

THE DEVELOPMENT OF TOURISM POTENTIALS OF PANGANDARAN BEACH TO IMPROVE ENTREPRENEURSHIP

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Abstract

Pangandaran has many nature-based ecologies and offers beautiful nature because it has a lot of natural components possibly enjoyed by visitors. Natural potentials and local products in Pangandaran can be used to build entrepreneurial communities and improve their economic welfare. This research employed a descriptive method with quantitative and qualitative data. This research obtained data through observations, interviews, and close questionnaires. This research revealed that the entrepreneurship that leverages tourism potentials in Pangandaran was developed using communication strategies, such as networking communication, group communication, and information and communication technology. The Kompepar (tourism driving group) uses social networking, such as social media or chat groups participated by tourism businessmen. Their communication is done in three ways. The first is direct communication through a focus group discussion involving public figures. The second is utilizing social media, such as Instagram and chat groups of target communities and websites. The third is socialization through a communication forum directly involving tourism business people who join or do not join the community. The supporting factor is society's high interest in establishing a business, indicated by a high number of participants in entrepreneurship training held by Kompepar. Meanwhile, the inhibiting factor is the existence of tourism businessmen who regard that tourists' visit cannot meet their needs. The strengthening factor is tourism businessmen that have used social media to promote their products besides using a word-of-mouth technique to market their products.

Keywords: entrepreneurship, tourism, micro, small, and medium businesses, tourism driving groups

INTRODUCTION

Pangandaran is a vast tourist attraction because there are approximately 200 tourist attractions there. Tourist attractions in Pangandaran include Jojogan, Green Canyon, Conservation, Jambe Waterfall, Nature Park, Sumur Mudal Cave, Saung Muara, Taringgul Waterfall (Green Jorge), Santirah, Bojong Waterfall, Pasir Putih Beach, Karapyak Beach, Madasari Beach, Batu Hiu Beach, Batu Karas Beach, etc.

Pangandaran is identical to natural tourisms. Besides offering many exciting tourist attractions, Pangandaran is equipped with various types of attractive flora and fauna. Tourism is a place where a person enjoys the beauty and diverse uniqueness in a particular place; thus, many people come to enjoy the beauty of this place. Pangandaran is a tourist spot located in West Java Province. Pangandaran has many ecology-based natural tourisms and offers natural beauty because it consists of multiple natural components possibly enjoyed by visitors. Natural potentials and local products in Pangandaran can be used to build entrepreneurial communities and improve their economic welfare.

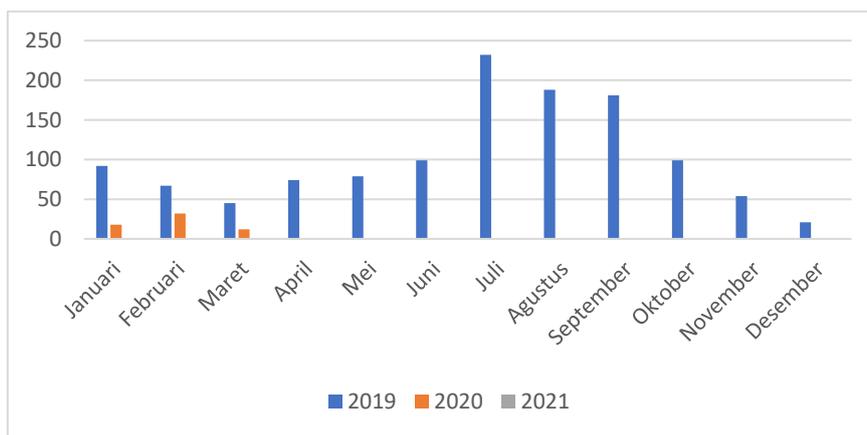


Figure 1. *The Number of Tourists in Tourism Objects in Pangandaran*
Source: Department of Tourism and Culture of Pangandaran Regency, 2001

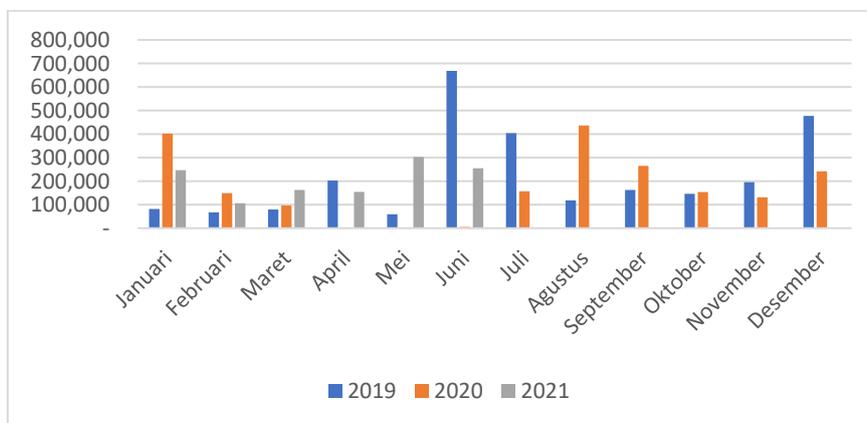


Figure 2. *The Number of Tourists in Tourism Objects in Pangandaran*
Source: Department of Tourism and Culture of Pangandaran Regency, 2001

Tourists visit many famous tourism objects in Pangandaran due to an attraction factor (Sukiman et al., 2013). The attractiveness of tourist destinations will attract many tourists, especially if they are well promoted through a word-of-mouth strategy or other publications. However, the attraction element is not the only reason that attracts tourists to visit a destination because other features, such as public facilities, accommodation, food, and services, contribute to attracting tourists. Travelers want to find a unique, special, and meaningful place to spend their vacation (Polus & Bidder, 2016). For example, tourists who love natural beauty will prefer destinations like natural reserves, protected forests, conservation areas, and nature-based tourism. In this case, Pangandaran offers water-based tourism.

A tourist attraction is influenced by various factors, including infrastructures, public facilities (such as toilets), snacks, food, affordable prices, easy access, and friendly and efficient services. The number of tourist visits is closely related to tourists' satisfaction (Vajčnerová et al., 2014). Tourism satisfaction is an individual subjective emotion affected by personal goals of traveling, individual expectations, and individual characteristics.

Tourists with high satisfaction with their travel destinations will be psychologically bound to revisit tourist attractions and promote these destinations to their friends using a word-of-mouth technique or social media (Hultman et al., 2015). Word-of-mouth promotion is an effective campaign technique, and its advantages are offering lower costs and providing more credible information than media-based promotion.

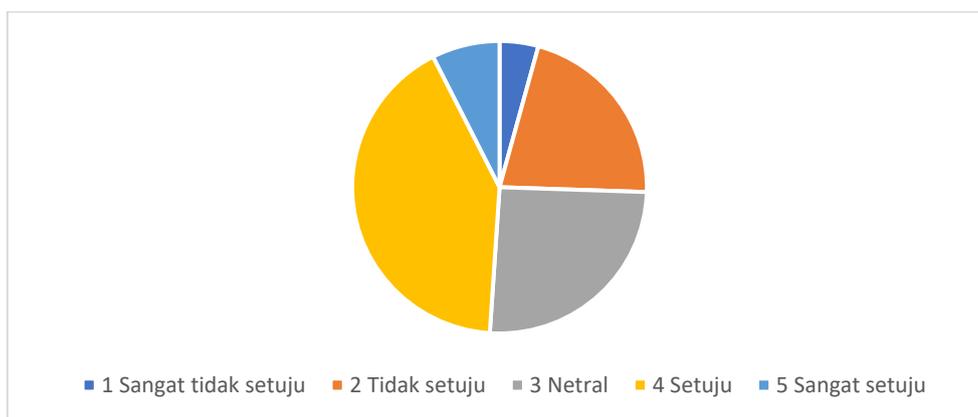


Figure 3. *Tourists' Satisfaction on Public Facilities in Pangandaran*
 Source: Research Results in 2021

Figure 3 shows that most respondents are satisfied with the public facilities in Pangandaran, including toilets, restaurants, hotels, information services, friendly tour guides, and clear information boards of directions in Pangandaran Beach. Tourist satisfaction will encourage them to retell their experiences while traveling to a tourist destination; if their experience agrees with their expectation, they will revisit and promote it to others (Prayag et al., 2013).

Using tourism potentials as an economical source of income can be done by encouraging the growth of small businesses (Sudaryanto et al., 2020). Small businesses have an important role in growing the economy because they can employ new workers not hired in formal sectors (Meidina & Fitria, 2018). Moreover, micro, small, and medium enterprises contribute to the national revenue up to 60% (Subekti et al., 2019). Entrepreneurship is an interesting topic because micro, small, and medium enterprises provide jobs for a lower class of society (Zahra, Gedajlovic, Neubaum, & Shulman, 2009; Vial & Hanoteau, 2015; Sidiq et al., 2021)

Kompepar (a tourism driving group) is a tourism community that commits to helping the government build tourism sectors. The community and government share a similar goal in their work mechanisms, namely development, especially in tourism sectors, by involving and empowering the roles of local communities. Factors necessarily considered to develop tourist destinations are attractive destinations and excellent services. These two elements are the core of tourism activities that encourage people to travel (Sayangbatti & Baiquni, 2013; Prawira et al., 2021).

Kompepar was formed based on the government requirements and policies, and its management is implemented by utilizing human resource potentials, namely the community in the tourism area. Therefore, it is believed that the community in the tourism area will more comprehensively understand and know problems in their areas. The community around a tourism object properly knows potentials and other elements supporting tourism, for example, social aspects, natural environment potentials, history, and customs of the local culture.

Unfortunately, most people do not know entrepreneurship (Wibowo et al., 2012). Therefore, a concept to develop dynamic thought and act, bravely take risks, and believe in themselves is necessary to introduce entrepreneurship (Hafiar et al., 2019). The primary constraint of tourism business people is the limited quality of human resources. Low education levels of tourism businessmen result in limited information absorption and the inability to adapt to the development of information and communication technology. Consequently, they cannot compete with IT-literate people.

One of the roles of Kompepar is to increase peoples' tourism awareness to raise a sense of belonging and responsibility for developing tourism to encourage the growth of tourism-based entrepreneurs. This study aimed to determine the roles of Kompepar in utilizing the potentials of Pangandaran beach to improve the community's entrepreneurship.

RESULTS AND DISCUSSION

Kompepar has several functions: 1) Improving the roles of business sectors and the community to manage services and tourists' accommodation; 2) Escalating commercial sectors to develop society's economy; 3) Motivating tourism businessmen to continuously improve their quality and productivity to compete and satisfy consumers to make them feel comfortable and receive exceptional services; 4) Continuously improving tourism packaging. One of the tourist attractions necessarily developed is souvenir sale, including clothes, ornaments, and typical food, because one of the aims of tourist destination is buying souvenirs brought back by tourists (Murphy et al., 2011).

Maintaining the quality of services to tourists can be done by educating local people or tourism entrepreneurs to love tourism areas and implement *sapta pesona* (travel awareness), 3S, etc. An ideal tourist destination must meet several criteria to give satisfaction to tourists. First, tourism destinations must offer easy access and predictable time for tourists. Therefore, when they travel to a tourism destination, they can prepare and estimate well. Second, the friendliness of local people and tourism entrepreneurs makes tourists feel comfortable and return to visit. Third, tourists' needs, such as stalls, food stalls, and souvenir stores, must be excellently available because tourists will always remember these services. Fourth, the availability of information centers and first-aid services makes tourists feel safe when travelling. Fifth, tourists' security is assured without disturbance.

The program of public awareness development improves the area. Thus, its tourism potentials are utilized convincingly and can facilitate the community to have great prospects. A community is considered to have tourism awareness when they understand that their incomes or source of income are from tourists. The growth of tourism awareness triggers community and tourism entrepreneurs to improve the quality and services.

The role of the community in developing the area to be a tourist destination must adjust with the community's expertise. For example, when a new attraction object opens, it has an

entrance for ticketing and needs people who arrange the registration. Moreover, this new attraction object needs people to organize the parking area. Thus, an initial discussion must be performed to invite the community's participation and map their needs and skills by considering their interests and abilities. Kompepar develops the society's tourism by conducting training to increase human resources, technical guidance for tourism, and *sapta pesona* and invite relevant agencies, such as the Department of Tourism in Pangandaran Regency, other organizations, higher education, and CSRs.

When an area has become a tourist destination, tourists may bring many harmful influences from outsiders, such as different cultures, tourist site destruction, vandalism, trash, etc. Thus, regulations must be enforced, and the local community, especially the natives, must refuse negative influences brought by tourists. The next step is creating repressive rules. Therefore, tourists will follow these rules and will not perform actions violating these rules. For example, when tourists visit a destination in Pangandaran, they are not allowed to bring or drink liquor because these actions cause negative impacts. This regulation can be realized, or at least minimized, by checking at the entrance gate.

When an unexpected problem happens in tourist areas, the community will sprightly help secure and solve the problem to maintain and create an orderly tourism object. Moreover, the community must exemplify good behavior to tourists. Trigantriasyah (2012) argues that the increasing number of tourists does not always positively impact the conserved nature and infrastructures. The use of an area exceeding its physical capacity can degrade natural resources, decline the community quality of life, overcrowd, etc.; these destructive impacts give a terrible experience and impression to tourists (Trigantiarsyah & Mulyadi, 2012; Sidiq & Achmad, 2020).

One of the programs to maintain orders in a tourist area is multiplying the number of rubbish bins at various points. Therefore, tourists do not litter carelessly because an authorized agency, such as the Department of the Environment and the Cleanliness of Pangandaran Regency, will follow-up hygiene problems. Tourism administrators must consider strategies to reduce the negative impacts of tourists on their environment without affecting tourist satisfaction (Dolnicar et al., 2018).

Indigenous communities play a role in exemplifying good behavior if they throw garbage in its place. If the indigenous people apply the rules and do not litter carelessly, tourists will feel ashamed when polluting the tourism site or other locations.

Potential tourism attractions and services in Pangandaran beach have been utilized and improved by increasing tourism potentials, such as developing tourism sites, creating Instagramable spots, and improving the quality of human resources. In addition, Kompepar must understand recent trends in the community, for example, body rafting. Many destinations offering body rafting always receive crowded visitors. Besides, tourism objects still use mass media because this media is the most easily accessible and presents everywhere, such as flyers, posters, etc. However, mass media is only used at certain times because it costs highly and reaches less extensively. Thus, mass media is used when commemorating the anniversary of Pangandaran Regency usually and establishing Festivals and Bazaars. Vigorously informing these events in mass media will make many people come.

Using social media can become a good potential for tourist businessmen and tourists. Moreover, tourists indirectly promote tourist destinations visited on their social media. Utilizing social media brings several benefits: 1) It provides convenience because it costs lower

than conventional media; 2) It is more effective because it does not leave garbage, trash, etc.; 3) It has a broader reach that enables anyone living far from Pangandaran to know this tourism destination; 4) It provides easy access to anyone; 5) It promotes tourism attractions and can reach wider markets. These benefits make social media a suitable means to support tourism promotion. However, when tourists are disappointed with unsuitable facilities, services, and infrastructures, they will write their disappointment or judge that this tourism destination is poor on their social media. As a result, this bad information is easily disseminated and creates public opinion to judge this tourist destination poorly without knowing its real facts.

When a tourist destination becomes viral and known by many people, its promotion is done successfully, and tourists show significant satisfaction; thus, tourists visit it several times (Dewi et al., 2013). Moreover, tourists' uploading positive testimonies about a tourism site visited signifies that they get what they want when visiting it; in this case is Pangandaran.

Face-to-face communication, such as focus group discussion (FGD) was conducted by inviting the local community, community leaders, youth groups, and local government to manage and develop tourist destinations. Moreover, the Kompepar helps facilitate, motivate, and follow up each progress.

Delivering messages and tourism insight to tourism businessmen enables them to develop their tourism destination and increase tourist visits according to the visions Pangandaran Regency to become a world tourist destination. Thus, these efforts must be performed from the bottom level.

These communication activities deliver information, such as improving tourist services, comprehending the *sapta pesona*, promoting travel destinations, and cooperating with the Bureau of Travel Agents, such as ASITA and ATTAP, to exchange tourism information using the word-of-mouth technique and social media, such as WhatsApp Group. In face-to-face communication, the information is initially conveyed to opinion leaders. Then, they deliver the information to management circles and finally to all members. Meanwhile, information on WhatsApp Group is directly delivered to all members and is usually general.

CONCLUSION

This research revealed that the entrepreneurship that leverages tourism potentials in Pangandaran was developed using communication strategies, such as networking communication, group communication, and information and communication technology. The Kompepar (tourism driving group) uses social networking, such as social media or chat groups participated by tourism businessmen. Their communication is done in three ways. The first is direct communication through a focus group discussion involving public figures. The second is utilizing social media, such as Instagram and chat groups of target communities and websites. The third is socialization through a communication forum directly involving tourism businessmen who join or do not join the community.

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