectations and the level of performance

- Tourists are dissatisfied with the services provided on the dimensions of Emphaty numbers 11 and 12, namely warning signs if there is a danger on the beach and integrated information service centre on children and lost items with servqual gap values of -1.11 and -1.36, which means the service is not satisfying, there is a large gap between the level of tourist expectations and the level of performance. Therefore the manager must make improvements to satisfy tourists visiting Pangandaran Beach.

3.5 Reliability

- Tourists are not satisfied with the services provided in the dimensions of Reliability numbers 13 and 15, namely the consistency of service in attractions and easy ticket service with a gap value of -0.79 and -0.94, which means the service is less satisfactory, there is a gap between the level of tourist expectations and the level of score performance servqual shows a feeling of unsatisfactory tourists
- Tourists are dissatisfied with the services provided in the Reliability dimension number 14, namely sound notification of danger in the beach area. After doing servqual calculations it turns out the results obtained are -1.05, which means the service is not satisfactory, there is a gap between the level of expectations of tourists with the level of performance. Servqual scores indicate a feeling of dissatisfaction of tourists because after asking several tourists who frequently visit, the sound of notification of danger is still not heard by tourists because there are only a few speakers and must be reproduced more to be heard by tourists.

3.6 Responsive

- Tourists are not satisfied with the services provided in the Responsive dimension numbers 16,17, and 18, namely the snorkelling tour training program, directions for evacuation during emergencies, and the availability of integrated service posts near the coast with servqual gap values -1.47, -1.52, -1.92 which means that the service is

unsatisfactory, there is a large gap between the level of tourist expectations and the level of performance. Servqual scores indicate tourists' dissatisfaction.

Quadrant A shows attributes that have a high level of tourist expectations but low performance so that it does not satisfy tourists. Therefore, every attribute in quadrant A needs to be immediate improvements in quality. Servqual matrix analysis on this attribute has a gap score between -1.235, -1.525 and -1.92, where the 3 attributes in quadrant A indicate that the performance performed is not satisfactory in attribute 7 about providing updated information, it is not satisfactory in attribute 17 about directions evacuation and unsatisfactory on attribute 18 regarding the availability of integrated service posts near the coast. For this reason, Pangandaran beach management needs to immediately make implementing to these attributes. This can happen because the average servqual matrix calculation for each attribute is at a number that shows that the attribute is not satisfying for tourists, so the Pangandaran beach management needs to change immediately with special attention.

Quadrant B has 9 attributes included in it. Quadrant B shows attributes that are considered unsatisfactory and unsatisfying tourists. Therefore, every attribute in quadrant B needs to be improvements. Servqual matrix analysis on its attributes has a gap score between -0.94 to -1.14 where the 6 attributes in quadrant B indicate that the performance is not satisfactory and 3 attributes are considered unsatisfactory. Because the 9 attributes are considered not able to meet tourist satisfaction. If seen from the measurement based on the emphasis on the gap problem, the service provided is unsatisfactory and less satisfactory, so the manager needs to improve the attributes included in quadrant B.

Quadrant C has 3 attributes; this quadrant shows attributes that are considered unsatisfactory, indicating the quality of service users on this variable is at a low level. Servqual matrix analysis on the attribute has a gap score between -1.12, -1.36 and -1.47. So that the management needs immediate improvement.

Quadrant D has 3 attributes, this quadrant shows attributes that are considered unsatisfactory. The performance of the manager is at a high level but

the expectation of tourists for the performance of these variables is low, so the manager needs to consider the performance carried out. Service is a very important element of tourist satisfaction, but the expectations of tourists are very small for this attribute so that the attribute is included in the D quadrant.

3.6 PGCV (Potential Gain Customer Value)

PGCV (Potential Gain Customer Value) analysis was performed to determine the PGCV index value on each attribute and service quality dimension. Where attributes with PGCV index values below the median value must be maintained their performance and attributes with PGCV index values above the median value be a priority for improvement.

The following details the proposed priority improvement plan:

1. **The availability of integrated service post near the beach:** Previously on the east coast, there was a separate lifeguard and information service centre for missing goods/children. Improvements that can be made from Fig. 1 there is information about the length of the east coast area of Pangandaran is 1.87 km (2 km), the management should prepare an integrated service post that includes information on goods or missing children, which is integrated with the existing lodging service facilities in the coastal area Pangandaran and 6 units of integrated service posts should be made that are obtained from the calculation of every 300 m there are 1 post and where 300 m is still covered by binoculars.
2. **Snorkel tourism training program:** Previously in Pangandaran beach, there was no snorkelling training program, improvements could be made to make the snorkelling tourism training program created to attract tourists who are in Pangandaran beach and prevent accidents when snorkelling. By integrating an adequate information system to promote the program through social media and print accounts and create Pangandaran beach tour packages which also include snorkelling tourism training programs in one tour package.
3. **Attractions displayed:** Previously the attractions on Pangandaran beach were

only kite festivals which were still not well scheduled. Attractions that should be displayed on Pangandaran beach are scheduled once a month, events can be made such as kite festivals, Pangandaran cultural arts performances, fireworks

performances at night, and lantern festivals. By integrating adequate information systems to promote the program through both social media and print media and also create related tour packages according to each attraction to be displayed.

Table 2. Comparison of servqual matrices and cartesian diagrams

No	Service attributes	Servqual score	Servqual matrix	Cartesian diagram quadrant	Information
1	Surfing water tour	-1,12	Not satisfactory	Quadrant C	Needs Improvement
2	Attractions displayed	-1,36	Not satisfactory	Quadrant C	Needs Immediate Improvement
3	Easy access to tourist destinations	-1,09	Not satisfactory	Quadrant B	Needs Improvement
4	Boat as a supporting facility	-0,98	Less satisfactory	Quadrant B	Needs Improvement
5	Directions to get to Pangandaran beach tourist destination	-0,98	Less satisfactory	Quadrant B	Needs Improvement
6	Swimwear sales facilities	-0,81	Less satisfactory	Quadrant D	Needs Improvement
7	Provides updated information about upcoming events	-1,23	Not satisfactory	Quadrant A	Needs Immediate Improvement
8	Standardization of lodging facilities	-1,11	Not satisfactory	Quadrant B	Needs Improvement
9	Accident insurance available at tourist destinations	-1,03	Not satisfactory	Quadrant B	Needs Improvement
10	Attractions enjoyed can satisfy tourists	-0,81	Less satisfactory	Quadrant D	Needs Improvement
11	Warning signs when there is a danger on the beach	-1,11	Not satisfactory	Quadrant B	Needs Improvement
12	Integrated information service centre on missing children and property	-1,14	Not satisfactory	Quadrant B	Needs Improvement
13	Service consistency in attractions	-0,79	Less satisfactory	Kuadrant D	Needs Improvement
14	Sound notification of danger in the coast	-1,05	Not satisfactory	Quadrant B	Needs Improvement
15	Easy and fast ticketing service	-0,94	Less satisfactory	Quadrant B	Needs Improvement
16	Snorkel tourism training program	-1,47	Not satisfactory	Quadrant C	Needs Immediate Improvement
17	Directions for evacuation during emergencies	-1,52	Not satisfactory	Quadrant A	Needs Immediate Improvement
18	The availability of integrated service post near the beach	-1,92	Not satisfactory	Quadrant A	Needs Immediate Improvement

Information :

- A = High level of expectation but low level of performance
- B = High level of expectation and high performance
- C = Low expectations and low performance
- D = Low expectation but high performance

Table 3. Score median PGCV

N	Valid	18
	Missing	0
Median		6.27

4. Directions for evacuation in case of emergency:

Previously the evacuation directions on Pangandaran beach were still lacking and not visible. Improvements can be made by making evacuation directions placed in a position that is easily seen and understood by laypeople and given additional lighting facilities in the evacuation directions and the size of the evacuation direction is adjusted to the location of placement.

5. Surfing water tour:

Saran yang dapat dilakukan dengan lebih mempertimbangkan apakah lokasi wisata tersebut benar-benar dapat digunakan untuk kegiatan wisata tersebut, apabila bisa maka perlu diperhatikan keandalan peralatan yang digunakan seperti papan *surfing*, membuat jadwal waktu kegiatan surfing yang sesuai dengan cuaca dan pelatih surfing yang mampu berbahasa asing. Melakukan promosi dengan cara mengintegrasikan antara atraksi yang ditampilkan dengan wisata air *surfing*, membuat event wisata air

surfing dalam suatu paket wisata melalui sosial media maupun media cetak.

6. Provides updated information about upcoming events:

Previously, Pangandaran beach had not provided updated information regarding upcoming events. Improvements can be made by creating an integrated information system between residents and the Pangandaran district government, by creating several social media accounts to be able to promote more about what activities will and are ongoing at the tourist site. Involving artists or public figures in promoting Pangandaran beach and conducting promotional activities by creating a calendar of events that will last for one year, which is integrated with adequate information systems through both social media and print media.

7. Standardization of lodging facilities:

Previously, in Pangandaran beach there were no facilities such as 1,2,3,4 and 5 stars. Improvements can be made by standardizing lodging facilities by integrating all lodging service providers for Pangandaran beach tourists, with the existence of consumer services that provide reprimands against lodging facilities providers, which are not appropriate and provide compensation to tourists in the form of price discounts.



Fig. 1. length of the East Pangandaran coastline

Source: Google maps

Table 4. Index potential gain customer value (PGCV)

Improvement priority	PGCV Index	Attribute number	Service attribute
1	10,6	18	The availability of integrated service post near the beach
2	8,67	16	Snorkel tourism training program
3	8,44	2	Attractions displayed
4	8,27	17	Directions for evacuation in case of emergency
5	7,51	1	Surfing water tour
6	7,23	7	Provides updated information about upcoming events
7	6,62	8	Standardization of lodging facilities
8	6,36	12	Integrated information service centre about lost children and property
9	6,29	3	Easy access to attractions



Fig. 2. snorkelling tours
Source: www.instagram.com



Fig. 3. wisata surfing
Source : www.instagram.com

8. Integrated information service centre about lost children and property:

Already included in point number 1 above .

9. Easy access to attractions:

- Improvements that can be done by opening access via air and land that is, through access via air from Halim Perdana Kusuma - Nusawiru takes 1 hour drive at a cost of Rp.800,000 thousand rupiah, and must be

integrated with modes of transportation via land to get to the beach tourist destinations Pangandaran, with a shorter travel time than the normal land route, is for certain circles and is expected to be enjoyed in the future by all groups

- If via land access it will take quite a long time, which is 10 hours of travel with a round trip fuel cost of Rp. 600,000 thousand rupiah,

and a toll of Rp. 150,000 thousand rupiah for the round trip, and also improve road infrastructure such as the construction of an alternative route that can be taken faster to go to Pangandaran beach tour.

4. CONCLUSION

Based on data analysis, it can be concluded as follows :

- 1) Based on the servqual score the level of service perception is not satisfied for Pangandaran beach tourists with 5 dimensions, namely:
 - a) Tangible (Physical Evidence): Attractions displayed (-1.36)
 - b) Assurance: Availability of accident insurance in tourist destinations (-1.03)
 - c) Emphaty: Integrated information service centre on missing children and property (-1,14)
 - d) Reliability: Sound notification of danger in the coastal area (-1.05)
 - e) Responsive: Availability of integrated service posts near the coast (-1.92)
- 2) Supporting components that are expected to be realized by Pangandaran beach tourists with the concept of tourism A3 (Attractions, Accessibility and Amity), namely:
 - a) Attractions: Snorkel tourism training program
 - b) Accessibility: Directions to get to Pangandaran beach destinations
 - c) Amenity: Availability of integrated service post near the beach
- 3) Priority improvement of Pangandaran beach tourist satisfaction improvement can be seen in order from the priority to the end, namely:

1)The availability of integrated service post near the beach, 2) Snorkeling tourism training program, 3) Attractions displayed, 4) Directions for evacuation during emergencies, 5) Surfing water tourism, 6) Provide updated information about the event that will take place, 7) Standardization of lodging facilities, 8) Integrated information service center on children and lost property, 9) Easy access to tourist destinations.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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