



TOURIST PERCEPTIONS ON THE ATTRACTION OF KALOMANG BEACH TOURISM OBJECTS IN WATUBANGGA DISTRICT, KOLAKA REGENCY

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Abstract

This research aims to describe the characteristics of tourists who visit the Kalomang Beach tourist attraction, as well as the tourists' perceptions of the attractiveness of the Kalomang Beach tourist attraction in terms of the dimensions of tourist attractions, accessibility, facilities, and services. This is quantitative descriptive research with respondents, namely all tourists who visit the Kalomang Beach tourist attraction. Determination of the sample using the Corchan formula and obtained a selection of 100 respondents with a sampling technique that is incidental sampling. Data collection using interview techniques, questionnaires and documentation; the data processing in this research used a tabular descriptive analysis technique. The results showed that tourists' perceptions of the attractiveness of the Kalomang Beach tourist attraction in terms of the dimensions of attractions, accessibility, amenities, and service overall got an excellent category from tourists. Judging from the dimensions of attractions, Kalomang Beach got a score of 384.75 with a suitable category from tourists; for the accessibility dimension, it got a score of 416.5 with a very good category from tourists. The amenities dimension got a score of 377,375 with a good category from tourists, and finally, the service dimension got a score of 385.5 with a good category from tourists.

Keywords: Perceptions, Tourists, and Tourist Attractions

A. Introduction

Indonesia is a country with diverse culture, abundant wealth nature, and hospitality residents could become potent in field tourism. In 2009 foreign exchange from a tourist was contributor biggest third foreign exchange, after oil and gas as well as oil coconut palm oil (Mudrikah et al., 2014). Tourists have a role in increasing income economy society, levelling opportunities to try and create opportunities for work (Widyasrama et al., 2013).

Based on Constitution Number 9 of 1990 concerning tourism, that which can made object and attractiveness tour in the form of state nature, flora, fauna, produce creation humans, as well relic history and culture that is a model for development and improvement tourism in Indonesia. One of tourism in the Kolaka Regency namely Kalomang Beach, which is in the District of Watubangga. Watubangga District is one the districts in the Kolaka Regency, Southeast Sulawesi Province of Indonesia. Watubangga District was formed based on Regulation Government Republic of Indonesia Number 49 of 1986 (BPS, 2020). With the *COVID-19 pandemic*, all Indonesian sector tourists have had time to experience close; one is Kalomang Beach. A study about the perception of travellers to object Kalomang beach tour has yet to be conducted, so this is an essential step in developing object attractiveness tourism at Kalomang Beach. Destination expected to research on research this is: knowing perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions attractions tourism, accessibility, facilities and services. Research results expected could refer to on-site planning development.

B. Methodology

1. Research Design

A study this conducted to analyze the perception of travellers to object attractiveness. The reviewed Kalomang Beach tour from dimensions of attractions tourism, accessibility, amenities/facilities and services so that later could be developed. The research location by administrative is in the village Watubangga District, Kolaka Regency, Southeast Sulawesi Province, Indonesia Longitude. The research location is presented in Figure 1.

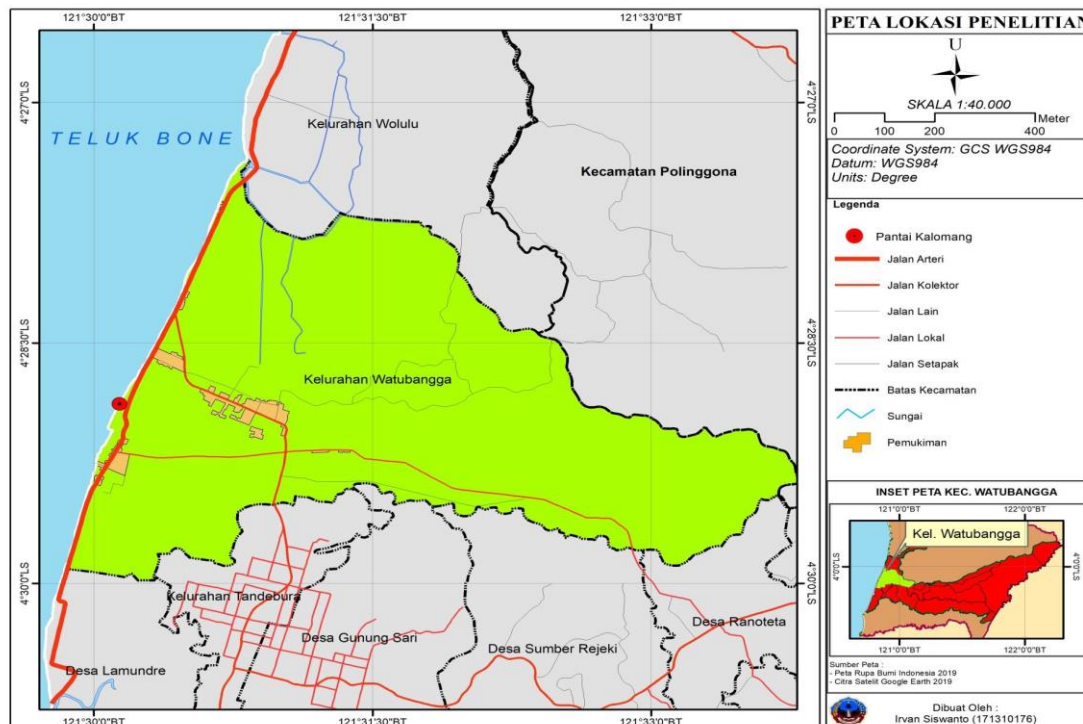


Figure 1. Research Location Map

2. Instruments

The population used by researchers is visiting tourists to object to Kalomang Beach Tour. The research uses a sample of as many as 100 tourists with an incidental sampling technique taking the sample. The determination sample uses *incidental sampling* because the number of population visit travellers is unknown. So in the determination sample, use equation 1 (Cochran in Sugiyono, 2020).

$$n = \frac{Z^2 pq}{e^2} \dots\dots\dots \text{(Equation 1)}$$

Description:

n = Total sample required

z = Price in normal curve for 5% deviation, with value 1.96

p = Probability true 50% = 0.5

q = 50% chance of being wrong = 0.5

e = Error rate sample (sampling error), researcher use 10%

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} = \frac{0,9604}{0,01} = 96,04.$$

3. Technique of Data Analysis

Stages data processing to be done:

1. Make respondent data tabulation from the results survey with the use questionnaire about evaluation travellers to attractiveness tour beach Kalomang. Questionnaire results were processed with method tabulation to know score frequency of perception with one score and one indicator, one score for one question.
2. Determine criteria evaluation on answer respondent about object and attractiveness tour this use scale Likert (Table 1).

Table 1. *Likert scale*

Answer Scale	Score
Very Not Good	1
Not Good	2
Good Enough	3
Good	4
Very Good	5

(Source: Sugiyono, 2019)

3. Next, all answers of 100 respondents were categorized based on the alternative answer. For knowing weight value, how are a lot of travellers who choose scale answer multiplied with weight from every alternative answer.
4. Next, determine the ideal score used to assess *the range score* to the count amount ideal score (criteria) of all items (equation 2).

Criterion Score = Scale Value x Total Respondents (Equation 2)

(Source: Sugiyono, 2019)

The highest score is 5, and the sum respondent is 100 tourists, then could be formulated be:

Table 2. *Criteria Score*

Formula	Score
5 x 100 = 500	VG
4 x 100 = 400	G
3 x 100 = 300	GE
2 x 100 = 200	NG
1 x 100 = 100	VNG

(Source: Sugiyono, 2020)

5. Then, sum up the whole weight appraisal and enter to *range score* (Table 3) for knowing level perception from tourists.

Table 3. *Range Score*

Answer Scale	Score
401-500	VG
301-400	G
201-300	GE
101-200	NG
0-100	VNG

(Source: Sugiyono, 2020)

C. Findings and Discussion

1. Findings

Kalomang Beach administrative is in the village Watubangga, District Watubangga, Regency Kolaka, located explicitly on Jalan Poros Pomalaa – Toari. Watubangga District located 4°15' South Latitude - 4°30' South Latitude and 121°30' East Longitude - 121°45' East Longitude. Watubangga District has a total area of 128.49 km². Watubangga in 2018 consisted of over 14 village areas. Watubangga generally has undulating surface land, mountainous and hilly.

a. Perception Traveler to Object Attraction Kalomang Beach

Based on the calculation, data analysis is carried out, and then the perception traveller to attractiveness Kalomang beach reviewed from dimensions attractions tourism, accessibility, facilities and services.

1. Attractions Tour (*Attractions*)

Attractions tour is all things to be power drag on object tour so that travellers interested for visit something object travel. Object tour beach Kalomang has attractiveness such as photo spots and rides play. Besides the second thing, Kalomang beach also has a cleanliness and good arrangement area. Following various attractiveness of Kalomang beach

a. Photo Spot

The existence of a photo spot that is always experienced upgrade and maintenance be one travellers' consideration for a visit to Kalomang Beach Tour (Figure 2).



Photo Spot

2. Rides Play

Besides photo spots in the Kalomang Beach tourism, whereabouts vehicle play like field volleyball (Figure 3) and *banana boats* are also becoming attractive travellers for a visit to Kalomang beach tour with rate from cheap and easy *banana boat* reachable is 25 thousand per person.



Figure 3. Field volleyball beach

3. Cleanliness

One of the efforts made by the parties manager to guard cleanliness (Figure 4) in Kalomang beach tour is to provide the place trash in every pavilion, as well as with To do active cleaning every day. That thing makes Kalomang beach tour awake cleanliness.



Figure 4. Condition Cleanliness in the object area tour

4. Organized Area

The setup of Kalomang beach tour can be said already, following where the party manager divides the region by designation (Figure 5), where traders placed at the end adjacent to north and south, this aim to make it easier for tourists to visit to Kalomang Beach Tour. Research results in perception traveller to attractiveness Kalomang beach tour reviewed from dimensions attractions term presented in table 4.

Figure 5. Kalomang Beach Tour
(Source: Facebook)

Table 4. Perception Traveler to Attractions Tour Dimension

Dimension	Indicator	Score	Range Score	Category
Attractions	1. Photo Spot	438	401-500	Very Good
	2. Vehicle Play	379	301-400	Well
	3. Cleanliness	363	301-400	Well
	4. Organized Area	359	301-400	Well
Average		384.75	301-400	Well

(Source: Data Processing Results, 2021)

Research results show that the perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions attractions tour (*Attractions*) on photo spot indicator have score 438 in score *range* 401-500 with very good category. On hand, vehicle play scored 379 in the 301-400 with good category. For indicator, cleanliness has a score of 363 in the score *range* 301-400 with good category. The indicator area arranged has a score of 359 in the score *range* 301-400 with a good category. Whole perception traveller to attractiveness object The reviewed Kalomang Beach tour from dimensions attractions 58 times have an average score of 384.75 in score *range* 301-400 with good category.

2. Discussion

1. Accessibility

Access is convenient for the traveller to reach the area destination upcoming tour visited. At one-time object, travel is essential for providing easy access so that tourists can get object tours without obstacles. Research results in perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions accessibility presented in table 5.

Table 5. Perception traveler to Accessibility at Kalomang Beach

Dimension	Indicator	Score	Range Score	Category
Accessibility	1. Transportation	420	401-500	Very Good
	2. Access going to location	413	401-500	Very Good
Average		416.5	401-500	Very Good

(Source: Data Processing Results, 2021)

Reviewed from dimensions accessibility on the indicator transportation have score 420 in score *range* 401-500 with very good category. On indicator, Access going to location tour has a score of 413 in the score *range* 401-500 with the very good category. Whole perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions accessibility has a mean score of 416.5 in score *range* 401-500 entered the very good category.

2. Facility (*Aminities*)

Dimension next thing to do owned by an object tour is dimensions facilities. The facility is all something shaped means nor existing infrastructure in location tourism whose existence is very much needed by tourists During the visit. Research results in perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions facility presented in table 6. Apriani et al. (2020) state that tourist attractions must be able to provide several supporting facilities for tourists.

Table 6. Perception Traveler to Facilities at Kalomang Beach

Dimension	Indicator	Score	Range Score	Category
Facility	1. Toilet	392	301-400	Well
	2. Network Communication	406	401-500	Very Good
	3. Land Parking	335	301-400	Well
	4. Availability of Clean Water	363	301-400	Well
	5. prayer room	398	301-400	Well
	6. Gazebo	406	401-500	Very Good
	7. Canteen	375	301-400	Well
	8. The place Rubbish	341	301-400	Well
Average		377.37	301-400	Well

(Source: Data Processing Results, 2021)

3. Service

Service is all things to do provided by the government area or manager tour for support tourist activities. Research results from perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions service presented in table 7 below.

Table 7. Perception Traveler to Service at Kalomang Beach

Dimension	Indicator	Score	Range Score	Category
Service	9. Coast Guard	405	401-500	Very Good
	10. Information	366	301-400	Well
Average		385.5	301-400	Well

(Source: Data Processing Results, 2021)

From dimensions service on the indicator, Security beach get a score of 405 in the score *range* 401-500 with a very good category. On indicator, information gets score of 366 in the *range* 301-400 with category good. Whole perception traveller to attractiveness object Kalomang beach tour reviewed from dimensions service has an average score of 385.5 in score *range* 301-400 classified as good category. Sadjuni (2014) states that tourists also need the services provided by the tourist objects visited, both information services and services, to get a sense of security when visiting.

D. Conclusion

Perception traveller to attractiveness object Kalomang beach reviewed from dimensions *attractions*, *accessibility*, *amenities*, and *service* whole get category good from tourists. *Kalomang* Beach attractions got a score of 384.75 in the Good category. For dimensions *accessibility*, got a score of 416.5 with a very good category. Dimension *amenities* got a score of 377.375 with category good from tourists, and last from dimensions *service* got a score of 385.5 with a good category.

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