

Jatimalang Beach Tourism Management Strategy, Purworejo District

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ABSTRACT

The focus of this research is the strategy and development of beach tourism in Purworejo Regency in managing Jatimalang beach tourism objects. The purpose of this study was to determine the strategy of the Purworejo district government in managing the Jatimalang beach tourism object. The method used in this study is qualitative with a descriptive approach using conceptual models of theories related to management and development strategies according to Karyono (1997). The results of the study show that the strategy of the Purworejo Regency Government service in managing the Jatimalang beach tourism object has not been maximized because many of the strategies made are still at the planning stage. The supporting factors in managing the Jatimalang beach are investors who want to work together and the potential for a good beach and the inhibiting factors are unclear land ownership status, budget constraints, and lack of public awareness in caring for Jatimalang beach facilities and infrastructure.

INTRODUCTION

Tourism in the current era is not only interpreted as traveling alone, but more than that the tourism sector in a country can develop businesses, as well as equitable spatial development and will ultimately encourage economic development. Indonesia is a country with stunning natural beauty, diversity of flora and fauna, diversity of ethnicities, races, religions and cultures with various local wisdoms and uniqueness of each region which certainly will create extraordinary potential for tourist destinations if utilized properly. Tourism development is included in 5 (five) national priority programs listed in the 2019 Government Work Plan (RKP), this indicates that the government is very serious in managing and developing the Indonesian tourism sector to achieve the desired goals.

LITERATURE REVIEW

Tourism activities as a chain activity involving various sectors and related institutions. As in Indonesia, tourism is one of the sectors that is relied on, it is proven that tourism has made a very large contribution as the largest foreign exchange earner after oil and gas. Therefore, good management is needed to increase the attractiveness of tourists visiting an area. ² The tourism sector is one of the industrial sectors that has been developed to date. Beach tourism is one type of tourism that has been developed to drive the economy of a region. Along with technological developments, access and transportation provide enormous opportunities in tourism development. Purworejo Regency is one of the areas that has a lot of tourism potential which is supported by natural conditions. There are many regional tourism objects such as nature tourism and special interest tourism, which until now have not been properly organized and managed. The tourism sector requires a strategy with an organized and planned pattern of tourism development so that its potential can be optimally developed.

Management strategy is planning based on consideration of everything to make the right decisions to meet the needs of the organization. The strategy for managing the Jatimalang Beach tourism object is an effort by the local government to increase the potential for regional income while at the same time being able to act as a stimulant for regional economic growth in optimizing the function and role of the tourism sector for economic growth. the existence of a good planning and development strategy and the existence of introspection on issues or strategic factors, so that with a good strategy in the development of the tourism sector, the prospects for the development of the regional tourism sector in the future can be identified . As indicated in the strategic management model, vision and mission statements are needed before alternative strategies can be formulated and implemented (David, 2010:87). The involvement of the government and stakeholders also plays an important role in the ecotourism management strategy, tourism development, tourism planning, utilization, and tourism policy so that the management objectives of Jatimalang Beach tourism objects are on target and sustainable

METHODS

Formulation of the problem

Based on the background above, the formulation of the problem in this study is as follows:

1. What is the management strategy for Jatimalang Beach?
2. What are the supporting and inhibiting factors in managing the Jatimalang beach?

Research purposes

Based on the formulation of the existing problems, the purpose of this research is as follows:

1. To find out the management strategy for Lamangkia Beach
2. To determine the supporting factors and inhibiting factors in the management of Jtimalang beach.

Benefits of research

1. Theoretical Benefits This research is expected to bring insight into scientific studies for students, especially Master of Management students and can develop theories of government science.
2. Practical Benefits This research is expected as input and consideration for the Government of Purworejo Regency in the Jatimalang Beach Management Strategy.

RESULTS AND DISCUSSION

Research Results This section will describe the results and discussion of the data that has been obtained from research in the field, both from observations and interviews conducted regarding the Strategy for Management of Jatimalang Beach Tourism Objects. The results of observations and interviews in this study will be analyzed according to the research focus that was previously determined. The success rate of the strategy for managing the Jatimalang beach tourism object will be analyzed by researchers using the theory of the Strategy for Improving Tourism Management and Development by Karyono (1997), as well as the inhibiting factors and supporting factors.

From this study, the results obtained were carried out by researchers who were then processed and analyzed so that several questions arose by conducting interviews with several informants who had been determined by the researcher, who then made direct observations at the research location. The following is a detailed explanation of the research focus:

1. Strategy for Improving Tourism Management and Development by Karyono :
Tourism Development Master Plan (RIPP) The preparation of RIPP in each province is absolutely necessary for the development and development of tourism in the regions in a planned and programmed manner. The Tourism Development Master Plan (RIPP) is a tourism planning document prepared by. Regional Government and become a

tourism development guideline for local governments in order to facilitate tourism development. From the results of observations made by researchers in Kab . Purworjo pointed out that the 2022 Regional Tourism Development Master Plan for Purworejo Regency is still in the discussion or revision stage .

2. The implementation of tourism is aimed at encouraging regional development, increasing regional income, expanding and equalizing business opportunities and employment opportunities. introduce and utilize tourist attractions and destinations in Takalar Regency. Tourism development is developed with an economic growth and equity approach for people's welfare and development that is oriented towards regional development, community-based, and community-empowering which includes various aspects such as human resources, marketing, destinations, science and technology, cross- sectoral engagement, small business empowerment and responsibility in the utilization of natural and cultural resources. According to tourist requests, these guidelines must be prepared in the form of a Regional Tourism Development Master Plan (RIPPARDA). As a Regional Development Priority The tourism sector should be prioritized as a sector that is handled seriously, while still giving portions to other fields, especially those that have become the hallmark of a region. The tourism sector has many benefits, apart from being able to support local revenue (PAD) it also encourages community economic growth.
3. Development of Facilities and Infrastructure Development of facilities and infrastructure in tourist destinations is very effective in attracting tourists. A destination must have various facilities needed by tourists so that tourist visits can be fulfilled and feel comfortable.
4. From the results of the interviews and research, it can be seen that for the development of Jatimalang beach facilities and infrastructure, efforts will be made to improve it little by little. Because as is well known, good and complete facilities and infrastructure are added value and things that can increase the value of the beauty of a tourist attraction. The beauty and uniqueness of a tourist attraction must be able to be supported by good facilities and infrastructure to support tourists to enjoy the beauty of the tourist object. Even though a tourist attraction has stunning natural beauty, but it is not supported by the development of facilities and infrastructure to enjoy it, it is the same as tourists cannot explore the tourist object any further. In the development of tourism facilities and infrastructure the government is more dominant because the government can take multiple benefits from this development, such as to increase the flow of economic traffic, information flow, the flow of human mobility between regions and so on which of course can increase business opportunities and work. What is meant by facilities and infrastructure are all facilities that enable economic processes, in this case the tourism sector can run smoothly in such a way as to make it easier

for people to meet their needs. In general, facilities and infrastructure are tools to support the success of a process of effort carried out in public services because if these two things are not available then all activities carried out will not be able to achieve the expected results in accordance with the plan.

5. Tourism Promotion Tourism marketing should adhere to market principles, meaning owners, managers and maybe there are special institutions that specifically market it that can influence, urge and seduce potential tourists as consumers to make decisions to hold tourist trips, in this case promotion holds a strategic position.

Supporting factors

Supporting factors are things or conditions that can encourage or grow a business, activity, or production i . it can be seen that the supporting factor is the good potential of Jatimalang beach but there are too many buildings so that the beauty of the beach is not visible. it is known that the government cannot work alone to develop the potential of its region, including the development of Jatimalang beach tourism objects. In carrying out programs related to the development of Jatimalang beach tourism objects, the Purworejo Regency Youth Sports and Tourism Office must involve stakeholders and various existing parties and work together with the private sector, the community and environmentalists.

Obstacle factor

The development of a tourist attraction cannot be separated from something that can hinder the development of tourism in an area. Inhibiting factors are things or conditions that can hinder or frustrate an activity, business or production, namely the lack of a budget and promotions that have not been maximized.

Indonesia's tourism sector can be a source of driving the nation's economic progress. One of the important things to advance the tourism sector is to establish tourism as one of the main priority sectors driving the economy. While the results of research conducted in the field of the Purworejo Regency area plan to make Purworejo beach a regional development priority by including it in the Regional Spatial Plan (RTRW) and making Jatimalang beach a tourism area.

Development of Facilities and Infrastructure

The motivation that encourages people to travel will generate the same requests regarding tourism facilities and infrastructure such as telecommunication networks and so on. In this case, the readiness of tourism facilities and infrastructure is one of the determining factors for the successful development of the regional tourism industry. So each region is required to pay more attention to the provision of tourism facilities and

infrastructure that are adequate and at least in accordance with international standards.

The exploitation of tourist objects and attractions includes the activities of building and managing tourist objects and attractions along with the necessary facilities and infrastructure. Thus it is necessary to develop and manage facilities and infrastructure in tourist destination areas to support the implementation of tourism. Facilities and infrastructure are the main elements in the tourism industry activity chain. If the improvement and management of tourism facilities and infrastructure is neglected, it will result in not achieving the positive impact of tourism in increasing PAD, creating employment opportunities and as a driver of regional development. While the results of research conducted in the field, the Department of Youth, Sports and Tourism of Purworejo Regency in the construction of facilities and infrastructure for the Jatimalang beach has not been maximized. Where Jatimalang beach already has facilities and infrastructure such as halls, gazebos, toilets, bathrooms, and playgrounds, but it is not well maintained and many have been damaged due to waves hitting buildings and others and there is no budget for funds used to fix objects facilities and infrastructure. Jatimalang beach tourism .

Based on the research conducted, it can be seen that the supporting factors and inhibiting factors in managing Lamangkia beach are as follows:

1) Supporting Factors

- a) Beautiful panorama
- b) Great beach potential to be developed as a tourism destination.
- c) Mileage of tourist objects close to the city

2) Inhibiting Factors

- a) Budget constraints,
- b) Lack of public awareness in caring for the facilities and infrastructure of the Lamangkia beach,
- c) Land ownership status.
- d) Lack of professional workforce in tourism object management.

SWOT analysis is a systematic identification of various factors to formulate a company strategy, according to Freddy Rangkuti 2006: 19. SWOT stands for internal environment

strengths and weaknesses as well as the external environment opportunities and threats faced in the business world.

Analysis is based on logic that maximizes strengths and opportunities, but simultaneously minimizes weaknesses and threats. The strategic decision-making process is always related to the company's development, objectives, mission and policies. Thus, strategic planning must analyze the company's strategic factors (strengths, weaknesses , opportunities and threats) in the current conditions. In compiling the development strategy for the Lamangkia beach tourism object, the authors also conducted a SWOT analysis to analyze development prospects based on strengths, weaknesses, opportunities. and the threats that exist on the coast of Lamangkia .

a. Strength (S)

1) Beautiful panorama The strength of the Jatimalang beach tourism object can be seen from the beautiful natural panorama, the natural potential that supports the existence of the Jatimalang beach tourist object as one of the tourist attractions in Purworejo Regency. The natural beauty reflected in the beach and shady trees around the tourist attraction is a special attraction for tourists.

2) The distance to tourist objects close to the city The location of Jatimalang beach is very easy to reach from Purworejo City, the distance from Takalar City is approximately 10 km by private vehicle because city transportation is not yet available. There are not many intersections that must be passed that will take tourists to the location. The trip to Lamangkia beach also has beautiful views such as green rice fields that stretch.

b. Weaknesses (W)

1) Budget limitations In the development of tourist objects, one of the important factors that determines whether development is progressing or not is a matter of funds. If funds are available then development can run smoothly but otherwise development will be hampered. The Lamangkia beach tourism object is also experiencing this problem, this is because development funds and construction of the Lamangkia beach tourism object still rely on APBD funds. The limitations of the APBD have hampered the construction and development of Jatimalang beach tourism objects.

2) Lack of professional manpower in the management of tourist objects. Managerial, namely the components needed for all business activities. Good management in planning promotions, and marketing greatly affect the success of efforts to increase the flow of visitors. However, the management of the Jatimalang beach tourism object still looks unprofessional. This may be due to the lack of quantity and quality of the existing workforce so that they do not understand the problems.

3) Promotion of tourism objects that are still lacking Tourism promotion in Purworejo Regency is still classified as ineffective because it is only limited to promotion through banners or events that cannot reach the wider community, especially at the international level, this is exacerbated by the absence of promotion carried out through the website, due to the unavailability of a special website managed by the Department of Youth, Sports and Tourism of Purworejo Regency.

c. Opportunities (O)

In the development of the Lamangkia beach tourism object there are various opportunities that can encourage development, including: Autonomy of 80 regions gives flexibility to develop tourism potential, many tourists who want to visit, investors or the business world who want to cooperate (sponsors)

d. Threats (T)

In every development effort, there must be threats that can hinder the development process if no solution is found. The following are some of the threats that exist in the Jatimalang beach tourism object: the development of other tourist objects that increase competition, awareness of the local community in caring for the facilities and infrastructure that have been provided, damage to the beach due to abrasion .

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and analysis of the discussion in the previous chapter, the will draw conclusions and suggestions that are expected to provide benefits to the Purworejo Regency Youth, Sports and Tourism Research Office so that they can provide changes and improvements for the futures.

A. Conclusion The conclusions from the results of research regarding the strategy of the Department of Youth, Sports and Tourism in Purworejo Regency are as follows:

1. Based on the data from observation and research as a whole, the strategy of the Purworejo Regency Youth, Sports and Tourism Office is considered not optimal. This research is based on the results of research on the aspects of the indicators in this research Master Plan for Tourism Development, As a priority for regional development, Development of facilities and infrastructure, Procurement of administrative staff and Promotion of tourism where informants' answers indicate that many programs are still in the planning stage. The indicators for the Tourism Development Master Plan or Purworejo Regency in 2022 are still at the revision stage and have not been ratified yet. Then on the indicator as a regional development priority, Jatimalang Beach has been made a regional development priority because it is included in the Regional Spatial Plan. Then the indicators for the development of facilities and infrastructure have not been maximized because there are still several tourist object facilities that are not yet available ,82 while some tourist object facilities that are already available are in poor condition and need improvement. On the indicators of procuring administrative staff, they already exist but are still minimal, and on the indicators of tourism promotion it is not yet effective, because it is only limited to promotion through banners or events which cannot reach the wider community, let alone to the international level.

2. Based on the data from observation and research as a whole, the supporting factors in managing the Jatimalang beach are: investors who want to work together, good beach potential to be developed as a tourism destination.

While the inhibiting factors in managing Jatimalang beach: Land ownership status, lack of public awareness in caring for Jatimalang beach facilities and infrastructure, and budget constraints.

Suggestions

The author's suggestions regarding the management strategy for the Lamangkia beach tourism object in Takalar Regency are as follows:

1. It is hoped that the Department of Youth, Sports and Tourism of Purworejo Regency will be more careful in reading developments in the tourism market so that later they will be able to make strategies or programs that are more effective and efficient
2. Coordinate and put pressure on the Regency/City government to build or repair facilities and infrastructure so that it better supports tourism activities in Takalar Regency as a whole.
3. Good cooperation and community participation are needed to preserve the area and maintain the Jatimalang beach tourism object facilities.
4. Work and carry out its main tasks and functions to the fullest and fullest of sincerity because God Almighty is accompanied by high accountability and integrity because the impact will also be felt by all parties, not only the community but also the government and the private sector.

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Hopefully beneficial for object another tour in develop region tour respectively respectively

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