Contribution of Tanjung Lesung Beach tourism destinations to communities in Panimbang District, Pandeglang Regency, Banten

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Abstract. Tanjung Lesung Beach is a government priority to be developed because it entered the Special Economic Zone which was inaugurated on February 2015. This coastal area was chosen as a special economic zone because it has criteria as SEZ in accordance with Law Number 39 of 2009 concerning Special Economic Zones. However, currently, Tanjung Lesung Beach has experienced a decline in tourists due to the Sunda Strait tsunami on December 22, 2018. This study aims to analyze the right strategy to develop the Tanjung Lesung Beach tourist attraction to attract tourists and identify its contribution to the surrounding community. Based on the results of the tsunami research that befell Pandeglang District, it greatly affected the interest of tourists to visit and also resulted in some tourist facilities being paralyzed. After the classification of the feasibility of developing a tourist attraction with the ADO-ODTWA method can be concluded after the tsunami 73.1% Tanjung Lesung Beach is still feasible to develop and has high potential. In terms of the social and economic aspects of this tourist attraction, it contributes to society such as many surrounding communities who work as hotel employees in the region, build infrastructure, and build new businesses. Various new businesses began to emerge such as managing homestays, inn, villa tenants, boat rentals, culinary tours, crafts, arts.

1. Introduction

Pandeglang Regency is an area that is currently a concern of the government because of its Special Economic Zone (SEZ) or Kawasan Ekonomi Khusus (KEK). Determination of the background KEK Tanjung Lesung attractions in addition to improve the lagging development of the South Banten area, it also about the high potential of varios tourist destinations [1]. One of the most popular tourist destinations in this area is Tanjung Lesung Beach. The existence of this tour contributes quite well to the community because most employees at the tourist attraction of Tanjung Lesung Beach are local people. Currently, the government is making improvements to the Tanjung Lesung Beach tourist area because recently the Tanjung Lesung beach was affected by the Sunda Strait tsunami that occurred on December 22, 2018. This tsunami was caused by the activity of Mount Krakatau which is located not far from Pandeglang Regency. This disaster is one of the threats of Tanjung Lesung tourism development because it affects the interest of tourists to just visit what else to stay. At present, the number of Tanjung Lesung beach tourists has decreased. The development of this tourist attraction is expected to increase tourist interest, creating an atmosphere that coastal tourism is safe so that contributions to the community also increase. So, from that, the title of this research is tourism development and contribution of Tanjung Lesung beach tourism object, Panimbang, Pandeglang Regency, Banten.
The main elements of tourism are Objects and tourist attractions, tourism infrastructure, tourism facilities, management or infrastructure, community and, environment. In addition to providing positive impacts, natural tourism activities can also have a negative impact on the environment, both on the environment of natural tourism objects and on the local social and cultural environment. Negative impacts on nature generally occur as a result of poor management of tourism objects, for example, tourism activities that do not pay attention to environmental carrying capacity and lack of knowledge, awareness and, education of the community and tourists towards environmental sustainability [2]. Special economic zones are able to attract investors, especially foreign investors to invest and create jobs [3]. Special zones are created for a variety of leading sectors, which can be an economic driver [4].

2. Methodology

2.1 Types of Research

This type of research is a sequential explanatory model, which defined as a combination research method that combines quantitative and qualitative methods. Quantitative methods are used to obtain data to determine the level of potential categories and the feasibility level of tourism objects to be developed. On the other hand, qualitative methods used to describe the data explain the development strategies and contribution of tourism objects to the community [5]. Qualitative research is that research carried out based on paradigms, strategies, implementation of models in a variety of ways and findings are not obtained by statistical procedures or calculations, but rather descriptive or verbal [6].

2.2 Research Place

The study was conducted in the tourist area of Tanjung Lesung Beach, Kec. Panimbang, Kab. Padeglang, Banten Province.

Figure 1. Map of Research Area

Source: 2019 primary data processing

2.3 Data Analysis Technique

Development of the potential of Tanjung Beach Tourism Objects Dimples Development of tourism potential refers to the guidelines for Regional Analysis of Object Operations and Nature Tourism (ADO-ODTWA) [7] Which is calculated by the formula:
Table 1. Tourism Potential Formulas and Classifications [7]

| Formula | Classification of potential levels | Classification of the feasibility of development |
|---------|------------------------------------|-----------------------------------------------|
| \( S = N \times B \) | Interval = \( \frac{(\text{Minimum Maximum Value})}{(\text{Many Classifications})} \) | • Low Worth developing > 66.6% |
| Information: | Classification of potential levels | • Not worth developing 33.3% - 66.6% |
| S: Score tourism potential | • High | • Not worth developing < 33.3% |
| N: the number of elements of each tourism potential | • Medium | |
| B: tourism potential weight | • Low | |
| Interval = \( \frac{(\text{Minimum Maximum Value})}{(\text{Many Classifications})} \) | |

Table 2. Weighting Tourism elements Tanjung Lesung Tourism Object [7]

| No. | Potential Tourism Objects | Weight | ODTWA Classification |
|-----|---------------------------|--------|----------------------|
| 1   | Attraction                | 6      | H 991-1260, M 721-990, L 450-720 |
| 2   | Accessibility             | 5      | H 516.6-900, M 333.34-516.66, L 150-333.33 |
| 3   | Social and economic       | 5      | H 716.6-1200, M 533.34-716.66, L 350-533.33 |
| 4   | Management and service    | 4      | H 266.6-480, M 173.34-266.66, L 80-173.33 |
| 5   | Accommodation             | 3      | H 141-180, M 101-140, L 60-100 |
| 6   | Infrastructure facilities | 3      | H 141-180, M 101-140, L 60-100 |
| 7   | Safety and comfort        | 5      | H 401-600, M 301-400, L 225-300 |
| 8   | Availability of clean water | 6     | H 731-900, M 561-730, L 390-560 |

2.4 Contribution of Tanjung Lesung Beach tourist destinations

The contribution of this tourist destination was analyzed based on the results of the FGD from several stakeholders. Based on the workforce, it will be described descriptively and adjusted to the development strategy undertaken.

3. Results and Discussion

3.1. Description of the area

Panimbang District in Kab, Pandeglang is a sub-district that has a lot of tourism potential. Excellent tourism in the district Panimbang is Tanjung Lesung Beach with a coastline of 15 km, an area of 1,500 Ha, a wide beach of 39 m with the beauty of the beach a combination of coral, white sand, calm waves, and hidden location makes it nicknamed a hidden paradise. Pantai Tanjung Lesung is one of the points of economic development in the field of tourism managed by PT. Banten West Java Tourism Development Corporation (BWJ), in accordance with Government Regulation No. 26 of 2012 in which the Tanjung Lesung Beach Tourism Object has tourism activities and creative, economy so that it affects not only the economy of the surrounding community and the region but also the national economy. Tanjung Lesung beach has a diverse morphology, namely hills with a lot of moors, land so that many are used as plantations as livelihoods, and coastal areas that are often found sloping sand, coral [8].
3.2. Potential tourist attraction of Tanjung Lesung Beach

3.2.1 Attractions. This beach has white and clean sand, this beach has 2 different characters, in the south, the tour has high waves so that it can be used by tourists for water sports that encourage adrenalin, while in Banten the western part is small and calm so it shows the beauty of the rocks. on this beach, there are often various activities such as snorkeling, diving, riding canoes, jet skis, banana boats, pedal boats, fishing and so on. However, some of these activities are stalled after the tsunami, and some of them are already operating. For tourists who want to stay, around this beach there are already many hotels, villas and other lodgings, only the distance between the beach and the building area is too close which is less than 50 m and sometimes there is also frequent interference from the community.

3.2.2 Accessibility. Accessibility is a supporting factor to make it easier for visitors to visit a destination tourist destination. These factors are very important to encourage increased tourism potential that tourists will visit. The road conditions of the Provincial Capital City are quite good even though there are a few damaged ones, the distance is approximately 93.6 km which can be reached for 2 to 3 hours of travel. For foreign tourists who start the journey from the airport, about 183 km or about 4-5 hours drive. But unfortunately public transportation to this tourist attraction is still minimal, tourists who come tend to use private vehicles or rent. This is because of its location away from the hustle and bustle of the crowd.

3.2.3 Socio-Economic. Tanjung Lesung Beach is located in the village of Tanjung Jaya, its presence motivates the community to open lodging businesses such as villas and hotels, the builders also have their RTRW, but the reality is not appropriate, there are still hotels or villas that are less than 100m from the
coast, this is certainly very risky. In addition, there are also people who manage restaurants, trade, fishermen because they are on the seafront and farming because Tanjung Jaya is a potential and fertile area for farming. At present, the unemployment rate in Banten reaches 8.52 (TPT Banten 2018). According to Sukran, Head of the Department of Manpower and Transmigration Placement of the Regency, Pandeglang. "Overall, from the statistical data the number of unemployed people in Pandeglang is approximately 40 thousand, that is BPS data for 2017 until the beginning of 2018. It is likely to increase because there are many high school graduates. The indicator was earlier, (the applicant) A1 is getting bigger."

Based on the statement from the Head of the Department of Manpower and Transmigration, there are still many people in Pandeglang who are not yet aware of the importance of education, and most people only graduate from high school.

3.2.4 Management and Services. The destination of 1500 Ha of Tanjung Lesung Beach is owned by PT. Banten West Java which is also a sporadic manager. In order to create a professional tour guide or tour guide, tour guides are trained first by organizations such as the Indonesian Geotourism Association, the Association of National Indonesian Guides and organizations of their own managers.

3.2.5 Accommodation. Lodging in Panimbang Subdistrict was mostly paralyzed by the tsunami, but the paralysis of the inn gave birth to 80 homestays. Lodging around the tourist area of Tanjung Lesung Beach reaches 58 inns, with rooms from 2 to 134 rooms.

3.2.6 Infrastructure. Tanjung Lesung Beach not only presents the beauty of its beaches but also there are cultural tours such as the art of sunrise of cikadu dance every Thursday, pencak silat and tirta tourism such as a waterfall. In this area, there are souvenir shops and restaurants that reach 38 in 2018. Facilities and infrastructure in the coastal area can be said to be quite complete, only there are no public transportation facilities to Tanjung Lesung Beach.

3.2.7 Safety and comfort. Tourism development is not spared from the need for extensive land, especially for infrastructure, so that it will make the function of the green area to be converted. The disaster that is often a concern for tourists visiting the beach is not in terms of internal disturbances but rather the megathrust disaster, because it is located opposite the children of Mount Krakatau and Krakatoa, especially recently a tsunami has occurred, and has a profound impact on tourists and investors to invest capital.

3.2.8 Availability of Clean Water. Water resources to meet water needs are quite difficult when the manager digs up to 100m, there are no signs of tears, but sometimes when dug only 5m deep, springs appear, but in the form of absorption water that cannot be consumed. At present, there is only one source of water supply with a depth of 20m and must be processed first before consuming it, but it still cannot meet what other water needs when there are many tourists. Currently, the manager has built a "Water Treatment Plant (WTP) to overcome this water problem.

3.3 Development of Tourism Objects

Based on the results of the recapitulation of every potential that exists, it can be stated that Tanjung Lesung Beach Tourism Object 73.1% is feasible to be developed. However, from these potentials, there are some shortcomings that must be corrected so that these tourist objects are increasingly sought after by tourists and creating Susana coastal tourism is safe.
Table 3. Recapitulation of Potential and Feasibility Categories

| No. | Potential Tourism Objects | Weight | Score | Total | Maximum Value | Index (%) | ODTWA Category | Feasibility Level |
|-----|---------------------------|--------|-------|-------|---------------|-----------|----------------|-----------------|
| 1   | Attraction                | 6      | 195   | 930   | 1260          | 73.8%     | Medium         | worthy          |
| 2   | Accessibility             | 5      | 130   | 650   | 900           | 72.2%     | Height         | worthy          |
| 3   | Social and economic       | 5      | 185   | 925   | 1200          | 77%       | Height         | worthy          |
| 4   | Management and service    | 4      | 80    | 320   | 480           | 66.6%     | Height         | worthy          |
| 5   | Accommodation             | 3      | 55    | 165   | 180           | 91.6%     | Height         | worthy          |
| 6   | Infrastructure facilities | 3      | 60    | 180   | 180           | 100%      | Height         | worthy          |
| 7   | Safety and comfort        | 5      | 80    | 400   | 600           | 66.6%     | Medium         | worthy          |
| 8   | Availability of clean water| 6      | 100   | 600   | 900           | 66.6%     | Medium         | worthy          |

Total 37 885 4170 5700 73.1% Height worthy

Source: Data processing, 2019

3.4. Post-tsunami tourism area recovery strategy

After the tsunami, various actions were taken by PT. BWJ to improve Tanjung Lesung Beach Tourism Objects starting from human resources as well as actions taken such as internal recovery, structuring operational assignments due to a large number of injured employees and even death, making disaster mitigation SOPs. In terms of the environment, the manager made improvements to the environment and buildings, enlivening the opinion that coastal tourism was safe, proposing the construction of a breakwater, changing the brand logo followed by the appearance of the new area so as to make the atmosphere more attractive. In terms of tourist attractions Pt. BWJ optimizes all existing accommodations, the beach club area into club med, makes tsunami warning documents at Tanjung Lesung Beach Hotel and beach clubs and builds hill villas (ocean view). In terms of promotions, Tanjung Lesung has 3 social media accounts, namely Instagram @Tanjunglesungid, Twitter @Tanjunglesungid, and Tanjung Lesung Facebook page and website www.tanjunglesung.com. Managers utilize this social media to update all changes that have been made, educational activities, launching and so on, which aim to attract tourists to visit.

3.5. The strategy for developing the tourist attraction of Tanjung Lesung Beach

The development strategies that can be carried out to develop Tanjung Lesung Beach tourism objects are as follows: collaborating with BPBD, PUPR and related agencies to minimize the threat of the megathrust disaster. Socializing tourism to the people so that the surrounding community will take care of the environment in order to avoid crime problems and threats from humans. Tanjung Lesung Beach is well-known as high-class tourism, certainly, not all groups of people can enjoy the beauty of the beach, so it is necessary to have an equal or general beach area so that all groups can participate in enjoying the beauty of the beach. Propose to improve access and provide public transportation to Tanjung Lesung beach.

3.6. Contributions to society

The development strategy of Tanjung Lesung Beach is very influential on the people who depend on their livelihoods for these tours. The more developed a tourist destination, the greater the impact on society. At the time of transferring the status of Tanjung Lesung Beach to a Special Economic Zone, the community did not understand so much that it seemed unprepared for the transfer of status. (Kusmayadi, 2013) However, the role of the community as a buffer for the Special Economic Zone began to be programmed to bring benefits to Tanjung Lesung Beach tourism development, this is seen as economically down, many surrounding communities who work as hotel employees in the region, work as infrastructure builders, and build businesses new. Various new businesses began to emerge such as managing homestays, inn, villa tenants, boat rentals, culinary tours, crafts, arts.
Table 4. Workers at Tanjung Lesung Beach [9]

| Year | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------|------|------|------|------|------|------|------|
| Total of manpower | 721 | 787 | 836 | 893 | 950 | 1121 | 1358 |
| Total of indirect labor (from tenants’ partners) | 204 | 223 | 236 | 253 | 269 | 317 | 384 |
| Total of labor created by SEZ manager | 233 | 254 | 9 | 289 | 307 | 362 | 439 |
| Total of construction workers created | 284 | 310 | 329 | 352 | 374 | 442 | 535 |

Based on the above data, there is an upward trend in the number of workers, based on the results of the FGD with the Director of PT. Banten West Java (BWJ) and some of its employees, the average employee working in the Tanjung Lesung Beach area is the Panimbang community, predominantly high school graduates. For the sake of bringing more benefits to the people of PT. BWJ and KEK Administrators make projections of the number of workers who will be recruited to work in the Tanjung Lesung Coast Area.

4. Conclusion
Based on the classification results of Tanjung Lesung Beach tourism potential, the results of the attraction are obtained with a score of 930 (medium), accessibility of 650 (high), socio-economic 925 (high), management and service 320 (high), accommodation 165 (high), infrastructure 180 (high), security and comfort 400 (medium), and availability of clean water 150 (medium). The calculation results of the potential of Tanjung Lesung Beach are still quite high, 73.1% can be declared still feasible to be developed even after the tsunami disaster which resulted in many facilities that were paralyzed and decreased by tourists. The existence of Tanjung Lesung Beach as a Special Economic Zone has an impact on the surrounding community, especially in terms of the economy, most of the employees who work in this coastal area are local people, provide new business opportunities, and so on. The development of attractions starts with natural resources, the environment, tourist attractions and, promotions.

5. References
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Acknowledgment
This research is part of the Masters Program at the field lecture course, University of Indonesia. The author would like to thank Dr. Rudy P Tambunan, MS. Dr. Ir. Tarsoen Waryono, Dr. Mangapul P. Tambunan, M.Sc. Drs. Djamang Ludiro, M.Sc. Drs. Triarko Nurlambang, M.A. for research and advice.