

## THE DEVELOPMENT OF CIPATUJAH BEACH'S POTENTIAL AS A TOURISM DESTINATION IN TASIKMALAYA REGENCY

Hubertina Karolina Ngarbingan<sup>a, 1</sup>, Yulita Suryantari<sup>a, 2</sup>  
hubertina@ecampus.ut.ac.id<sup>1</sup>, [yulitasuryantari@ecampus.ut.ac.id](mailto:yulitasuryantari@ecampus.ut.ac.id)<sup>2</sup>

Universitas Terbuka, Tangerang Selatan, Banten<sup>1, 2</sup>  
Program Studi S1 Pariwisata, Fakultas Ekonomi, Universitas Terbuka, Tangerang Selatan, Indonesia<sup>a</sup>

---

### **Abstract**

*The purpose of this research is to determine the potency that can be developed in Cipatujah Beach as a tourism destination in Tasikmalaya Regency. The potency of Cipatujah Beach is categorized based on Cooper theory (2000), those are 4 A aspects: attraction, accessibility, amenities and ancillary. Based on the results of data analysis, Cipatujah Beach has been qualified to reach those aspects with the right development plan. The research method that is used in this research is descriptive qualitative method. The techniques of collecting the data are in-depth interview, observation, and triangulation. The technique of analyzing the data is SWOT analysis. The result of this research shows that Cipatujah Beach can be developed as a tourism destination by utilizing those aspects optimally. Besides, cooperation of stakeholders, local people and tourism industry is very required to create a good and systematic development, to keep the tourism sustainability. Tourism sustainability is an appropriate approach of Cipatujah Beach development as a considered tourism destination for the next generation without defaces the originality of tourism destination.*

**Keywords:** *Attraction, Accessibility, Amenity, Ancillary, Sustainability Tourism.*

---

### **INTRODUCTION**

Indonesia is one of the countries with the best tourism potential in the world. The potential is something that is owned by tourist attractions that used as an attraction for the visitors to travel and develop tourism business. Currently, tourist interest tends towards something unique, original, and contains the high values. The benefits of tourism development, for example, are preserving Indonesian culture which currently push aside by other cultures. A country without culture, cannot be characterized globally.

There are a lot of potentials for natural tourism in terms of an area's characteristics, such as its types of flora and fauna and its sceneries, which include woods, mountains, and beaches. Tourism that uses the coastal and marine environment as the main attraction has the potential to developed in Indonesia as marine tourism. According to Sero (2010: 19), "The concept of marine tourism is based on the view, the uniqueness of nature, the characteristics of the ecosystem, the uniqueness of art and culture and the characteristics of the community as its basic strength." Based on the theory, marine tourism is a type of tourism that involves natural tourism and water resources.

Cipatujah Beach is the widest and longest beach in the South Coast region, most of the beaches in Tasikmalaya are in Cipatujah District, which has the natural beauty of the sea and the beauty of the coast, with iron content that makes the beach scenery twinkling and beautiful. However, the condition of the Cipatujah Beach environment is quite concerning, the damage occurred due to the exploitation of iron sand which has an impact on damage to the beach and the natural surroundings. This is one of the main causes of the lack of interest from tourists to visit Cipatujah Beach. Another problem that causes Cipatujah beach to be less attractive as a

tourist visit area is the facilities supporting tourism activities, such as tourist attractions are still very limited.

Cipatujah Beach has the potential to developed as a tourist destination, especially marine tourism, cultural tourism, and nature tourism. Based on the observations, the visitors of Cipatujah Beach enjoy the scenery, jogging, playing with sand, photography, fishing, and picnics. However, the absence of various activities causes a lack of tourists coming to Cipatujah Beach. The potential that exists has not yet been explored by the local regional government, even though if it can be planned and built properly, Cipatujah Beach will grow as a tourist destination which will have an impact on the economic activities of the surrounding community. Cipatujah Beach Tourism requires proportional management to develop beach tourism potential, which is arranged starting from attractions, facilities, to infrastructure. Therefore, if Cipatujah Beach is well developed, then the development of beach tourism can show the changes that occur in coastal areas that have continuous activity. This can be shown by the emergence and disappearance, recognition or abandonment, the addition or reduction of several functions or characteristics of the area, both in terms of physical, social, and economic.

### RESEARCH METHODS

This research uses qualitative descriptive research. This research determines various tourism potentials of Cipatujah Beach as a tourism destination, pointing out several obstacles that prevent visitors from Cipatujah Beach, and analyze the potential of Cipatujah Beach to developed as a tourism destination in Tasikmalaya Regency. Research emphasizes understanding of problems in social life based on reality in natural setting conditions (Sugiarto, 2015). This research was conducted in Tasikmalaya Regency Youth and Sports Tourism Office & Cipatujah Beach, Tasikmlaya Regency. Data collection was carried out by in-depth interview. The purpose of this type of interview is to find the problem more openly, in which the interviewer is asked for opinions and ideas. Researchers conducted semi-structured interviews; it is more informal compared to structured interviews (Sugiyono,2013).

Another data collection technique carried out by researchers is observation. Some of the questions require direct observation by researchers because the informants are incapable of disclosing some facts of Cipatujah Beach, Tasikmalaya Regency. In addition, triangulation is used to combines various data collection techniques and existing data sources (Sugiyono, 2013). The researcher uses in-depth interviews and does the observations for the same data source in Cipatujah Beach, Tasikmalaya Regency simultaneously.

The data that is used in this research is primary data. Primary data is data collected through the first party, usually through interviews, polls, and others. (Suharsimi,2013). Research data must be processed by researchers to get the results that refer to the formulation of the problem. The source of the data is the source of the subject from which the data can be obtained (Sugiyono, 2013). The researcher uses some tools such as voice recorders, pictures, brochures, and other materials to collect the data. The sources of the data in this research are stakeholders, local people, tourism industry, and visitor.

The main consideration in data collection of qualitative research is the selection of informants. Informants are intended to provide information about the circumstances and conditions of the research background (Moleong, 2006). Informants taken are stakeholders include Section Head of Tourism Development of Tasikmalaya Regency, local people of Cipatujah Beach, and the visitors.

Technique of analyzing the data is required to complete the acquired data to arrange them well. Technique of analyzing the data that is used in this research is SWOT analysis. SWOT analysis is to systematically help various factors to formulate company strategy. This analysis is

based on logic that can maximize Strengths and Opportunities, but at the same time minimize Weaknesses and Threats (Rangkuti 2005).

**RESULT AND DISCUSSION**

*SWOT Analysis*

**Tabel 4. Matrix SWOT Analysis**

External		Internal	
Opportunity- O		Strength – S	Weakness -W
		<ol style="list-style-type: none"> <li>1. Increase local community income and regional profit.</li> <li>2. Business opportunities in tourist attraction areas.</li> <li>3. Revitalization and improvement of tourist attraction areas.</li> <li>4. Implementing conservation aspects.</li> <li>5. Changing the style of trend mass tourism.</li> </ol>	<ol style="list-style-type: none"> <li>1. Having resources and potential tourist attraction.</li> <li>2. Policy support from local government regarding the development of Cipatujah Beach.</li> <li>3. Absorb a large enough workforce.</li> <li>4. Sufficient area to developed tourist attractions.</li> <li>5. Good accessibility &amp; own unique resorts and restaurants with Sundanese ethnic style which are the main of attraction.</li> </ol>
Threats – T		Strategy S-O	Strategy W-O
		<ol style="list-style-type: none"> <li>1. Tight competition with the development of other tourism destinations.</li> <li>2. Security of the surrounding community area.</li> <li>3. Entry of foreign culture which has a negative impact.</li> <li>4. The development of modern technology</li> <li>5. Disasters</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilizing potential tourist attractions to meet market needs and increase PAD.</li> <li>2. Support for local government policies related to tourism development for revitalization and improvement of tourist attraction areas.</li> <li>3. Utilizing the workforce around the Cipatujah Beach area.</li> <li>4. Availability of good accessibility for the affordability of developing tourist attractions.</li> <li>5. Availability of land that is large enough to preserve nature, add tourist attractions</li> </ol>

and fix places for art performances.

5. Improving the quality of the tourist attraction area through the development and improve the functions of the Cipatujah Beach tourism area.

**Strategy S-T**

**Strategy W-T**

1. Maximizing the management and development of the tourist attraction of Cipatujah Beach as a tourism destination.
2. Increasing cross-sectoral coordination for security both from natural disasters and chaos.
3. Maintain social values and norms to anticipate social conflicts that might occur.
4. The unique development of Cipatujah Beach with a prominent difference is the main attraction for tourists.
5. Reforestation of mangroves to prevent abrasion and optimize drainage or waterways.

1. Cooperation between the government and the community regarding the management and development of Cipatujah Beach as a tourism destination.
2. Improving the quality of tourism human resources through training and expertise.
3. Empowering the community around Cipatujah Beach to anticipate the emergence of social conflict.
4. Improve the marketing and promotion system of Cipatujah Beach as a tourism destination
5. Make a priority scale for the development of Cipatujah Beach's tourist attraction related to the required budget.

There are several strategies for the development of Cipatujah Beach which can be used as recommendations to develop Cipatujah Beach. Cipatujah Beach development strategies that can be applied from the results of the SWOT analysis include: Using Cipatujah Beach's potential as a tourist destination to fulfill consumer demands, boost local community income, and increase regional profits, local government policy support related to tourism development for the revitalization and improvement of the tourist attraction area of Cipatujah Beach, improving the quality of human resources through training and expertise, empowering current types of tourism activities, one of which is local culture to become a tourist attraction as well as adequate accessibility to reach Cipatujah Beach as a step to support tourism marketing and promotion, make a priority scale for the development of Cipatujah Beach tourist attraction related to the required budget arrangements, and collaboration between the government and the community as well as the tourism industry regarding the quality of tourist attraction areas through the

development, improvement and improve the functions of the Cipatujah Beach tourist area, land use, safety and comfort as well as conservation.

### **Potential of Cipatujah Beach, Tasikmalaya Regency as a Tourism Destination**

To develop a tourism destination, there should be some requirements accomplished. According to Cooper (2000), 4 aspects should be fulfilled to make a region become a tourism destination. Those aspects are attraction, amenities, accessibility, and ancillary. Based on the data analysis, Cipatujah Beach has met all criteria: 1) Attraction, based on the observation and interview result, Cipatujah Beach can be developed as the tourism destination in various potential recreation spots, such as marine tourism, culture tourism, sport tourism, cultivation coral tourism, culinary tourism, panoramic tourist coast, agricultural and horticultural tourism. 2) Accessibility, Cipatujah Beach has good accessibility backed by the good condition of roads, affordable transportation cost, some kinds of public transportation, alternative transportation access, and affordable mileage. 3) Amenities, The infrastructure in Cipatujah Beach is quite qualified to be considered as tourism destination because it is supported by the existence of some public service spots that will make the visitors feel comfortable. 4) Ancillary, Cipatujah Beach has an organization associated to tourism destination development, namely *Kelompok Penggerak Pariwisata (KOMPEPAR)*. The organization represents the local society in delivering ideas or suggestions about the development of Cipatujah Beach. *KOMPEPAR* has a big role in communication between the local people of Cipatujah Beach and stakeholders. Besides, there are several organizations whose role is to handle the development of Cipatujah Beach as a tourism destination in Tasikmalaya Regency, including the Regional Development Planning Agency (*BAPPEDA*), the Finance Service (Budgeting), the Ministry of Public Works and Public Housing, the Tourism and Sports Office, Tasikmalaya Regency, Marine Affairs, Environmental services, Legal Department, and Local Communities. The organization regulates tourist attractions, accessibility, and amenities so that their management can run according to the strategic master plan that has been issued so that it can carry out overall organized development.

### **Obstacles to develop Cipatujah Beach, Tasikmalaya Regency as a Tourism Destination**

The development of Cipatujah Beach in Tasikmalaya Regency has encountered a variety of obstacles: 1) Limited Funds. Limited funds are the main obstacle in the process of developing Cipatujah Beach, Tasikmalaya Regency as a tourism destination. It is also because overlapping development of a tourism destination in Tasikmalaya Regency. In addition, the development of Cipatujah Beach is a comprehensive development based on attractions, amenity, accessibility, and ancillary. The local government will also apply the concept of sustainability to Cipatujah Beach as a leading tourism destination in the future. 2) Limited Tourism Activities. Tourist attractions in Cipatujah Beach need to be improved to attract visitors. Various tourism activities are one of the things that has an important role in attracting tourists. Increasing tourist attractions at Cipatujah Beach, Tasikmalaya Regency, can indirectly change the habits of tourists, who only sunbathing or taking pictures. By improving the quality of tourist attractions, there will be no more mass tourism trends. Besides, the tourists can learn local history and culture at Cipatujah Beach, Tasikmalaya Regency. 3) Improvements to facilities, infrastructure, and other supporting facilities. Inadequate facilities and infrastructure at Cipatujah Beach partially require renovation and added new buildings. 4) Limited Human Resources. Inadequate quality of human resources Cipatujah Beach will not develop optimally. The diversity of potentials owned by Cipatujah Beach cannot be managed properly and may even be neglected and can be controlled by foreigners. The quality of human resources is one of important things to develop the potential of a tourism destination. So, the development can proceed following the structured and directed management to facilitate the development of sustainable tourism in the future. 5) Lack of

promotion. Promotion is one of the attempts to offer a good product. Promotion can certainly be carried out if a tourism destination is sufficient in terms of tourist attractions, facilities, infrastructure, and other supporting facilities have been fulfilled.

### **Development of Cipatujah Beach, Tasikmalaya Regency as a Tourism Destination**

In developing the potential of Cipatujah Beach, Tasikmalaya Regency as a tourism destination, there are several things that must be considered: 1) To increase service and management of tourism destinations, whether through training, guidance, or direction from the government, particularly the Tourism, Youth, and Sports Office of Tasikmalaya Regency, it is necessary to develop human resources by optimizing the potential of community associations which are aware of tourism. 2) It is necessary to organize and develop a distinct and clean tourism activity area, to have pleasure and comfort for the visitors. 3) Cipatujah Beach requires good management to develop its supporting facilities such as: parking area, trash cans in each area, management of rented bathrooms or toilets, family relaxing areas, facilities for disabilities, fishing areas, instruction of unsafe areas, tourist information boards, ticket counters, prayer rooms, camping areas, tour and travel, and souvenir centers. 4) Improving the creation of promotion strategies by creating a good overview of Cipatujah Beach's tourist attractions, to facilitate visitors in obtaining information about tourist objects. 5) A competent and systematic development strategy is required, to ensure sustainability and sustainable tourism in the future.

### **CONCLUSION**

Considering the final research analysis, 1) Cipatujah Beach is a potential tourism destination for future projections to developed into some various tourism sectors, for example marine tourism, culinary tourism destination, agricultural tourism sector and sport tourism sector. 2) The main obstacles in developing Cipatujah Beach to be a tourism destination are lack of funds, poor quality of human resources, and lack of promotions. 3) The main effort to develop Cipatujah Beach as tourism destination is to arrange the priority scale of tourism development to be able to optimize the overall progress in every aspect, such as managing funds, improving the quality of human resources, and managing infrastructure well. 4) The amusement rides that can be implemented are surfing, parasailing, flying fox, horse-riding, and seaweed cultivation. 5) Strategies based on SWOT analysis to support the development of Cipatujah Beach as tourism destination are Strength Opportunities (SO) which include promotions and funds-managing strategy, Strength Threat (ST) which is used to monitor all tourism activities, and Weakness Threat (WT) which means cooperative strategy between local society and tourism industries.

In conclusion, Cipatujah Beach, Tasikmalaya regency is highly potential to be a considerably enchanting tourism destination by fulfilling the 4 A aspects, namely attraction, accessibility, amenities, and ancillary, which are benchmarks for the development of a tourist destination. Cooperation between the government, the community, and business doers make sustainable planning strategy to developed tourism attractions. Visitors also have an important role to developed tourist destination. The attractiveness of Cipatujah Beach can be seen from how many visitors. In addition, the implementation of tourism development strategy and model applied to the development of the Cipatujah Beach, facilitate the management of its potential and minimize the obstacles encountered, when the Cipatujah Beach tourist destination is developed.

### **REFERENCES**

Arikunto, S. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta :Rineka Cipta.

Butler, R., Hall, C. M., & Jenkins, J. (1996). *Tourism and recreation in rural areas*. John

Wiley & Sons Ltd.

- Cooper, C et. al (2000). *Tourism Principle and Practice*. Edisi ketiga. Harlow : Pearson Education Limited
- Dutton, I., & , Hall, C. M. (1989). *Making tourism sustainable : The policy/practice conundrum*. In *Proceeding of the Environment Institute of Australia Second National Conference* (pp. 9-11). Melbourne : Environment Institute Australia.
- Gunawijaya, Jajang (2016). *Model Pengembangan Dan Kajian Destinasi Wisata Pedesaan Indonesia : Pespektif Antropologi*. Depok : Linea
- Hadinoto, Kusudianto. (1996). *Perencanaan Pengembangan Destinasi Pariwisata*. Jakarta: UI Press.
- Hanlan, J., Fuller, D., Wilde, S. (2006). *Destination Decision Making: The Need For A Strategic Planning And Management Approach*. *Tourism And Hospitality Planning & Development*. Vol. 3 No. 3. 2006 Hal. 209-221.
- Hermantoro, H. (2015). *Kepariwisataan, Destinasi Pariwisata, Produk Pariwisata*. Perpustakaan Nasional RI : Katalog Dalam Terbita.
- Keraf, G. (2000). *Argumentasi dan Narasi*. Jakarta : PT. Gramedia
- Meyers, Koen. (2009). *Panduan Dasar Pelaksanaan Ekowisata*. Jakarta: Unesco Office.
- Mill, R.C. dan Morrison, A.M (2009). *The Tourism System*, edisi keenam. Dubuque : Kendall Hunt Publishing Company.
- Moleong, j, Lexy. (2006). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Mowforth and Munt. (2003). *Tourism and Sustainability*. London and New York: Routledge.
- Rangkuti, Freddy. (2005). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta : Pustaka Utama
- Reid, D. (1991). *Sustainable Development : An Introductory Guide*. Routledge.
- Richardson, John dan Martin Fluker. (2004). *Understanding and Managing Tourism*. New South Wales: Pearson Education.
- Sero, A. (2010). *Model Pengembangan Pariwisata Bahari Berbasis Masyarakat di Kabupaten Halmahera Utara*. Yogyakarta: Kajian Pariwisata: UGM.
- Subadra, I. N. (2006). *Ekowisata Hutan Mangrove dalam Pembangunan Pariwisata Berkelanjutan*. Denpasar: Kajian Pariwisata: Universitas Udayana.
- Sugiarto, M, Tonny Hendratono dan Djoko Sudibyo. (2015). *Metodelogi Penelitian Hospitaliti & Pariwisata*. Tangerang :Matana Publishing
- Sugiyono. (2013). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta
- Sumarno, A. (2012). *Perbedaan Penelitian dan Pengembangan*. Surabaya : Unesa
- Suwantoro, G. (2004). *Dasar-dasar Pariwisata*. Yogyakarta : Penerbit Andi.