

## Potential and Development of Marine Tourism at Madasari Beach Pangandaran District, Indonesia

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### ARTICLE INFO

*Keywords:* Attractions, Accessibility, Amenities, Madasari Beach, Marine Tourism

*Received :* 3 June

*Revised :* 15 June

*Accepted:* 20 July

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### ABSTRACT

Madasari Beach, a notable natural tourist destination in Pangandaran Regency, West Java, possesses the three essential components of tourism known as the 3A's: Attractions, Accessibility, and Amenities. This study serves as a preliminary investigation to describe the potential of Pantai Madasari in the context of marine tourism development. The method used is non-participatory observation. The findings reveal that while the attractions at Pantai Madasari are limited, there is significant room for improvement and development in accessibility. Additionally, the amenities at Madasari beach require enhancement in terms of quantity, cleanliness, and comfort

## **INTRODUCTION**

Pangandaran is one of the districts in West Java that is famous for its tourism potential. The coastal area which has a coastline length of about 91km has the potential for natural attractions, especially marine tourism. In addition to its natural tourism potential, Pangandaran Regency has a lot of tourism potential, including cultural and artificial attractions. The condition and geographical location of Pangandaran Regency which has a coastline of 91 km makes it one of the favorite marine tourism destinations in West Java (Kurniasih et al., 2020).

In accordance with the vision of the Pangandaran Regency Tourism Office, namely "Realizing Pangandaran as a world tourist destination based on environment, nature, and culture" the tourism potential of Pangandaran Regency must continue to be developed to encourage the realization of the vision of Pangandaran Regency as a world-renowned tourist destination (Azizah et al. 2023).

Madasari Beach is one of the natural attractions that is currently quite famous in Pangandaran. Madasari Beach is located in Masawah Village, Cimerak District, Pangandaran Regency. Madasari Beach has a beautiful natural panorama with coral reefs forming a group of small islands, natural beauty still maintained, and other potentials. This potential must continue to be developed in order to attract tourists. In developing tourist destinations, the potential must be supported by other aspects, namely attractions that tourists can enjoy, ease of accessibility for tourists, and the availability of amenities that support tourist activities (Kustiawan and Raharjo 2022)

This beach is an alternative beach tourism and has not been known by many tourists. For this reason, the research was compiled as a preliminary study to describe every potential in Madasari Beach regarding marine tourism development.

## **LITERATURE REVIEW**

### *Tourism*

Tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, Government, and Local Government. Tourism is a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal or business or professional purposes (Narendra et al., 2019)

It can be said that tourism is the activity of a person leaving the area where he lives with a temporary time for tourist purposes. Tourism is a type of travel that is planned and carried out from one place to another individually or in groups. place individually or in groups, to obtain some form of satisfaction and pleasure. form of satisfaction and pleasure (Adhiyaksa and Sukmawati 2021).

### *Maritime Tourism Potential*

Marine tourism potential refers to all tourism potential and attractions related to the sea, oceans, and coastal areas. Here are some components of marine tourism potential that are usually an attraction for tourists (Zhafirah and Nugraha 2022):

1. Natural beauty: Includes beautiful beaches, coral reefs and stunning ocean views.
2. Recreational activities: Snorkeling, diving, sailing, fishing, and swimming in the sea.
3. Biodiversity: Marine tourism areas often have rich and diverse ecosystems, including fish species, seabirds and possibly other wildlife.
4. Cultural heritage: Historical and cultural sites associated with coastal and marine life, such as traditional fishing villages, ancient shipwrecks or local cultural festivals.
5. Tourism infrastructure: Includes accommodation facilities, restaurants and other amenities that facilitate marine tourism activities.
6. Sustainable development: Efforts to promote marine tourism responsibly, protect the marine environment and support the well-being of local communities.

Marine tourism can contribute significantly to local and national economies through tourist revenues, creating jobs, and promoting preserving the marine environment, which is essential for long-term sustainability.

## METHODOLOGY

This research was conducted in November 2023 at Madasari Beach, Pangandaran Regency, West Java. The research location can be seen in Figure 1. The method used in this research is observation. Observation is a research approach that relies on direct observation of observed phenomena without interference or influence from the observing party.

Observation methodology aims to understand behavior, social interactions, or certain phenomena by directly observing, either in a natural context or in a pre-made setting. This approach is often used to understand how individuals or groups act in real situations. The type of observation used in this research is non-participatory, where the researcher observes from a distance without participating in the activities observed, usually to maintain objectivity (Hasanah 2016).

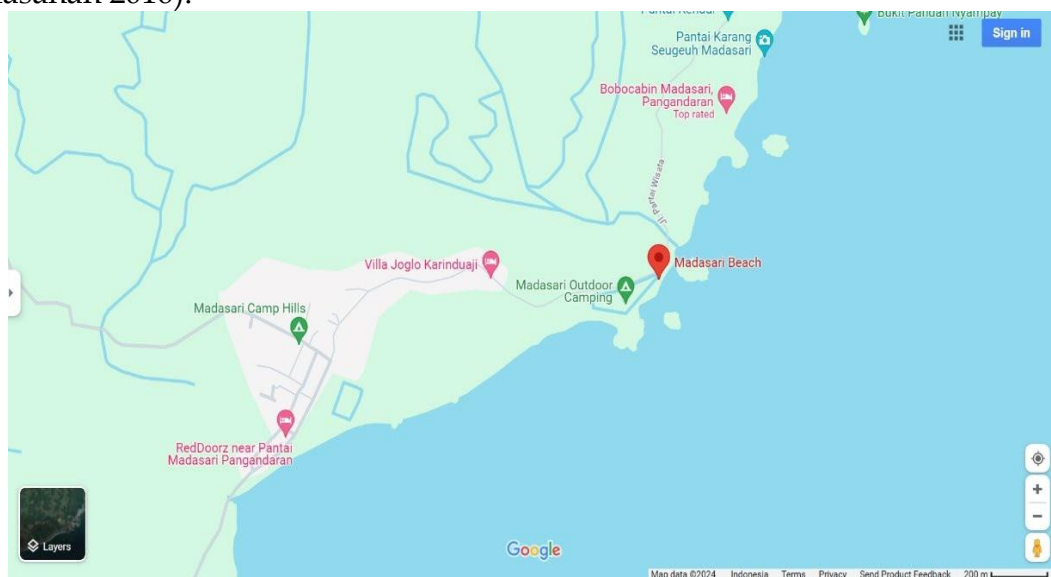


Figure 1. Location of Madasari Beach

## RESEARCH RESULT

### *Tourism Attractions in Madasari Beach*

Madasari Beach is a coastal location that stands out with its well-maintained environmental cleanliness and beautiful natural panorama. The beach has clean and wide fine black sand stretching along the coastline. This beach has quite high waves, so tourists cannot swim there. Madasari beach also presents the beauty of the sunrise and sunset panorama, which attracts tourists visiting this location (Figure 2A and 2B).

In addition to its natural beauty, Madasari Beach offers camping lodging facilities next to the beach. This facility is designed to provide a stay experience close to its stunning natural environment. This camping lodging provides comfort for visitors and maintains the cleanliness and sustainability of the surrounding environment. (Figure 2C).

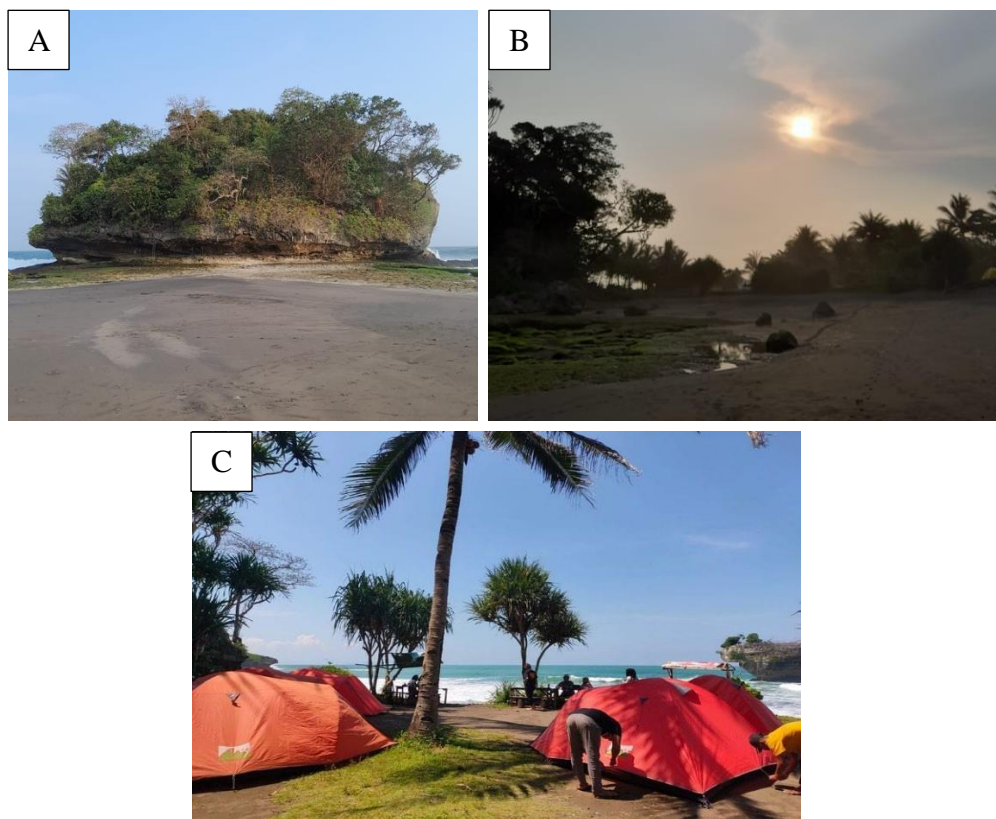


Figure 2. Attractions at Madasari Beach

Madasari Beach, as an attractive coastal tourist destination, has limited facilities in several important aspects. The availability of facilities such as bathrooms, small stalls, and eateries still face significant limitations, which can affect visitor comfort and satisfaction.

Firstly, the limited availability of bathrooms in Madasari Beach can be a major problem for visitors. The limited bathrooms may be insufficient for the number of visitors at peak times or weekends, resulting in long lines and a less comfortable experience.

Second, the small stalls available also tend to be limited in menu variety and service capacity. This can limit the choice of food and beverages for visitors, and make it difficult to fulfill diverse consumption needs.

Third, the limited number of dining venues around Madasari Beach can also be an obstacle. Visitors may face limitations in choosing places to sit and enjoy their meals, especially when the location is crowded.

## DISCUSSION

Madasari Beach offers a beautiful natural panorama with unspoiled coastal conditions, including coral formations that form a cluster of islands and caves that can be accessed during low tide. This potential is highly desirable to tourists, especially those interested in photography and videography. In addition, Madasari Beach offers a quiet recreational experience as it is rarely visited by many tourists, in contrast to the crowds at Pangandaran Beach (Hidayat et al., 2023).

Tourist attractions that tourists at Madasari beach can enjoy are nature tours by camping with a beautiful beach atmosphere, photography and videography, exploring beaches and caves that can be accessed when the sea water is receding, trying the culinary available at the destination, and others. These attractions can be a magnet for tourists to visit Madasari Beach. The tourism components, both accessibility and amenity, are quite available and can meet the needs of tourists (Trimurti and Utama 2019).

The potential of Madasari Beach and the tourism components, namely attractions, accessibility, and amenity, need to be developed properly to encourage the development of Madasari Beach tourism. The development of tourism will certainly help the community's economic welfare through tourism (Megawati et al., 2023). The right development strategy with the principle of sustainable tourism is needed in tourism today to preserve nature and the sustainability of tourist destinations in the future (Muljono and Satrya 2022).

The development needed on Madasari Beach tourism includes:

1. Development of tourist attractions to attract tourists. The tourist attractions available at Madasari Beach can still be limited, and when compared to Pangandaran Beach, swimming or diving activities cannot be done because of the large beach waves. However, research and innovation on other attractions or activities must be done to determine what attractions or activities can be developed.
2. Improving accessibility to Madasari Beach destination. Accessibility to the location still needs to be improved, the road conditions are narrow and there are no direction markers and no public vehicles to get to the location. This lack of accessibility can hinder tourists from visiting tourist destinations.
3. Amenities such as public toilets, lodging, stalls, eateries, prayer rooms are available. However, it still needs to be developed and improved in terms of cleanliness, comfort, and others.

This research also follows Prihadi et al., (2024) through SWOT analysis which obtained results by supporting aggressive strategies for developing

marine tourism at Madasari Beach including utilizing internal strengths and external opportunities. The main focus of this strategy is the development of tourism products such as souvenirs, souvenirs, and culinary specialties to increase destination attractiveness. Public facilities such as trash bins, public toilets, places of worship, and health facilities are provided to support visitor comfort. Cooperation between the government and investors is directed at developing lodging facilities such as hotels and resorts and improving road infrastructure to facilitate accessibility for tourists visiting Madasari Beach..

## **CONCLUSIONS AND RECOMMENDATIONS**

Madasari Beach has potential in tourism development. The 3A tourism components of attractions, accessibility and amenity can support the potential of Madasari Beach in tourism development. Marine tourism potential in Madasari Beach shows a great opportunity to be developed sustainably. With its natural beauty, this potential can increase tourist visits and local economic contributions. This potential must certainly be developed by considering the principles of tourism sustainability to maintain the existence of tourist destinations in the future.

## **ADVANCED RESEARCH**

This research is a preliminary study that only formulates the potential and long-term challenges to the management and development of marine tourism at Madasari Beach. Various other scientific studies are needed that examine the appropriate governance management to strengthen the sustainability of this tourist attraction.

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