

## FEASIBILITY LEVEL OF BEACH TOURISM OBJECTS IN SELATAN MALANG REGENCY, INDONESIA

Rima Karima<sup>1</sup>, Rahel Situmorang<sup>2</sup>, Anindita Ramadhani<sup>3</sup>

<sup>1,2</sup>Department of Urban and Regional Planning, Faculty of Landscape Architecture and  
Environmental Technology, Trisakti University, Jakarta, Indonesia, 11440

Corresponding Author: [anindita@trisakti.ac.id](mailto:anindita@trisakti.ac.id)

Received : March 2021

Revised : May 2022

Accepted : August 2022

DOI: <https://doi.org/10.25105/tjssl.v2i1.14854>

### ABSTRACT

Feasibility is a practical assessment by assessing the advantages and disadvantages possessed by a resource that is the object of the assessment, in this case, the beach tourism object. A beach tourism object is a place with an attractive value in a coastal area that functions as a place for recreation and land sports to visit. The area that became the unit of analysis in this study was 6 (six) beach tourism objects in Tambakrejo Village, Malang Regency. Tambakrejo Village, Sumbermanjing Wetan District, is a village that has the most beach tourism objects in Malang Regency. Malang Regency has the potential for coastal tourism that has not been managed optimally by the Malang Regency Government. The lack of budget for developing beach tourism objects in Malang Regency makes the condition of road access, supporting infrastructure, and facilities at beach tourism object inadequate. This study aimed to identify beach tourism objects' feasibility level in South Malang Regency. The method used in this study is the feasibility analysis of tourist objects and attractions using the scoring method. This study's results indicate that a feasible beach tourism object is Tamban Beach. Decent beach tourism objects are Sendiki Beach, Sendang Biru Beach, and Tiga Warna Beach, while Clungup Beach and Gatra Beach have a less feasible value..

**Keywords:** *Beach Tourism Objects, Feasibility Analysis, Feasibility of Tourism Objects, Potential Tourism Objects*

## INTRODUCTION

Beach tourism objects are physical elements of the beach that can be used as locations to carry out tourist activities (Simond in Putri, 2016). Malang Regency is one area that has many beach attractions to visit. Beach tourism objects in Malang Regency are located in 6 (six) sub-districts, namely Ampelgading, Bantur, Donomulyo, Gedangan, Sumbermanjing Wetan and Tirtoyudo sub-districts. Sumbermanjing Wetan District has a number of beach tourism objects that dominate in Malang Regency with a total of 12 (twelve) beach attractions in 15 (fifteen) villages. One of the villages in the sub-district has a higher number of beach tourism objects, namely Tambakrejo Village with 6 (six) beach attractions and 1 (one) nature reserve (Malang Regency in Figures, 2020).

Tourism potential according to Yoeti in Arida and Made (2016) is something that is found in an area that is a tourist destination and has an attractive value to attract visitors. Malang Regency has coastal tourism potential that has not been maximally managed by the Malang Regency Government which in this case is managed by Perhutani which is under the authority of the Ministry of Forestry (Malangtimes, 2017). Road access and supporting infrastructure to coastal tourism objects in South Malang Regency as well as facilities at beach attractions have inadequate conditions (Bappeda.jatimprov, 2021). Local Original Income (PAD) of Malang Regency which comes from the tourism sector is only 1.2 billion in 2016, this number is still less compared to the many tourist destinations that exist, especially beach tourism (Muslimin in Malangtimes, 2017). According to data from the Tourism and Culture Office of Malang Regency, from a total of 5.8 million tourists in 2016, around 60% of visits were dominated by beach tourism, this shows that beach tourism destinations are the main choice of tourists in visiting Malang Regency.

Feasibility according to Kasmir and Jakfar in Yulesti (2017) is an assessment to determine whether it is feasible or not seen from various aspects, which if it has certain standards it can be said to be feasible, while the less feasible aspects will get suggestions for improvement to meet the standard criteria. The feasibility of beach tourism objects in this study will result in an assessment of the feasibility level of beach tourism objects that can be used to identify potential beach tourism objects so that beach attractions in Tambakrejo Village, Malang Regency can be developed further in accordance with the assessment of the feasibility level of beach tourism objects. The components in tourism development according to Cooper in Sunaryo (2013) consist of tourist attractions, accessibility, amenities, public and institutional facilities. The development of tourism can be seen from the feasibility assessment of tourist objects and attractions that are

able to see the tourism potential. Based on previous research, the purpose of this study was to identify the feasibility level of beach tourism objects in South Malang Regency.

## RESEARCH METHODS

### Time and Location

The research was conducted for 4 months starting from March to July 2021. The research locations were conducted in 6 (six) beach tourism objects in Tambakrejo Village, Sumbermanjing Wetan District, Malang Regency. Tambakrejo village is located at  $7^{\circ} 21' - 7^{\circ} 31'$  south latitude and  $110^{\circ} 40' - 111^{\circ} 40'$  east longitude. The beaches in Tambakrejo Village which are the research locations are Sendiki Beach, Tamban Beach, Sendang Biru Beach, Tiga Warna Beach, Clungup Beach and Gatra Beach.

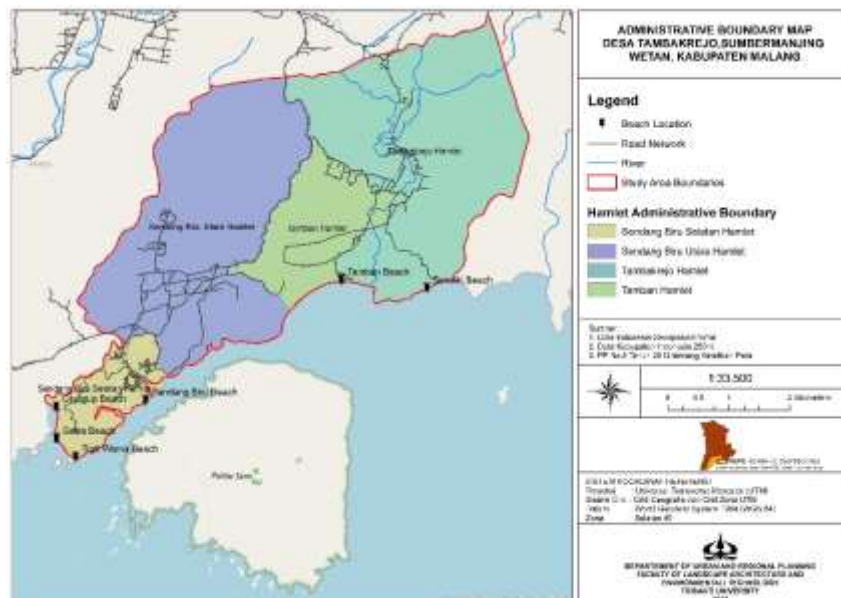


Figure 1. Map of the research location  
Source : Analysis Result, 2021

### Data Collection

Data collection was carried out to obtain the information needed to achieve the research objectives. Data collection in this study used field observations, interviews with beach managers and literature studies from books, journals, articles, regulations and previous research. The data needed in the form of primary data and secondary data. Primary data was obtained by field observations and interviews, while secondary data was obtained from data, records and reports owned by coastal managers and related agencies in fulfilling research data.

### The Data Analysis Method

The analytical technique used in this study is the feasibility analysis of tourist objects and attractions with a scoring method of several parameters. The analysis is carried out by

assigning a value to each standard parameter for assessing the feasibility of tourist objects and attractions which can be seen in table 1. After an assessment has been carried out on each beach tourism object with standard parameters for assessing the feasibility of tourist objects and attractions, the value can be accumulated and will The feasibility value of beach tourism objects in Tambakrejo Village, Malang Regency was obtained.

**Table 1 Feasibility Assessment Standards for Tourism Objects and Attractions**

No	Factor	Score			
		4 (Very Strong)	3 (Strong)	2 (Medium)	1 (Weak)
1	The location from the main road	< 1 Km	1-2 Km	2,1-3 Km	>3 Km
2	Aesthetics and authenticity	Unspoiled natural beauty	Dominant assimilation of the original form	New form dominant assimilation	It's completely changed
3	Attractions and uniqueness	Only on-site	There are < 3 elsewhere	There are 3-5 elsewhere	There are > 5 elsewhere
4	Supporting facilities	Available in very good condition	In good condition	Not good condition	Facilities and infrastructure not available
5	Availability of clean water	0,5 Km	0,51–1 Km	1,1-2 Km	>2 Km
6	Road conditions and modes of transportation	Asphalt roads and public transportation	The asphalt road is rocky and there is public transportation	The asphalt road is rocky and there is no public transportation	Rocky road, dirt and no public transportation
7	Harmful biota	There is not any	There are sea urchins	There are sea urchins and stingrays	There are sea urchins, stingrays, lions and sharks

Source : Mc Kinnon in Wakyudi, 2016 and Yulianda in Sugiarta, 2020

## RESULT AND DISCUSSION

### Feasibility Analysis of Tourist Attractions

In this analysis, an assessment will be carried out on each beach tourism object with predetermined parameters, then it will be accumulated to see the feasibility level of beach tourism objects. The results of the assessment can be seen in the following table.

**Table 2 Sendiki Beach Tourism Object Feasibility Assessment**

No	Factor	Description	Score
1	The location from the main road	2 km	3
2	Aesthetics and authenticity	Natural beauty is still natural since the tourist attraction was established.	4
3	Attractions and uniqueness	The camping ground, treehouse, swing	2
4	Supporting facilities	Prayer rooms, parking lots, toilets, food stalls,	2

No	Factor	Description	Score
		gazebos, trash cans, information centers, lodging are available at this location but the physical condition, function and cleanliness do not support it.	
5	Availability of clean water	0,2 km	4
6	Road conditions and modes of transportation	The asphalt road is rocky and there is no public transportation.	2
7	Harmful biota	There is no harmful biota.	4
Total Score			21

Source: Analysis Result, 2021

Based on the results of the assessment, Sendiki Beach has the lowest value on the parameters of attraction and uniqueness which is almost the same as other beaches; then the value of supporting facilities is inadequate in terms of physical condition, function and cleanliness; and the condition of the rocky asphalt road and the absence of public transportation for access to Sendiki Beach.

**Table 3 Tamban Beach Tourism Object Feasibility Assessment**

No	Factor	Description	Score
1	The location from the main road	0,2 km	4
2	Aesthetics and authenticity	There is assimilation in the form of planting pine shrimp on the beach, but the original form is still dominant.	3
3	Attractions and uniqueness	The camping ground, mangrove tourism, swimming and fishing.	2
4	Supporting facilities	Prayer rooms, parking lots, toilets, food stalls, gazebos, trash cans, information centers, lodging, volleyball courts are available at this location but function and cleanliness are not supported.	4
5	Availability of clean water	0,5 km	4
6	Road conditions and modes of transportation	The asphalt road is rocky and there is no public transportation.	2
7	Harmful biota	There are no harmful biota.	4
Total Score			23

Source: Analysis Result, 2021

Based on the results of the assessment, Tamban Beach has a low attraction value and uniqueness because it has almost the same attractions as other beaches, so it does not have its own uniqueness. In addition, the parameters of the condition of the rocky asphalt road and the absence of public transportation to get to the beach location are one of the low values at Tamban Beach. However, Tamban Beach has advantages in terms of location value from the main road, proximity to clean water sources and the condition of supporting facilities.

**Table 4 Sendang Biru Beach Tourism Object Feasibility Assessment**

No	Factor	Description	Score
1	The location from the main road	1 km	3
2	Aesthetics and authenticity	There is assimilation in the form of planting pine	3

No	Factor	Description	Score
		shrimp on the beach, but the original form is still dominant.	
3	Attractions and uniqueness	Fishing, snorkeling, boating, jetski and culinary tour.	2
4	Supporting facilities	Prayer rooms, parking lots, toilets, food stalls, gazebos, trash cans, information centers, lodging, banks, gift shops are available at this location but the physical condition, function and cleanliness do not support it.	2
5	Availability of clean water	3,5 km	1
6	Road conditions and modes of transportation	The asphalt road is rocky and there is public transportation in the form of damri buses and microbuses.	3
7	Harmful biota	There are no harmful biota.	4
Total Score			18

Source: Analysis Result, 2021

Based on the results of the assessment, Sendang Biru Beach has the highest parameter value among other beaches on rocky asphalt road conditions and there is public transportation to get to beach attractions, namely Damri buses and mikrolet, but for now this public transportation is difficult to find.

**Table 5 Tiga Warna Beach Tourism Object Feasibility Assessment**

No	Factor	Description	Score
1	The location from the main road	1,8 km	2
2	Aesthetics and authenticity	The condition of the 70% area for recovery is in its original condition, so there is still assimilation with the dominant original form.	3
3	Attractions and uniqueness	The camping ground, mangrove tourism, swimming, fishing, snorkeling, diving, banana boat and boating.	3
4	Supporting facilities	Parking lots, toilets, gazebos, trash cans, information centers, lodging, prayer rooms, stalls are available at this location but function and cleanliness are not supported.	3
5	Availability of clean water	3,5 km	1
6	Road conditions and modes of transportation	The asphalt road is rocky and there is no public transportation.	2
7	Harmful biota	There are no harmful biota.	4
Total Score			18

Source: Analysis Result, 2021

Based on the results of the assessment, Tiga Warna Beach has a higher parameter value among other beaches in the parameters of attraction and uniqueness, because Tiga Warna Beach has snorkeling, diving and banana boat attractions that are not available on other beaches.

**Table 6 Clungup Beach Tourism Object Feasibility Assessment**

No	Factor	Description	Score
1	The location from the main road	1,8 km	2

No	Factor	Description	Score
2	Aesthetics and authenticity	The condition of the 70% area for recovery is in its original condition, so there is still assimilation with the dominant original form.	3
3	Attractions and uniqueness	<i>The camping ground</i> , mangrove tourism, swimming and fishing.	2
4	Supporting facilities	Parking lots, toilets, gazebos, trash cans, information centers, lodging, prayer rooms, stalls are available at this location but function and cleanliness are not supported.	3
5	Availability of clean water	3,5 km	1
6	Road conditions and modes of transportation	The asphalt road is rocky and there is no public transportation.	2
7	Harmful biota	There are no harmful biota.	4
Total Score			17

Source: Analysis Result, 2021

Based on the results of the assessment, Clungup Beach has the lowest value on the parameter of clean water availability which has a distance of 3.5 km from the location of beach attractions. The other parameters have almost the same value as Tiga Warna Beach, because Clungup Beach is still in the same area.

**Table 7 Gatra Beach Tourism Object Feasibility Assessment**

No	Factor	Description	Score
1	The location from the main road	1,8 km	2
2	Aesthetics and authenticity	The condition of the 70% area for recovery is in its original condition, so there is still assimilation with the dominant original form.	3
3	Attractions and uniqueness	<i>The camping ground</i> , mangrove tourism, swimming and fishing.	2
4	Supporting facilities	Parking lots, toilets, gazebos, trash cans, information centers, lodging, prayer rooms, stalls are available at this location but function and cleanliness are not supported.	3
5	Availability of clean water	3,5 km	1
6	Road conditions and modes of transportation	The asphalt road is rocky and there is no public transportation.	2
7	Harmful biota	There are no harmful biota.	4
Total Score			17

Source: Analysis Result, 2021

Based on the results of the assessment, Tiga Warna Beach; Clungup Beach and Gatra Beach have almost the same value in each parameter, because these three beaches are in the same location in one area, known as the CMC (Clungup Mangrove Conservation) area.

After evaluating the 7 (seven) parameters in each beach tourism object, the overall value of each beach tourism object in Tambakrejo Village, Malang Regency is obtained. Based on the accumulation results, the feasibility level of beach tourism objects is divided into 4 (four) value classifications with a value of 22.76-28: very feasible; 17.6-22.75: decent; 12.26-17.5: less



feasible and 7-12.25: not feasible. In accordance with these assessments and classifications, Tamban Beach is very feasible for classification, then for proper classification, namely Sendiki Beach, Sendang Biru Beach, Tiga Warna Beach, and Clungup Beach and Gatra Beach have the lowest values so that they get a poor classification. worthy. For the location of beach tourism objects in accordance with the assessment classification, it can be seen in Figure 2.

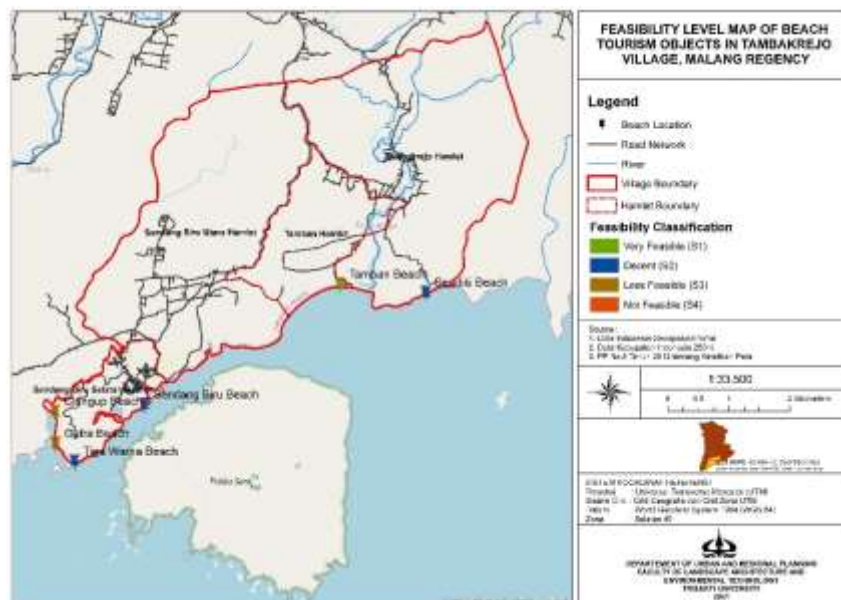


Figure 2. Feasibility Level Map of Beach Tourism Objects in Tambakrejo Village  
 (Source: Analysis Result, 2021)

## Discussion

Based on the results of the assessment, it was found that the feasibility level of beach tourism objects in Tambakrejo Village, Malang Regency was divided into very suitable for Tamban Beach, suitable for Sendiki Beach, Sendang Biru Beach and Tiga Warna Beach, and less suitable for Clungup Beach and Gatra Beach. Based on the assessment that has been done, it can be seen the potential possessed by beach tourism objects in Tambakrejo Village, Malang Regency on several parameters such as dangerous biota parameters, all beach tourism objects in Tambakrejo Village have potential beach tourism objects because they do not have harmful biota that can interfere visitor safety and comfort. Then the location of the beach tourist attraction which is not too far from the main road which facilitates accessibility to the tourist attraction, as well as the potential for natural beauty and various tourist attractions that attract tourists to visit.

Due to the Regional Original Income (PAD) of Malang Regency from the tourism sector of 1.2 billion in 2016 which is still lacking compared to the number of existing tourist destinations, especially on beach tourism (Muslims in Malangtimes, 2017), it is necessary to



manage the potential of tourism objects. optimally, in order to attract investors to invest in Malang Regency. This was also conveyed by the Malang Regency Culture and Tourism Office, with more investors investing in the area, it can provide a great opportunity to advance the area.

From the potential possessed by beach tourism objects in Tambakrejo Village, further development is still needed on the potential of beach tourism objects in Tambakrejo Village. The development is carried out starting from Tamban Beach which has the highest feasibility value, then Sendiki Beach, Sendang Biru Beach, Tiga Warna Beach, Clungup Beach and Gatra Beach. The development is carried out first on the beach tourism object that has the highest feasibility value and is followed by the one with the lower value. Because the development will minimize the costs incurred compared to developing the beach tourism object that has the lowest feasibility value. This is based on the lack of budget for the development of potential tourist objects in Malang Regency, so that the development of the potential of Tamban Beach tourism objects can attract tourists to visit and investors' interest to invest in coastal tourism objects in Tambakrejo Village, Malang Regency.

In the Malang Regency Spatial and Regional Planning, which includes the coastal natural tourism area, only Sendang Biru Beach and Tamban Beach are included. Based on the results of the feasibility analysis and potential analysis carried out, there are other beach tourism objects that are worthy of being used as beach tourism objects. The more feasible the assessment of each beach tourism object, the higher the potential of the beach tourism object.

Based on the assessment parameters, repairs and maintenance can be carried out on accessibility to the beach in Tambakrejo Village. Then repair and maintenance of infrastructure. Then the development of tourist attractions is carried out to increase the interest of tourist visits with the uniqueness of tourist attractions that can be given to tourists. Apart from that, coastal tourism objects in Tambakrejo Village have abundant natural potential, both from coastal ecosystems and conservation activities in these attractions. From this potential, beach tourism objects in Tambakrejo Village can be developed based on the concept of ecotourism that is able to maintain and preserve the natural environment while carrying out tourism activities that will benefit from the education concept of this development.

## CONCLUSION

Based on the results of the analysis and discussion, the conclusion in this study is that the feasibility level of beach tourism objects in South Malang Regency which has a very feasible value is Tamban Beach, for the proper classification namely Sendiki Beach, Sendang Biru Beach

and Tiga Warna Beach, while for the less feasible classification is the tourist attraction of Clungup Beach and Gatra Beach.

## ACKNOWLEDGMENTS

Acknowledgments are conveyed to the Malang Regency Tourism and Culture Office, Perum Perhutani Malang, UPT LLAJ P3 Malang, beach managers and other parties who have assisted researchers in meeting the data needs in this study.

## REFERENCE

- Arida, N. S., Made, A. 2016. Pengembangan Potensi Wisata Purbakala (Heritage Tourism) Berbasis Masyarakat di Atas Pakerisan, Kecamatan Tampaksiring, Kabupaten Gianyar. *Analisis Wisata*. Vol.16 No.1. DOI: <https://ojs.unud.ac.id/index.php/jap/article/view/36364/21955>
- Badan Pusat Statistik. (2020). Kabupaten Malang dalam Angka 2020.
- Peraturan Daerah Kabupaten Malang Nomor 3 Tahun 2010 tentang Rencana Tata Ruang Wilayah Kabupaten Malang.
- Putri, A. M. S. 2016. Penataan Kawasan Wisata Pesisir Sendang Biru yang Optimal sebagai Kawasan Terintegrasi dengan Pendekatan ICZM (Integrated Coastal Zone Management). *Tesis*. Program Magister Institut Teknologi Sepuluh Nopember. Surabaya.
- Sunaryo, B. 2013. *Kebijakan Pembangunan Destinasi Wisata Konsep dan Aplikasinya di Indonesia*. Yogyakarta. Gava Media.
- Sugiarta, E. 2020. Analisis Daya Tarik dan Kelayakan Objek Wisata Kawasan Pesisir dan Pulau-Pulau Kecil Kecamatan Pototano. *Skripsi*. Program Sarjana Universitas Muhammadiyah Mataram. Mataram.
- Wakyudi., Setia, H., Omo, R. 2016. Analisis Potensi Lanskap Ekowisata di Daerah Penyangga Kawasan Taman Nasional Ujung Kulon Provinsi Banten. *Majalah Ilmiah Globe Vol.17 No.2*. DOI: <http://jurnal.big.go.id/index.php/GL/article/viewFile/224/221>
- Yulesti, A. 2017. Analisis Kelayakan Danau Tajwid (Kajuid) sebagai Objek Wisata di Kecamatan Langgam Kabupaten Pelalawan. *JOM Fekon*. Vol.4 No.1. DOI: <https://jom.unri.ac.id/index.php/JOMFEKON/article/view/13473>