EVALUATION OF THE ECONOMIC POTENTIAL OF COASTAL TOURISM STRATEGIC AREA OF ANYER TOURISM – CINANGKA

Kenedi[1], Irwan Sukmawan[2], April Laksana[3]
[1,2]Universitas Bina Bangsa, Indonesia

ARTICLEINFO	ABSTRACT
Keywords: Anyer – Cinangka, Beach Tourism, IBVI	The development of tourism that is not optimal is one of the obstacles to the undevelopment of the tourism industry both in Banten Province and in Serang Regency. Serang Regency is one of the districts with considerable tourism potential to be developed and maintained. To encourage the growth of the tourism industry in Banten Province, the local government has issued Banten Provincial Bylaw No. 6 of 2019 concerning the Banten Province Tourism Development Master Plan for 2018-2025, where in the bylaw, one of the strategic development areas is the Anyer – Cinangka strategic tourism area. In the strategic area of Anyer tourism – Cinangka which is the leading tourism sector is beach tourism where there are four main beaches: Anyer Beach, Tanjung Tum Beach, Bojong Beach and Sambolo Beach. To support the bylaw, it is necessary to take several strategic steps, one of which is to see the potential of beach tourism in the area in an integrated or comprehensive manner. The purpose of this study is to evaluate the beach tourism potential of the Strategic Tourism Area of Anyer – Cinangka which includes: Anyer Beach, Tanjung Tum Beach, Bojong Beach and Sambolo Beach. The method used in this study is the Explanatory Survey Method, with data collection techniques including observations, questionnaires, interviews, documentation and literature studies. The primary data were then processed using the Integrated Beach Value Index (IBVI) method. The results of the IBVI calculation concluded that Anyer Beach – Marbella has the highest IBVI value with a moderate classification and the lowest is Bojong-Lighthouse Beach also with a moderate classification. These results can be used for comparison on each beach attraction and further research development.
E-mail: 17satriaforbangsa@gmail.com	

1.   INTRODUCTION

One of the sectors of improving the economy is developing in the field of tourism. The tourism sector is a source of foreign exchange for the country and also a source of regional income.

An area's diversity of tourism potential is a big capital in tourism development. Tourism development and development can be done by choosing one of the tourist attractions that can become the *leading industry*, because the overall development of tourism requires greater costs (Muzaki, 2017). Serang Regency as part of Banten Province also relies on the tourism industry as one of the regional income sectors. One of the tourism potentials in Serang Regency which has great potential if developed properly is marine tourism or beach tourism.

The potential for marine tourism or beaches in Serang Regency is very large with a beach length of about 75 km facing the Java Sea and about 45 km facing the Sunda Strait making Serang Regency have many beach attractions. Based on data from the Youth and Sports Tourism Office of Serang Regency, 48 tourist attractions are included in the marine/marina / beach tourism category, of which 21 beach attractions are located in the anyer - Cinangka area which to become a top area and a priority in the development of the tourism industry. This is stated in Banten local bylaw no. 6 of 2019 concerning the master plan for tourism development in Banten Province for 2018-2025.
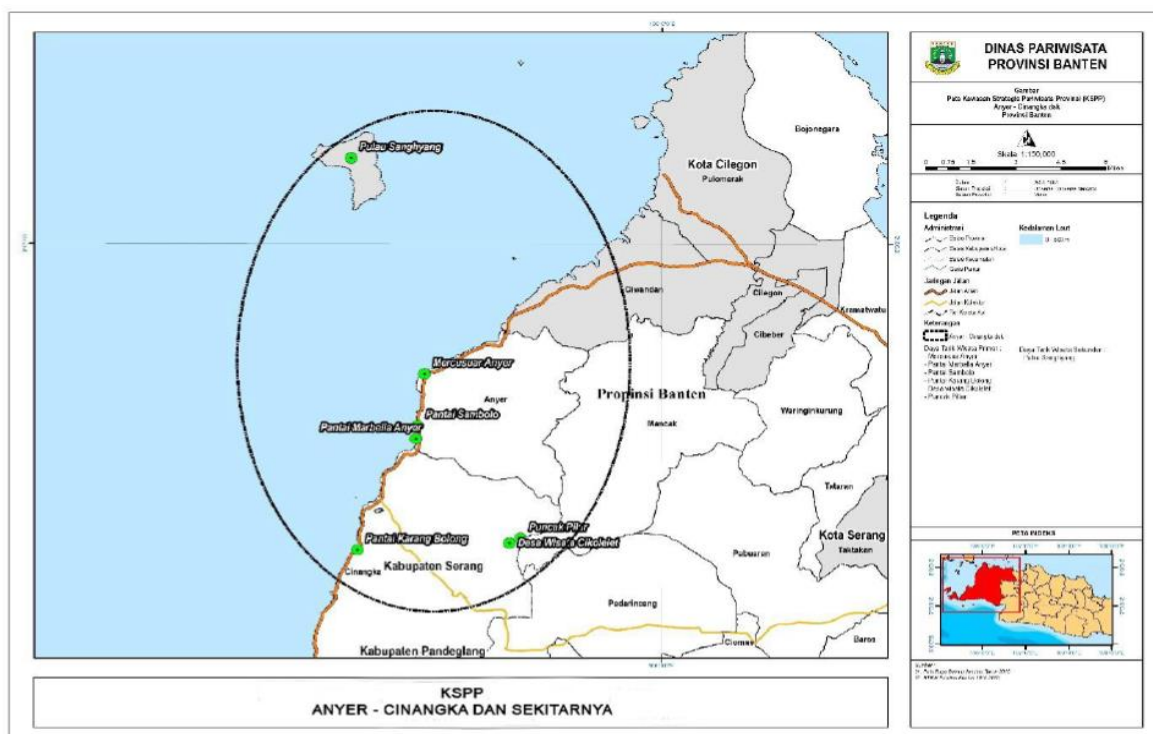
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Figure 1. KSPP Anyer – Cinangka

Anyer - Cinangka area is located in Anyar District in the West End of Serang Regency, Banten Province. The main beach attractions in this area are long and wide coastlines, facing the Sunda Strait, which consists of Anyer Marbella Beach, Tanjung Tum Beach, Bojong Beach and Sambolo Beach with a stretch of beach length reaching 25 km (Sungkawa, 2016).

Tourism planning requires a potential analysis, the results of which are in the form of reports on potentials and priorities in tourism development, therefore an analysis is needed to find out which tourism objects have the potential to be developed. Tourism objects with high potential are used as *leading industries* with the hope of being able to attract surrounding tourist objects to develop (Hall, 2008: 104). There is a need to implement more proactive coastal management practices and new tools that consider the coast's physical, natural, and socioeconomic characteristics (Ariza et al., 2010). Related coastal management in large coastal cities needs more attention from researchers. Located at the crossroads of dense, large and sometimes old urban areas, these beaches face many challenges that require special management models (Cabioch & Robert, 2022).

2.   METHOD

The explanatory survey method is a research method that intends to explain the position of the variables studied and the influence between one variable and another (Sugiyono, 2017). This research method uses the Explanatory Survey Method, which is carried out to take a generalization from observations that are not in-depth, but the generalizations carried out can be more accurate when a representative sample is used. The research was conducted on four main beaches in the Anyer - Cinangka area of Serang Regency: Anyer Beach, Tanjung Tum Beach, Bojong Beach and Sambolo Beach. The data in this study were collected using observation (observation), dissemination of questionnaires/questionnaires, interviews, documentation and literature studies.

The determination of informants in this study is based on the criteria of people who are considered capable of providing precise and accurate information related to the research so that the study results can be recognized for their validity. The sources of informants or resource persons consisted of base informants (Serang Regency Sports and Tourism Youth Service and Banten Provincial Tourism Office) and key informants (visitors or tourists who visited the location of the research object and the manager of the research attraction).

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The population in this study were tourists who visited the anyer beach attraction area – cinangka. Based on data from the Youth Sports and Tourism Office of Serang Regency, the number of tourists visiting the anyer - Cinangka area in 2021 is 8 million, so the total population in the study set at 8 million visitors. To determine the number of samples, this study used a slovin formula with a set margin of error of 5%, so that the number of samples became:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{8.000.000}{1 + 8.000.000\ (0.05^2)}$$
$$n = 400$$

The sampling method used is probability sampling with the technique of sampling in this study is to use a simple random sampling technique. So that the number of samples used in this study was as many as 400 respondents, because the location of the beaches studied was four, the number of samples for each beach was determined as large as 100 respondents/beach attractions. The results of the respondents' answers were then analyzed using the *Integrated beach value index (*IBVI) Method, which is an integrated assessment method for seeing the potential of beach tourism (Mustain et al., 2015). To determine the index value, the criteria are:

a. *Beach Index (BI)*
Explain and evaluate the suitability or suitability of a beach for tourist purposes.
Describe and evaluate the suitability of beach needs for tourism purposes. Describe and evaluate whether the beach's location is feasible or less feasible for a tourist area (Garang et al., 2021). Some of the things that are evaluated and considered in this *beach index* are about infrastructure and services. For example, parking lots, restaurants/ restaurants, restrooms/toilets (Rukmana & Armono, 2013). For more details, the aspects evaluated and considered in *the beach index* are divided into four: location, facility, safety, and social culture (Haryo Dwito Armono et al., 2013).

b. *Knowledge Index (KI)*
The knowledge index describes the influence of respondents on the object of research tourism in terms of service services and the existence of the tourism object through its means or promotional media. *The Knowledge Index* is used to determine the perception of coastal users where three main aspects are measured: Coastal Conditions, Coastal Public Services and Recreation Habits (Cervantes et al., 2008).

c. *Monetary Index (MI)*
The Monetary Index describes the impact or effect of the economy with the existence of related tourism objects and vice versa (Cervantes & Espejel, 2008). *The Monetary index* is useful for monitoring the impact of beach tourism in economic indicators, determined from markets and personal interests or general or institutional interest by choosing several parameters, namely: The Impact of Tourist Attractions on the Economy, Job Creation, Land Price Per Meter and Lodging Rates.

Questions that represent or reflect the category are arranged from each criterion or variable above. Each question has three answer choices: agreeing with point 3, doubting point 2, and disagreeing with point 1 (Bhaskoro et al., 2021). The compiled questions are always of positive value to make it easier to analyze the value index.
To get the index value, the following calculation is used:

Index value = Index Result/Index Max, where;
Max Index = (i total x 3) x number of questions
Index Yield =

$$\sum_{i=1}^{I} \left[\sum Pjx3 + \sum Pjx2 + \sum Pjx1 \right]$$

With:
I = Number of respondents
P = Statement
j = Number of statements (each category is different)

The results of the three indices were then integrated into the *Integrated Beach Value Index* (IBVI) [9]

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3.   RESULT AND DISCUSSION
Overview of Research Objects

Four beach attractions are the place of this study, located in different locations along the Anyer - Cinangka area. The four beaches are Anyer-Marbella Beach, Tanjung Tum Beach, Bojong-Lighthouse Beach and Sambolo Beach 1.

Anyer-Marbella Beach, is the main destination beach for tourists who come out of the city when visiting anyer. This beach has a beautiful natural panorama, so many local and foreign tourists visit it.   It is called Anyer-Marbella Beach because of its location close to the Marbella Hotel, geographically this beach is in the Anyer Area, Bandulu Village, Anyer District, Serang Regency, Banten. When reached by car from Jakarta   takes about 2-3 hours with a distance of about 148Km. Anyer-Marbella Beach is famous for its beautiful beaches with expanses The white sand and blue sea water are clean and have an amazing view.

Figure 2: Anyer-Marbella Beach Location (Google Earth, 2022).

Tanjung Tum Beach is located in Cikoneng Village, Anyar District, which is located in cikoneng district, presents a beautiful beach panorama, has a very large open land as a family recreational facility. Enjoying the sunset and natural beauty is a suitable activity for visitors. To get to Tanjung Tum Beach if from the exit of the West Cilegon toll gate. Tanjung Tum Beach is first among several beaches along Anyer. Once entering this beach, it is not the specific heat of the beach that we will feel but the coolness of the green and vast scenery. The beach area is overgrown with coconut trees waving in the wind. It looks beautiful, beautiful and quiet. We can use many huts on this beach to sit back and relax while enjoying the beach atmosphere. Green grass fills almost the entire sloping beach and is often held at various events because this beach looks more like a city park. Coolness, beauty, beauty and tranquility will be very pronounced in the afternoon. In general, Pantai Tanjung Tum is a craggy beach. There are very few sandy locations used for children's swimming. The location of this beach is ideal for fishing.

Figure 3: Location of Tanjung Tum Beach **(Google Earth, 2022).**

Bojong-Mercusuar Beach, better known as Anyer Lighthouse Beach, is the zero point of the construction of the Anyer- Panarukan Highway. At this location stands the 75.5-meter-high lighthouse built in 1885 during the time of King Willem III. This anyer lighthouse beach attraction is managed by Karang Taruna Bojong. . This place is a place to eat and relax while enjoying the atmosphere of anyer beach and the sea. If the tide recedes you can explore the corals by the beach. There are street vendors not far from the snack location who sell souvenirs and T-shirts with the theme of Anyer Beach Tourism. On the seaside of the new lighthouse beach complex there is a pier, banyak local anglers who take advantage of the existence of this pier to channel their hobi. This historical place, which is now a tourist attraction for the new lighthouse beach, is visited by many tourists to capture the sunset moment from the top of the new lighthouse.

Figure 4: Location of Bojong-MercuFlare Beach **(Google Earth, 2022).**

Sambolo I Beach, located in jgroove Kawasan Anyer, Bandulu has a beautiful white sand beach and clear sea water, which is very suitable for enjoying a relaxed atmosphere and rest when the holidays arrive. Swimming is a favorite activity carried out on this beach. Many tourists favor this beach because it has various water sports facilities to meet visitors' needs. The total land area of this tourist attraction is 6,444 m². The location is adjacent to Hotel Patra Jasa and Hotel Nuansa Bali. This tourist attraction area has several stalls and souvenir stalls. In addition, several rental services are offered to visitors in this location, such as *banana boats*, jet *sky*, tires, skateboards and others. This Sambolo I Beach tourist attraction is 30 km from Cilegon and 100 km from Jakarta. Visitors outside the city can pass the toll road to Merak and exit the West Cilegon toll gate. The ease of accessibility to this location affects the public's desire to visit this Sambolo I Beach tourist attraction.

Figure 5: Sambolo Beach Location I (Google Earth, 2022).

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Respondent Profile

Based on the results of distributing questionnaires to 400 respondents in four different locations, the following results were obtained:
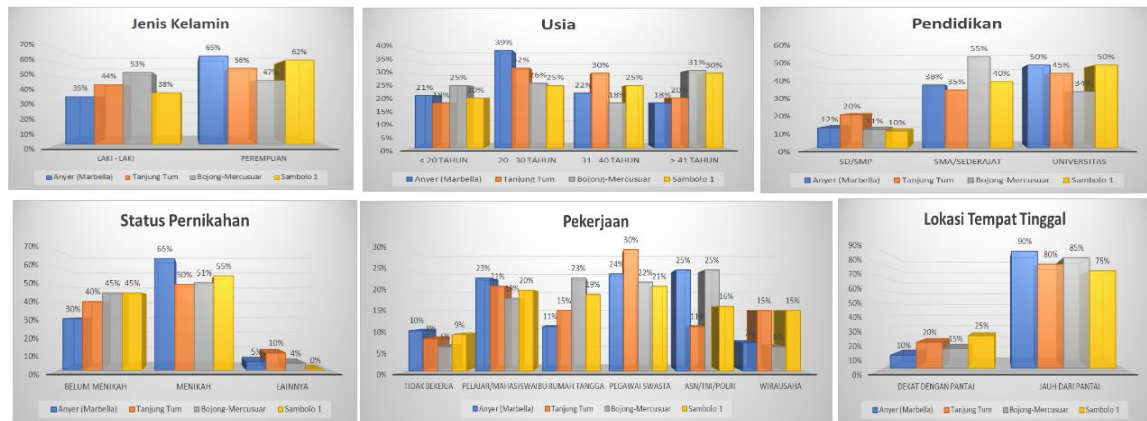

Figure 6: Respondent Profile

Based on figure 6 above, in general, the profile of respondents from 400 respondents based on gender, the majority are women at 58%, while the age criteria for the majority of respondents are those between 20 – 30 years old by 31%. For the level of education, the majority of respondents were university graduates with a total of 45%. For marital status the majority of respondents were married by 55%, and on the job criteria, the majority of respondents are students with a total of 21% and the last one when viewed from the location of residence of respondents, the majority of respondents are far from beach location as much as 83%.

 Integrated Beach Value Index Analysis

The *Integrated Beach Value Index* analysis uses three criteria to determine the index value, that includes; *Beach Index* (BI), *Knowledge Index* (KI) and *Monetary Index* (MI).

Beach Index (BI)

Bi uses 12 categories, to explain and evaluate the suitability or suitability of a beach for tourist purposes. Some of the things that are evaluated and considered *in this beach index* are infrastructure and services. For example, a place / parking lot, restaurant / restaurant, restroom / toilet. The results of the *Beach Index* calculation for four beach tourist sites can be seen in table 1 below:

Table 1. *Beach Index* (BI)

Criterion	Beach							
	Anyer-Marbella		Cape Tum		Bojong-Lighthouse		Sambolo I	
	Classification	Index Value	Classification	Index Value	Classification	Index Value	Classification	Index Value
Bi	Keep	0.76	Keep	0.78	Keep	0.70	Keep	0.65

Standard values in three ratings (0.33-0.55 = low; 0.56-0.78 = medium; 0.79-1 = high)

Based on table 1, the beach attraction that gets the highest index value is Tanjung Tum Beach with a value of 0.78 (medium) while the lowest is Sambolo I Beach with an index value of 0.65 (medium), where the results of the four beaches are in the medium classification. *The Facility index* is a significant aspect of the beach *index* assessment. Because the availability of adequate facilities will add comfort to the visitors, which will make visitors have a good assessment and want to return to the beach.

Knowledge Index (KI)

KI uses 3 categories, describing respondents' perceptions regarding the object of research tourism consisting of beach conditions, beach public services and recreational habits. The results of the *Knowledge Index* calculation for four beach tourist sites can be seen in table 2 below:

Table 2. *Knowledge Index* (BI)

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Criterion	Beach							
	Anyer-Marbella		Cape Tum		Bojong-Lighthouse		Sambolo I	
	Classification	Index Value	Classification	Index Value	Classification	Index Value	Classification	Index Value
Ki	Tall	0.79	Keep	0.78	Keep	0.63	Tall	0.84

Standard values in three ratings (0.33-0.55 = low; 0.56-0.78 = medium; 0.79-1 = high)

Based on table 2, the beach attraction that gets the highest index value is Sambolo Beach I with a value of 0. 84 (high) while the lowest is Bojong-Lighthouse Beach with an index value of 0.63 (medium), where the results of the four beaches are in the moderate classification. The condition of the beach and the public services available at the beach attraction are important factors for tourists to come to visit, with good and maintained beach conditions Its sustainability and good public service are attractions that can attract tourists to come to the location.

Monetary Index (MI)

MI uses four categories, which describe the economic impacts caused by the existence of these tourist attractions and the development of economic activities by using parameters such as the impact of tourist attractions on the economy, job creation, land prices per meter and lodging rates. The results of the *Monetary Index* calculation for four beach tourist sites can be seen in table 3 below:

Table 3. *Monetary Index* (MI)

Criterion	Beach							
	Anyer-Marbella		Cape Tum		Bojong-Lighthouse		Sambolo I	
	Classification	Index Value	Classification	Index Value	Classification	Index Value	Classification	Index Value
Mi	Keep	0.77	Keep	0.65	Keep	0.64	Keep	0.75

Standard values in three ratings (0.33-0.55 = low; 0.56-0.78 = medium; 0.79-1 = high)

Based on table 3, the beach attraction that gets the highest index value is Anyer-Marbella Beach with a value of 0. 77 (medium) while the lowest is Bojong-Lighthouse Beach with an index value of 0.64 (medium), where the results of the four beaches are in the moderate classification. The economic impact of the existence of tourist attractions at the four research sites is not felt by the community around the tourist attractions. This can be seen from the number of businesses closing along the Anyer - Cinangka area. It is necessary to play an active role of the local government so that existing tourist attractions can have a big impact on economic activities, one of which can be by structuring and improving infrastructure and capital assistance for tourism business actors.

Integrated Beach Value Index (IBVI)

In general, the results of IBVI for the four beach attraction locations that are the place of research can be seen in table 4 below.

Table 4. *Integrated Beach Value Index* (IBVI)

Criterion	Beach							
	Anyer-Marbella		Cape Tum		Bojong-Lighthouse		Sambolo I	
	Classification	Index Value	Classification	Index Value	Classification	Index Value	Classification	Index Value
IBVI	Keep	0.77	Keep	0.74	Keep	0.66	Keep	0.75

Standard values in three ratings (0.33-0.55 = low; 0.56-0.78 = medium; 0.79-1 = high)

Table 4 above shows ibvi assessment results based on three criteria (BI, KI, MI), Anyer-Marbella Beach got the best results with an index value of 0.77. At the same time, the lowest was Pantai Bojong-Lighthouse with an index value of 0.66, all beach attractions that are the study location have an IBVI classification in the moderate category.

4. CONCLUSION

The results that can be concluded from IBVI's assessment of the four research objects are as follows: Anyer-Marbella Beach has the highest IBVI value with an index value of 0.77 being at medium classification (BI = 0.76, KI = 0.79, MI = 0.77) while the lowest is Bojong-Lighthouse Beach with an IBVI value of 0.66 is in the medium classification (BI = 0.70, KI = 0.63, MI = 0.64). The overall assessment for four beach attractions in the Anyer – Cinangka area selected as the research site showed that the IBVI

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assessment results were in the moderate classification . The obstacle in developing tourism on the four beaches is the lack of facilities, pre-facilities and public services. Therefore, it is necessary to have a design concept that is by the physical and socio-cultural conditions in each location to be able to attract more tourists

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