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Optimizing Coastal Tourism at Biru Sehati Beach, Tanjung Piayu through Development Facility

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Abstract

Biru Sehati Beach is a coastal tourist destination located in the Kampung Tua of Tanjung Piayu. This area has a unique characteristic with a hill in the middle of its land. However, there are several natural tourism potentials that have not been developed, and existing facilities are only provided functionally and do not have added value as a tourist attraction. This study aims to determine what facilities are already available in the coastal tourist area of Kampung Tua of Tanjung Piayu and what facilities are expected and need to be provided in the future based on tourist needs. The research method used is a qualitative-descriptive method with an observational approach to collect data related to what facilities are already available and a semi-structured direct interview method to determine the needs of tourists who are not yet available. The results of the study indicate that the shaded area on the beach which is a favorite area for tourists when visiting is not yet sufficient to meet the increasing demand of tourists during peak times, there is no dedicated area for parking, and the hilly area is not yet developed. Based on the results of the study, researchers found that the number of shaded areas with the addition of trees is needed to maintain the natural impression of the beach, the construction of a dedicated parking area, and the hilly area is developed to be used as a place to relax, spot photos, and sactive movement area as an additional variation of recreational activities.

Keywords:

Coastal Tourism, Tourism Facilities, Local Destination Development, Tanjung Piayu

Introduction

Indonesia is one of the largest archipelagic countries in the world, consisting of 17,000 islands separated by sea waters. As stated on the official page of the Portal Informasi Indonesia (2022), Indonesia's ocean area reaches 6,476,285 km², which is equivalent to two-thirds of Indonesia's total area. In line with this, several regions in Indonesia are separated by sea, one of which is Batam City and its islands. As stated on the official page of the Jaringan Komunikasi dan Informasi Hukum Pemerintah Kota Batam (n.d.), Batam City consists of Batam Island as the main island, adjacent to Rempang Island and Galang Island, as well as other small islands located in the Strait of Malaysia and Singapore. This creates many community activities between islands connected by the coast. On the other hand, Batam City is designated a Free Trade Zone and Free Port, expanding the use of coastal land in Batam City. In addition to its land use value, the coastal area in Batam City also boasts exotic natural beauty typical of tropical islands and mangrove forests that stretch along the coastline. According to the BP Batam website (2023), the cluster of small islands in Batam City is a potential tourist destination. The beauty of the small islands surrounding Batam City can be enjoyed from the coast, including Biru Sehati Beach in Tanjung Piayu.

Biru Sehati Beach in Tanjung Piayu Village is a long-standing coastal tourist attraction. According to visitors review to the online review media Google Maps (n.d.), over the past 5 years, Biru Sehati Beach has been used by the public as a recreation area. The reasons why tourists choose to travel to Biru Sehati Beach are quite diverse. Some visitors said their reason for traveling to Biru Sehati Beach was because of its location close to where they

live, others mentioned the relatively cheap entrance ticket price, having a clean beach with clear water, and the beautiful panorama of Biru Sehati Beach. Activities carried out there are also quite diverse, ranging from simply relaxing and enjoying the beach atmosphere, taking photos, playing in the sand, swimming in the sea, to fishing. Other comments mentioned several things that were less satisfactory, such as the land area is not too wide, inadequate vehicle circulation, and the lack of trees for shade. Some comments expressed their hope that tourism at Biru Sehati Beach in Tanjung Piayu will continue to develop and improve in the future.

Besides the lack of facilities, there is untapped tourism potential at Biru Sehati Beach. Based on initial observations conducted by researchers on site, the untapped potential lies in the hilly area. Meanwhile, its higher location allows visitors to view the panoramic seascape surrounding Tanjung Piayu Laut more broadly. This could be a unique characteristic of Biru Sehati Beach, Tanjung Piayu Laut. The underutilization of tourist attractions is evident not only at Biru Sehati Beach but also in other coastal tourist areas in Indonesia. As written by Adibrata et al., (2023), that the potential in the coastal tourism sector, which includes transitional areas between terrestrial and marine ecosystems affected by changes on land and at sea, has not been optimally utilized and developed. The researchers also stated that the tourism sector has a fairly large role in increasing local economic growth, therefore it is necessary to develop coastal tourism.

Based on the secondary data collected, several issues at Biru Sehati Beach, Tanjung Piayu, need to be addressed. First, the coastal tourism potential of Biru Sehati Beach, Tanjung Piayu, located in the hilly area, remains underutilized. Second, the availability of facilities is inadequate to accommodate the number of visitors during peak periods. Therefore, development is needed to attract more tourists to the beach in Kampung Tua Tanjung Piayu. An increase in tourist numbers will create jobs for local residents. This aligns with the role of tourism as a strategy for improving a region's economy, as mentioned by (Aliansyah & Hermawan, 2021). In addition to the shortcomings found at the tourist site, researchers also found a lack of in-depth exploration in previous literature regarding the potential attractions at Pantai Biru, Tanjung Piayu, particularly in terms of the provision of supporting facilities for tourism activities.

To solve the problems at Biru Sehati Beach, Tanjung Piayu, it is necessary to conduct this research which aims to find out what facilities are already available at Biru Sehati Beach; identify additional facilities needed to support tourism activities at Biru Sehati Beach; understand tourist preferences in choosing tourist destinations; and determine the concept of facility development that can be applied at Biru Sehati Beach.

Literature Review

A. Coastal Tourism

According to Heryati, coastal tourism is an area that has tourism potential, for example tourist attractions with cultural value, diversity, and man-made products (Hermawan et al., 2024). Yonvitner et al., (2016), also conveyed a similar point, writing that coastal ecosystems are suitable as tourism destinations due to their stunning natural beauty. Other research states that coastal tourism is a form of recreational activities in coastal areas. For example, enjoying the natural panorama on the beach, tourist activities at sea such as swimming, diving, and fishing. These activities are significantly influenced by the coastal ecosystem and environment, which is covered by mangrove plants, coral reefs, and the earth's surface covered by the beach (Hall, 2001). Coastal tourism is needed as a space green open spaces, especially in the Kampung Tua of Tanjung Piayu area, to support interaction between residents so as to build a sense of togetherness (Aguspriyanti et al., 2021).

B. Tourism Development

According to Prathamaet al., (2020), in their research, explained that sustainable tourism is defined as tourism development that can meet the demands of tourists and coastal residents as residents of the area, while still preserving the environment so that it can still be enjoyed in the future. Mokoginta et al., (2020), implemented a marine tourism area development strategy based on a SWOT analysis (strengths, weaknesses, opportunities, threats). From the analysis conducted, researchers produced 4 strategies in developing marine tourism areas. The four strategies in question are; SO strategy (strength-opportunity) by utilizing strengths to become opportunities,

WO strategy (weakness-opportunity) increase weaknesses so that they become opportunities, ST strategy (strengths and threats) maximize strengths to avoid existing threats, as well as WT strategies (weaknesses and threats) by minimizing weaknesses and avoiding threats. To create sustainable tourism with the understanding as conveyed by Prathama et al., (2020) can use SWOT analysis-based strategies such as those used by Mokoginta et al., (2020).

A study conducted by Febrianingrum et al. (2023) found that the provision of facilities is a crucial factor in developing coastal tourism in Purworejo Regency. Port facilities are crucial for the lives of coastal residents. Furthermore, seafaring activities can attract tourists tired of busy city life. Therefore, limited facilities can hinder the development of coastal tourism areas. A similar finding was also noted by Juliana & Sitorus (2022) in their study, which stated that the completeness of tourism facilities can impact image of a tourist destination, considering that there are needs that must be met when traveling.

C. Tourist Attractions

In Law No. 10 of 2009 concerning Tourism, Article 1, paragraph 5, a tourist attraction is stated as something that has unique beauty, has rich natural beauty and valuable cultural diversity, as well as human-made products that can be a destination for tourists to visit. In line with this, a study states that tourist attractions have a positive influence on tourist satisfaction with marine tourism (Acmad Gani, 2020). This means that to be able to attract tourists to come back, the quality of marine tourism products needs to be improved. According to Yoeti, (2002) things that can be reasons for tourists to visit a tourist location are tourist attractions. Such as natural coastal panoramas, beaches, and unique tourist attractions and have artistic value such as cultural festivals and architecture typical of tourist areas. This is supported by the results of a study that stated that improving the quality of infrastructure, facilities, and security at coastal tourist locations increases the level of visitor interest to be higher (Nursyamsu et al., 2023).

Research Methods

This study uses a qualitative research method, defined by Sahir S. H., (2021) as a research process that develops from the researcher's perspective on a phenomenon (research object). Before conducting the research at the specified time, the researcher first conducted a survey location. This is done as preparation by first identifying the characteristics of the location before data collection. The necessary information sources, also known as informants, are selected based on their suitability as informants. According to Sahir S. H., (2021), the criteria that must be met as informants are understanding the object being studied, being involved in the research activity, and the information must be objective. Informants who have met the aforementioned qualifications are tourists from Biru Sehati Beach. To obtain information from informants, researchers used observation and direct interview techniques. The type of interview used was a semi-structured interview, where questions begin with the research issue, with questions that are not necessarily the same for each participant and evolve based on the participant's answers (Sahir S.H., 2021).

The research instruments or tools used to collect data in this study include a list of questions related to the required information, a voice recorder, and visual documentation in the form of photographs. The variables in this study relate to existing facilities and the attractions at Biru Sehati Beach. The research variables obtained will serve as the basis for determining the necessary development concepts. After the required data is collected, qualitative data analysis will be conducted to obtain results that align with the objectives of this study and are presented descriptively. The data analysis process begins with summarizing and grouping data relevant to the objectives. Data are grouped based on the main problem formulated initially. The obtained data will then be presented descriptively in the form of a series of sentences that describe the research object from the actual data.

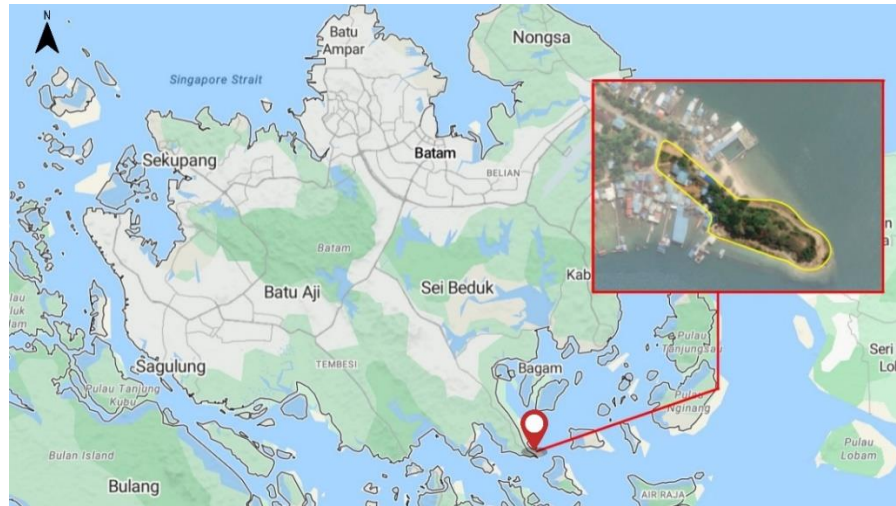


Figure 1. Biru Sehati Beach Location Map
Source: Bing Batam Map

Results and Discussion

Biru Sehati Beach is a coastal tourist destination in Tanjung Piayu Village, Sei Beduk District, Batam City. Its location in the Kampung Tua of Tanjung Piayu makes it a unique attraction, as it is part of Batam City's old district. From online research that researchers do earlier, this tourist destination has been around for over five years, and since then, facilities have been upgraded and the coastal tourism area has been gradually developed. Biru Sehati Beach has a unique topography, with a 5-meter-high hill located in the center of the land, surrounded by sandy beaches. However, the hill area in this area is underutilized, preventing tourists from enjoying its potential. The beach's location at the tip of the island offers panoramic sunrise and sunset views. The natural beauty is enhanced by the string of small islands surrounding Batam Island. Natural tourist attractions, complemented by supporting facilities to accommodate tourist activities, are a way to optimize tourism potential. Maximizing tourist attractions can create jobs for the local community. Locally based employment opportunities by maximizing regional potential mean that residents do not need to rely on external sources of employment.



Figure 2. Entrance to Biru Sehati Beach

1. Analysis of Available Facilities

The number of tourists visiting Biru Sehati Beach today is quite diverse, ranging from children and teenagers to adult citizens. In addition to individuals, the beach is also frequently chosen as a venue for activities by local communities. For example, during the time of this research, a community was engaged in an activity. They used the seating area as a space for their activities. According to one tourist, several other communities, such as members

of the Family Welfare Movement (PKK) and kindergarten teachers, also choose Biru Sehati Beach as a location for their activities.



Figure 3. Community Activities

Near the seating area, there's a shaded area without seats along the sandy beach. Tourists use the shaded area for picnics with friends or family, and some parents use it to keep an eye on their children playing in the sea. The shaded area is the most frequently used by tourists. This is because its location directly facing the sea offers a glimpse of the natural beauty and a more beachy feel. Next to the shaded area, there's a fishing area. This is quite rare in coastal tourist areas, but it's unique and a major attraction. The location's proximity to residential areas may be a factor in this activity. The provision of existing facilities can be assessed according to the needs of visitors, based on the description above.



Figure 4. Shady Area on the Beach

The aforementioned activities are supported by adequate tourist facilities. For those who want to swim in the sea, life jackets are available for rent and restrooms are available for rinsing off. Furthermore, to facilitate picnics on the sandy beach, mats are available for rent. Toilets are also provided. Islamic Prayer Room, and dining options complement tourists' recreational activities at Biru Sehati Beach. In addition to the complete facilities, the cleanliness and suitability of the tourist facilities are also maintained. This is evident in the provision of trash disposal facilities and the presence of cleaning staff. The beach offers opportunities for locals seeking to trade. Vendors sell everything from snacks to small items that can be taken home as souvenirs.



Figure 5. Local Traders

2. Suitability of Facilities to Visitor Needs

On holidays or weekends, the number of visitors is higher than on weekdays. Based on observations, the comparison between the number of visitors is quite high. The high intensity of visits on holidays increases the need for relaxation areas, especially shaded areas along sandy beaches. This is because these areas are the most popular with tourists. Furthermore, tourist attractions play a crucial role in increasing tourist interest. As stated in Law (2002), a tourist attraction is a man-made object that attracts tourists. This was also conveyed by tourists during interviews regarding their desire for additional shade along the beach to accommodate the large crowds of tourists on weekends.

On the other hand, researchers found areas that receive little attention from tourists but are quite disruptive to the zoning and aesthetics of the area. After paying the entrance fee, tourists using vehicles can park their vehicles anywhere without a designated parking space. This is problematic because vehicles parked in random locations, for example, in front of the seating area, can obstruct tourists' view of the panoramic ocean view. Another issue that arises is that accessibility for pedestrians is also hampered. To create a satisfying tourist environment, this certainly needs to be taken into consideration when designing a tourist area.



Figure 6. Vehicle Parking Without a Designed Parking Area

The majority of tourists visiting Biru Sehati Beach are local residents, particularly residents of Tanjung Piayu. Interviews revealed that the proximity and affordable entrance fee are the primary reasons tourists choose this destination. Compared to other beaches, Biru Sehati Beach is one of the most affordable. Besides the price and distance, reasons like the availability of a swimming area make this beach a suitable choice. Many of the tourists at Biru Sehati Beach are families bringing their children to play in the sea. Another consideration is there are no corals in the swimming area so it is safer for tourists when compared to other beaches with coral reefs in shallow areas.



Figure 7. Sandy Beach Area

Table 1. Analysis of Tourism Facility Needs Based on Visitor Interviews at Biru Sehat Beach

No.	Existing Conditions	Visitor Needs
1.	Seating area	Enough
2.	Shaded area	Need to be added
3.	Sandy beach and swimming area	Enough
4.	Parking area	Need to be built
5.	Toilet / ruang bilas	Enough
6.	Place to eat	Enough
7.	Fishing area	Enough

3. The Concept of Improving Facilities and Optimizing Tourism Potential

Based on an analysis of the tourist attractions at Biru Sehat Beach and interviews with visitors, it was found that existing facilities and area development are needed. This finding is supported by research conducted by Nursyamsu et al. (2023), which also stated that supporting tourism facilities are a key visitor attraction whose availability and maintenance require attention as part of efforts to promote local marine tourism.

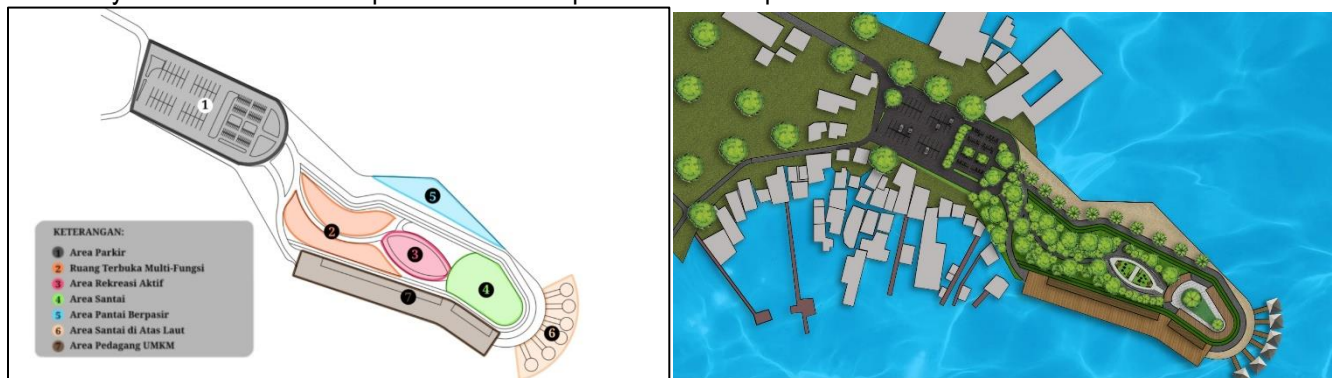


Figure 8. Zoning

Because development is based on visitor needs, researchers design facility developments that meet the needs of the location. Therefore, improvements are made to shaded areas by planting trees or installing artificial shade such as gazebos or canopies. This development can be applied to parking areas and the use of hill-top areas as a photo spot and relaxation areas. The design's alignment with the function and needs of tourists is crucial to creating a sustainable area. The planned development is expected to increase the intensity of existing tourist visits and attract more visitors. This improvement aims to realize the role of coastal areas in increasing local incomes. This will enable residents to prosper by utilizing the resources available in their environment.



Figure 9. Parking Area Concept (left image) and Relaxation Area on the Hill (right image)

In addition to the parking area and the hill-top area, development is also being carried out on the southeastern beach. This area is not sandy, but surrounded by rocks and is deeper, making it impossible to use as a swimming area. After analyzing the tourism potential and land use, this section was designated as a relaxation area jutting out into the sea. The panoramic view of the hills across the sea has become a popular spot for tourists to enjoy the natural beauty of the Piayu Sea.

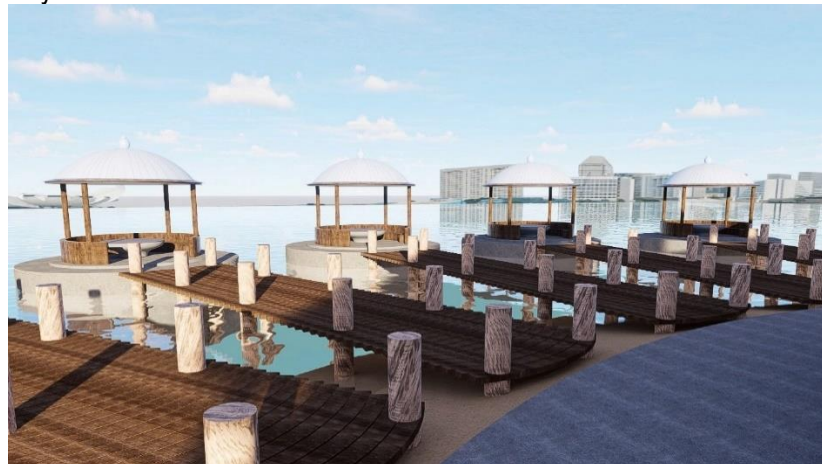


Figure 10. Relaxation Area on the Southeast Side of Biru Sehati Beach

On the west side, a trading area has also been designed for UMKM and interested local residents. This area was developed as a way to improve community welfare by providing a tourist area that serves not only as a recreational destination but also as a business opportunity. This aligns with previously planned objectives.

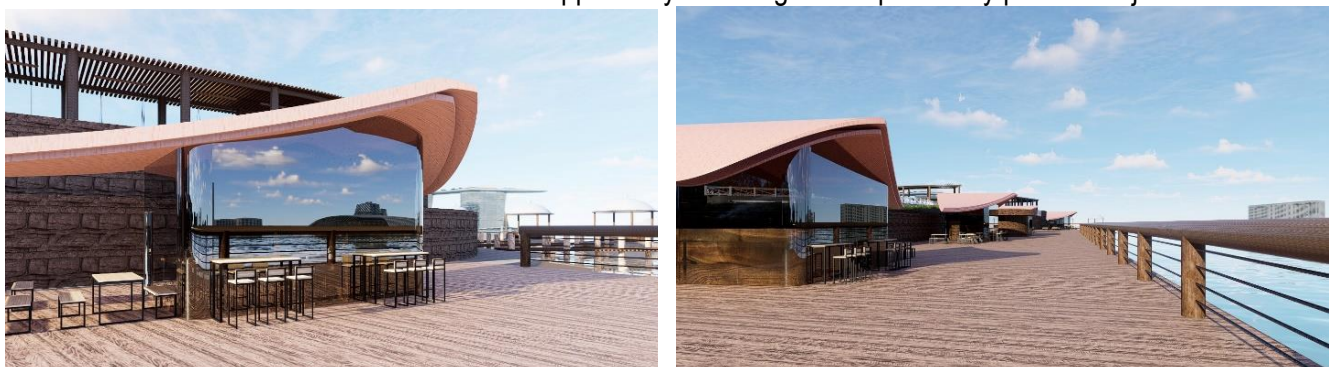


Figure 11. UMKM Trading Area

Conclusions

The lack of facilities to accommodate the large number of visitors during peak times such as weekends, as well as the importance of adequate supporting facilities to attract visitors, formed the basis of this research. To achieve the desired results, this study began with site observations and was supported by data from interviews with visitors. The results obtained include the provision of an integrated parking area, increased shaded areas and seating areas, and optimization of undeveloped hill areas with designs that can maximize visitor tourism activities. This study examines the development of potential tourist attractions, specifically the facilities, with the aim of providing an in-depth discussion. For a more comprehensive understanding, further research can examine other tourism potentials that can enhance and maximize the use of tourist destinations as public spaces based on the preferences of visitors as the primary target of the tourist area.

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