

Overview of Community Tourism Awareness in Tlangoh Beach, Bangkalan

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Abstract. *Bangkalan has a number of areas that have the potential to be developed as tourism objects. Even though it has quite a lot of tourist attractions, these various tourist attractions are less known to the people of East Java. The absence of good management or a change in the community's mindset to become a tourism-aware community is the cause of the lack of optimal tourism development in Bangkalan. The aim of this research is to describe tourism awareness of the people in Tlangoh Beach - Bangkalan. This research adopts a descriptive study. The population consists of people around Tlangoh Beach - Bangkalan. The sample, comprising 36 individuals was selected using a purposive sampling technique. Research data was collected through a questionnaire designed to measure tourism awareness was adapted from an instrument compiled by Setyaningsih, et al (2021) with 28 aitem and score of reliability is 0.935. The data analysis used in this research is a descriptive test was used with the help of the SPSS application. Based on the hypothesis testing find that people in Tlangoh Beach – Bangkalan have tourism awareness in the medium category. It means that the people in Tlangoh Beach – Bangkalan is quite capable to implementing the elements of Sapta Pesona, which is safe, orderly, clean, cool, beautiful, friendly and memorable, in effort to develop tourism at Tlangoh Beach - Bangkalan.*

Keywords: *Community-Based Tourism, Tourism Awareness, Tourism Development*

I. INTRODUCTION

Tourism is one of the sectors that has great potential in contributing to improving the economy of a region or country. Tourism is a leading sector that is expected to be able to drive the wheels of the Indonesian economy. Tourism is used as a leading sector because of the impact that can be caused by tourism activities that are so great on the economy, social and environment (Suyitno, 2016). Although the Indonesian government emphasizes tourism development as one of the priorities of the development sector, this approach has not been applied consistently throughout the region.

Madura Island has several areas that have the potential to be developed as tourism objects. Tourist destinations on Madura Island are one of the areas that have many tourist attractions, including nature tourism, religious tourism, cultural tourism, culinary tourism and historical tourism (Faraby & Rozi, 2021). Likewise with Bangkalan Regency which is the gateway to Madura Island. Bangkalan also has quite a lot of tourist attractions which are divided into several categories, namely (1) nature tourism, such as Mount Geger, Api Alam Konang, Kolla Lagundih, Paintai Maneron, Rongkang Beach, and Siring Kemuning Beach; (2) religious tourism, including the Tomb of Aer Mata Ebhu, the Tomb of Sultan Abdul Kadirun, and the Tomb of Syaikhonan Kholil; (3) culinary tourism, such as Topa' Ladhah, Tajin Sobih, Emping Mlinjo, Soto Sate, and Leppet. Bangkalan Regency cuisine also offers traditional specialties with modern flavors, such as Sinjay duck, Bengal duck, and Songkem duck; (4) cultural tourism, such as Bull Racing, Cakraningrat Museum, Lighthouse, and Colonial Fort Site; and (5) special interest tourism, including Tanjung Bumi Batik, Sickle Crafts, Whip Crafts and City Recreation Park (Noviyanti & Nurudin, 2020)

Although it has quite a lot of tourist attractions, these tourist attractions are not well known by the people of East Java (Adiyanto, 2019). The relatively close distance and relatively fast travel time have not been able to make Bangkalan a destination for visits from the people of Surabaya or guests coming from outside the city. So far, if anyone wants to travel near Surabaya, the tourist

destinations are Malang and Batu, which are much further away with longer travel times and frequent traffic jams. In general, the condition of tourism in Bangkalan Regency has not shown significant development. The absence of good management has caused many tourist attractions to be less supported by adequate infrastructure facilities and environmental quality, so that this condition has resulted in a decrease in the number of visitors. Not only that, there has been no change in the mindset of the Bangkalan community from an agrarian community to a community that is aware of tourism, which is thought to be one of the causes of the less than optimal development of tourism in Bangkalan (Farida, Zulaikha & Hartopo, 2018). In fact, local community participation is one of the important things to ensure that tourism development can be realized, because local community participation has a direct impact on tourism development (Easterling in Anita, 2018).

One of the important factors in the development of community-based tourism is the awareness of preserving the environment. Because preserving the environment will be an attraction for tourists in enjoying the destination, so that local people will automatically receive direct benefits (Grimwood in Syah, 2019). For this reason, a process and conditioning are needed to create a tourism-aware society. A tourism-aware society will be able to understand and actualize the important values contained in Sapta Pesona.

Tourism awareness is a condition that describes the participation and support of all components of society in encouraging the realization of a climate that is conducive to the growth and development of tourism in a destination or region through the application of the elements of Sapta Pesona. In order to create the desired condition, the community needs to be invited and assisted so that they can understand the importance of the benefits of tourism activities. The elements of Sapta Pesona include (1) safe, a condition that provides a sense of calm, free from fear and anxiety in a tourist area; (2) orderly, reflects orderly conditions in community life; (3) clean, displays a clean and healthy place; (4) cool, environmental conditions that provide a cool and shady atmosphere; (5) beautiful, conditions that reflect harmonious arrangements to radiate beauty; (6) friendly, the behavior of the community is familiar, open and highly accepting of visiting tourists; (7) memories, deep impressions that become pleasant experiences for tourists. Impressive memories can be caused by interesting culture, typical food, souvenirs, and the friendliness of the people, thus encouraging tourists to return to visit in the future (Directorate General of Tourism Destination Development, 2012).

This study focuses on tourism potential in Bangkalan because of its strategic location close to the provincial capital, Surabaya, there is the Suramadu bridge which makes access easier, and there are various alternative tourist destinations such as religious or pilgrimage tourism, nature tourism, cultural tourism, historical tourism, batik tourism, and culinary tourism. The tourist spot that will be the location of the research is Tlangoh Beach which is located in Tlangoh Village, Tanjung Bumi District, Bangkalan Regency, Madura, East Java. This beach was only opened to the public in 2019. Based on the results of initial observations that have been carried out by previous researchers, there is still a lot of garbage piled up on the beach. This is due to the habit of people to throw household waste on the beach so that it is carried away by the current. The impact that arises later is marine pollution and reduced environmental aesthetic value. In addition, there are also many shelters that

have been damaged and left alone on the beach without any repair efforts. This indirectly illustrates the lack of public awareness of the tourism potential that can be developed at the tourist location.

II. METHOD

This study uses a quantitative descriptive method, namely to see the picture of tourism awareness of the Tlangoh Bangkalan Beach community. Tourism awareness is defined as a form of community participation and support in developing tourism in a particular destination or area (Directorate General of Tourism Destination Development, 2012). This effort is carried out by implementing seven components of SAPTA PESONA, namely safe, orderly, clean, cool, beautiful, friendly, and memorable. Meanwhile, the research instrument used in this study was adapted from the tourism awareness scale created by Setyaningsih, et al. (2021) which consists of 28 statement items with a reliability value of 0.935. Based on the reliability value which is included in the very reliable category, researchers can use this scale directly.

Table 1. Blue Print of Tourism Awareness Scale

Aspect	Item Favorable	Item Unfavorable
Safe	1, 15	14, 28
Orderly	2, 16	13, 27
Clean	3, 17	12, 26
Cool	4, 18	11, 25
Beautiful	5, 19	10, 24
Friendly	6, 20	9, 23
Memories	7, 21	8, 22
Total	14	14

The population in this study were people living around Tlangoh Beach, Tanjung Bumi District, Bangkalan Regency. The sample of this study was selected using purposive sampling technique and amounted to 36 people. After the research data was collected, the researcher used a descriptive test with the help of the SPSS application to conduct data analysis in accordance with the

research objectives, namely to see the picture of tourism awareness of the Tlangoh Beach community in Bangkalan.

III. RESULT AND DISCUSSION

Descriptive tests have been conducted and the results obtained that out of 36 people who were subjects in this study, 6 people had high tourism awareness (16.7%), 26 people were in the medium category (72.2%), while 4 people were in the low category (11.1%). These results lead to the conclusion that the people of Tlangoh Bangkalan Beach have moderate tourism awareness. This means that the community is quite capable of implementing the seven components of Sapta Pesona, namely safe, orderly, clean, cool, beautiful, friendly, and memorable in an effort to develop tourism in Tlangoh Bangkalan Beach. In more detail, the table below describes the research results that have been obtained.

Table 2. Descriptive Analysis of Tourism Awareness Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Tourism Awareness	36	71.00	101.00	85.92	6.775
Valid N (listwise)	36				

Table 3. Categorization of Tourism Awareness Variables

Aspek	Frequency	Percent	Valid Percent	Cumulative Percent
High	6	16.7	16.7	16.7
Moderate	26	72.2	72.2	88.9
Valid Low	4	11.1	11.1	100.0
Total	36	100.0	100.0	

Table 4. Descriptive Analysis Per Aspect

	N	Minimu m	Maximu m	Mean	Std. Deviati on
Safe	36	11	15	12.64	1.313
Orderly	36	9	14	12.17	1.363
Clean	36	10	16	13.06	1.330
Cool	36	9	14	12.00	1.352
Beautiful	36	8	15	11.81	1.833
Friendly	36	6	16	12.75	1.697
Memories	36	9	14	11.50	1.276
Valid N (listwise)	36				

Bangkalan has a number of areas that can be developed as quite potential tourism objects. However, these various tourist objects are not well known by the people of East Java (Adiyanto, 2019). Various problems that occur cause tourism in Bangkalan to not be able to develop optimally. Tourist's interest to visiting tourist locations in Bangkalan is still low. This is due to the phenomenon of garbage piling up on the beach and the lack of security guarantees (Prastiwi, 2018). Furthermore, Putra (2020) in his research on Aer Mata Ebhu - Bangkalan tourism also stated that the problems that emerged included (1) the absence of supporting facilities such as adequate public toilets, (2) many beggars ask for money from visitors, (3) lack of promotion, and (4) many accessibility that is not friendly to people with disabilities. Something slightly different was conveyed by Dhovairy & Baiquni (2017) who highlighted the factors that cause tourism in Bukit Jaddih to not be able to develop optimally is many local communities that still strongly holds the values of religion, customs and culture of Madura. The local community shows an attitude of opposition to the tourism development plan in Bukit Jaddih.

However, with the increasing number of tourist visits to various tourist locations in Madura, tourism development efforts are important to do. One of these developments is related to infrastructure at tourist locations. Putra (2020) put forward several development strategies that have been carried out at Aer Mata Ebhu Tourism, namely (1) building culinary places and souvenir shops, and (2) improving and adding existing facilities and infrastructure. In other tourist locations,

precisely in the Paseseh area, Tanjung Bumi, improvements were also made in terms of infrastructure, namely by cleaning up the garbage on the beach and building photo booths on the beach in order to increase aesthetic value and attract tourists to do documentation at tourist locations.

In addition to physical development, local community participation is one of the important things to ensure that tourism development can be realized, because local community participation has a direct impact on tourism development (Easterling in Anita, 2018). Sunaryo (in Syah, 2019) stated that the community is one of the stakeholders who has a role and position in realizing the success of tourism. Community involvement is very influential from the planning stage to the implementation of development by the community. In essence, tourism development involves the role of all stakeholders, with their respective roles and functions expected to be able to work together in achieving and realizing the agreed tourism development goals.

Community-based tourism is related to the involvement of local communities in tourism development. One important factor in the development of community-based tourism is the awareness of preserving the environment. Because preserving the environment will be an attraction for tourists in enjoying the destination, so that local communities will automatically receive direct benefits (Grimwood in Syah, 2019). For this reason, a process and conditioning are needed to create a tourism-aware society. A tourism-aware society will be able to understand and actualize the important values contained in the Sapta Pesona.

Tourism awareness is a condition that describes the participation and support of all components of society in encouraging the realization of a conducive climate for the growth and development of tourism in a destination or region through the application of the elements of Sapta Pesona. The elements of Sapta Pesona include (1) safe, a condition that provides a sense of calm, free from fear and anxiety in a tourist area; (2) orderly, reflects orderly conditions in community life; (3) clean, displays a clean and healthy place; (4) cool, environmental conditions that provide a cool and shady atmosphere; (5) beautiful, conditions that reflect harmonious arrangements to radiate beauty; (6) friendly, the behavior of the community is familiar, open and highly accepting of visiting tourists; (7) memories, deep impressions that become pleasant experiences for tourists. Memorable memories can be due to interesting culture, typical food, souvenirs, and the friendliness of the community, thus encouraging tourists to return to visit in the future (Directorate General of Tourism Destination Development, 2012).

In the descriptive analysis that has been conducted, it is seen that the tourism awareness of the Tlangoh Beach community is in the moderate category. This means that the community is quite capable of implementing the elements of Sapta Pesona, namely safe, orderly, clean, cool, beautiful, friendly, and memorable in an effort to develop tourism in Tlangoh Beach, Bangkalan. Of these seven elements, the element of cleanliness is the most widely applied by the community in developing tourism in Tlangoh Beach. They try to make Tlangoh Beach in a healthy/hygienic condition so that it provides a sense of comfort and pleasure for tourists in visiting Tlangoh Beach. Some efforts related to this clean element include not littering/waste carelessly, maintaining the cleanliness of the tourist attraction environment and its supporting facilities and infrastructure, maintaining an environment free from air pollution (due to vehicle smoke, cigarettes or other odors),

preparing hygienic food and beverage offerings, preparing clean food and beverage serving equipment, and showing a clean and neat appearance.

On the other hand, the element of memories is something that has not been fully implemented by the community in the development of Tlangoh Beach tourism. The surrounding community has not realized the need to display the uniqueness of Tlangoh Beach which will later make tourists want to visit again. There is no local culture that is raised in the development of Tlangoh Beach tourism. Not only that, there are no souvenirs typical of Tlangoh Beach that can remind tourists of Tlangoh Beach. This element of memories leads to efforts to provide a sense of joy and beautiful memories that are memorable for tourists when visiting Tlangoh Beach. Some actions that can be taken to create memories for tourists include exploring and raising the uniqueness of local culture, serving local food and drinks that are clean, healthy and attractive, and providing souvenirs that are attractive, unique/typical and easy to carry. The application of the seven elements of Sapta Pesona in the development of tourism in a tourist destination has an effect on increasing the desire of tourists to visit, building a conducive business climate for tourism activities, and opening up employment opportunities and income opportunities for the community (Directorate General of Tourism Destination Development, 2012).

IV. CONCLUSION

The results of the study show that the majority of the Tlangoh Beach community in Bangkalam have a tourism awareness that is in the moderate category. This means that the community is quite capable of implementing the elements of Sapta Pesona in efforts to develop tourism in Tlangoh Beach, Bangkalan. Of the seven elements of Sapta Pesona, the element of cleanliness is the most widely applied by the community in developing Tlangoh Beach tourism. On the other hand, the element of memories is something that has not been fully implemented by the community in developing Tlangoh Beach tourism. The surrounding community has not realized the need to display the uniqueness of Tlangoh Beach which will later make tourists want to visit again. There is no local culture that is raised in the tourism development of Tlangoh Beach. Not only that, there are no souvenirs typical of Tlangoh Beach that can remind tourists of Tlangoh Beach which will cause tourists to return to Tlangoh Beach.

Based on the limitations that emerged in this study, it is necessary to research other tourist locations in order to get a comprehensive overview of the tourism awareness of the community around the tourist attraction in Bangkalan. In addition, this study is expected to find elements that can be the goal of intervention in order to increase community tourism awareness at Tlangoh Beach.

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.