

Balangan Beach Tourism Development Strategy as a Beach Tourism Destination

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ABSTRACT

Tourism is a travel activity that involves people with the aim of getting pleasure and fulfilling their desire to know something new within a certain period of time. Tourism development is an effort to make tourism objects more attractive. The purpose of this study is to determine the condition of Balangan Beach and to know the strategy of developing Balangan Beach as a coastal tourism destination. This research was conducted in January 2022 using descriptive methods and qualitative approaches, as well as data analysis using SWOT analysis. The results obtained in this study are that the condition of the beauty of Balangan Beach tourism in general can be said to be still very good, as seen from the potential tourist attractions on this beach that are still maintained, such as natural and beautiful beach cliffs, brownish white sand, and high waves. The results of the SWOT analysis obtained are in quadrant I with values 1,464 and 0,578. The strategy that can be used for tourism development is the SO (strength and opportunity) strategy. Where is the SO strategy which consists of preserving nature by providing trash bins at crowded points for visitors and carrying out routine beach cleaning activities as well as increasing public acceptance of tourists by providing service training with the community, beach managers and investors working together to help develop tourism on the coast. Balangan by providing basic and supporting facilities and infrastructure and expanding road access to the beach as well as improving the quality of human resources (HR), especially Balangan Beach managers and communities through training and counseling in the field of tourism development.

Keyword: - Tourist Attraction, Balangan Beach, SWOT

1. INTRODUCTION

Tourism is a travel activity that involves people with the aim of getting pleasure and fulfilling the desire to know something new within a certain period of time. Tourism has progressed very rapidly and every year the role of tourism is increasing. Tourism can also provide a direct impetus to the development or improvement of a tourist area (Suryadana, 2015). Therefore, much needs to be done to develop tourism potentials, especially in Indonesia. One example of the tourism sector that is being intensively developed is beach tourism.

The beach is a land and its waters where the area is still influenced by both land and marine activities. The beach is one of the most popular tourism sectors to be visited by the public. Beaches with interesting tourist objects can be a potential because they can invite more visitors. These beach attractions include natural beauty and cultural attractions. This encourages the government to pay more attention to the coastal tourism sector and make various efforts to promote tourism, such as maintaining the environment for coastal tourism objects and managing the environment, so that it is expected to be able to invite tourists from both domestic and foreign countries. To support a coastal area that can be recognized by the public, a development strategy in the coastal tourism area is needed (Wisyasmi, 2012).

Tourism development is an effort to make tourism objects more attractive. One example of a natural tourist attraction is beach tourism. Many coastal tourism objects are developed because they can increase tourist visits. There are many beaches that have been developed and have good tourist attractions so that many new tourist destinations have sprung up. Each tourist destination has its own characteristics that make these tourist destinations

different from others. More and more coastal areas have been developed into tourist destinations, so that competition between tourist destinations cannot be avoided (Yudya, 2014). One of the most famous tourism areas in Indonesia is the island of Bali.

The island of Bali has abundant cultural assets and natural beauty. Tourism in Bali is famous for its tourist attractions, both natural, cultural, and artificial. Many foreign or domestic tourists come to Bali for a vacation, so it's no wonder that Bali has a lot of tourist destinations. One of the beach tourism in Bali is Balangan Beach. Balangan Beach is located in Ungasan Village, Jimbaran. Balangan Beach has great potential to become a tourist destination in Bali because of its strategic location and close to I Gusti Ngurah Rai airport and has very interesting natural attractions (Pamungkas, 2018). One of the interesting tourist attractions to visit on Balangan Beach is a very beautiful beach panorama with coastal cliffs which are often used as pre-wedding locations, but the potential of Balangan Beach still needs to be developed again. Balangan Beach is visited by many tourists, but Balangan Beach has not become one of the coastal tourist destinations for domestic and foreign visitors. As it develops and there are more and more new tourist destinations, tourist visits to Balangan Beach are decreasing.

Therefore, it is necessary to conduct research to determine the strategy of developing Balangan Beach so that it can be handled by both the manager and the government so that Balangan Beach can become one of the beach tourism destinations in Bali.

2. METHODOLOGY

2.1 Data Analysis

2.1.1 Instrument Quality Test

The research instrument quality test is a test conducted to determine the validity or validity of an evaluation instrument to be used in obtaining research data. The quality test of this instrument is carried out to see whether the question is feasible or not to be used as an instrument in research. To test the quality of the instrument, two tests were used, namely the validity test and the reliability test.

1. Validity Test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the question or statement on the questionnaire is able to reveal something that will be measured by the questionnaire. So, validity is measuring whether the questions in the questionnaire that have been made can actually measure what is intended to be measured. The validity test can be known by looking at r count, if r count $>$ r table = valid and r count $<$ r table = invalid (Ghozali, 2013).

$$r_{xy} = \frac{n \sum x_i y_i - \sum x_i \sum y_i}{\sqrt{(\sum x_i^2 - (\sum x_i)^2)(\sum y_i^2 - (\sum y_i)^2)}}$$

Information:

r^{xy} : correlation coefficient between variables X and Y

x^i : the i -th data value for the variable group X

y^i : the i -th data value for the variable group Y

n : a lot of data

In the validity test, a two-way test was used with a 95% confidence level or a significance of 5% or 0.05 to see the r table with degree of freedom (df) = $n-2$. In this case (n) is the number of samples. This study uses the number of samples (n) = 95 so that the df can be calculated as $95-2 = 93$, with $df = 93$ and $= 0.05$ so that r table = 0.201. Based on as many as 12 questions posed, it was found that all questions had met the validity requirements, where r count $>$ r table. These results can be seen in table 2.1.

Table 1. Validity test

Item Question	rcount	rtable	Description
1	0.445	0.201	valid
2	0.310	0.201	valid
3	0.628	0.201	valid
4	0.322	0.201	valid

5	0.444	0.201	valid
6	0.415	0.201	valid
7	0.284	0.201	valid
8	0.322	0.201	valid
9	0.206	0.201	valid
10	0.279	0.201	valid
11	0.293	0.201	valid
12	0.262	0.201	valid

2. Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator of a variable (Ghozali, 2013). A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time. Respondents' answers to this question are said to be reliable if each question is answered consistently or the answers cannot be random because each question wants to measure the same thing. If the answer to this indicator is random, it can be said that it is not reliable.

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Information::

r_{11} : Reliability Value

k : lots of questions

$\sum \sigma_b^2$: number of item variance

σ_t^2 : total variance

According to Ghozali (2016) the category of reliability coefficients is grouped into 5, namely as follows:

- 0.80 < r_{11} 1.00 very high reliability
- 0.60 < r_{11} 0.80 high reliability
- 0.40 < r_{11} 0.60 moderate reliability
- 0.20 < r_{11} 0.40 low reliability.
- -1.00 < r_{11} 0.20 very low reliability (unreliable)

Measurement of reliability is done by measuring the correlation between answers and questions. The tool to measure reliability is Cronbach Alpha. In reliability testing, the results of the Cronbach alpha value (r_{11}) are $0.342 < 0.40$, so it can be said that the reliability value in this study is in the low category. These results can be seen in table 2.

Table 2. Reliability Test

Question Items	Item Variance
1	0.422
2	0.337
3	0.708
4	0.938
5	1.010

6	0.828
7	0.404
8	0.840
9	0.381
10	0.856
11	0.754
12	0.975
Total Item Variance	8.453
Total Variance	12.308
cronbach alpha (r11)	0.342

2.2 SWOT Analysis

The data analysis technique used in this research is SWOT analysis. SWOT analysis is a way to identify various factors in a structured way. By using a SWOT analysis, it can be seen that the strategy for developing tourism objects in increasing tourists is based on strengths, weaknesses, opportunities, and threats (Rangkuti, 2016). The SWOT analysis is identified based on internal factors and also external factors which are compiled in the SWOT matrix and then the right strategy will be found according to the level of importance.

1. IFAS & EFAS (Internal factor analysis summary & external factor analysis summary)

In the internal analysis to evaluate the strategic factors, the IFAS (Internal Factor Analysis Summary) matrix is used which consists of strengths and weaknesses. Determination of the weights on the IFAS matrix using the formula according to Rangkuti (2014) as follows and the stages of making the IFAS matrix as shown in Table 1.

$$\text{Point} = \text{Ns1}/(\text{Sn}+\text{Wn})$$

Ns1 = Total strengths 1 value

Sn = Total Strength Points

Wn = Total Weakness points

Table 3. IFAS (Internal Factor Analysis Summary) Matrix

Internal Factor	Point	Rating	Score
Strength	X	X	X
Weakness	X	X	X

Source: (Rangkuti, 2014)

In the external analysis to evaluate the strategic factors, the EFAS (External Factor Analysis Summary) matrix is used which consists of opportunities (Opportunities) and threats (Threats). Determination of the weights on the IFAS matrix using the formula according to Rangkuti (2014) as follows and the stages of making the EFAS matrix as shown in Table 2.

$$\text{Point} = \text{No1}/(\text{On}+\text{Tn})$$

No1 = Total opportunity value 1

On = Total opportunity value

Tn = Total Threats

Table 4. Matriks EFAS (Eksternal Factor Analysis Summary)

Opportunity Factor	Point	Rating	Score
Opportunity	X	X	X
Threats	X	X	X

Source: (Rangkuti, 2014)

The formula used to determine the rating on the IFAS and EFAS matrices is as follows:

$$\text{Rating} = (\text{Total Number of Respondents' Answers}) / (\text{Number of Respondents})$$

The formula used to determine the score on the IFAS and EFAS matrices according to Rangkuti (2014) is as follows:

$$\text{Score} = \text{Points} \times \text{Rating}$$

2. SWOT Matrix

In Rangkuti (2017) the tool used to compile the factors of the development strategy is the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced can be adjusted to their strengths and weaknesses. This matrix produces four sets of possible alternative strategies. SO (strength-opportunity) strategy is a strategy that is used to utilize all strengths to seize and take advantage of maximum opportunities, ST (strength-threat) strategy this strategy uses strength to overcome threats, WO (weakness-opportunity) strategy, this strategy is used to take advantage of existing opportunities by minimizing existing weaknesses, and the WT (Weakness-Threat) strategy is used to minimize existing weaknesses and avoid threats (Rangkuti, 2017).

3. SWOT Quadrant

According to Rangkuti (2017), the SWOT analysis is divided into four quadrants, each of which has a different strategy in each quadrant.

A. Quadrant I

Quadrant I is a quadrant that describes a situation that is very good because it has strengths that can be used to seize profitable opportunities.

B. Quadrant II

Quadrant II is a situation where a region faces a threat but has a strength that can still be relied on. Therefore quadrant II can be used as a diversification strategy or an innovation strategy.

C. Quadrant III

This situation illustrates that an area is experiencing weaknesses in various internal aspects, so that the desired opportunities are difficult to achieve.

D. Quadrant IV

In this situation, it describes a very bad situation because it has various internal weaknesses arising from external threats, so defensive strategies are used such as downsizing, reduction or efficiency in all areas of activity.

3. RESULTS

3.1 Overview

Balangan beach is one of the beach tourism in Bali. Balangan Beach is located in the Ungasan Village area in the district of South Kuta, Badung Regency, Bali Province. Balangan Beach is 18 km from Bali Ngurah Rai International Airport and 25 km from Denpasar city. Based on google maps Balangan Beach has the following regional boundaries:

- a. North side: Indian Ocean
- b. To the east: Banjar Cengiling
- c. To the south: Bingin Pantai Beach
- d. West side: Indian Ocean

Balangan Beach is one of the beaches that has a very strategic location and its natural sustainability is still maintained. Balangan Beach is a beach that has not been managed by the local government because land ownership

in this beach area is still individual, so this beach is still managed by the community. Many people make their land ownership a livelihood such as opening cafes, stalls, surfing schools, lodging, and making the land a parking area. Therefore, Balangan Beach is the main livelihood for the people around this beach.

The object of the Balangan Beach tourist attraction in question is everything that supports the development of tourism activities. There are tourist attractions such as wide coastal cliffs, clear water, brownish white sand, and big waves. Common activities that tourists often do when this beach is sunbathing, playing with sand, swimming and walking around the beach, enjoying the natural scenery and sunset, doing camping and grilling activities, surfing and enjoying the culinary delights around Balangan Beach. The cliff location of Balangan Beach is often used as a pre-wedding location because the cliff views directly lead to the beach.

3.2 SWOT Result Analysis

The identification of the SWOT results is carried out using the IFAS factor and the EFAS factor which consists of the variables of strengths, weaknesses, opportunities and threats. The IFAS and EFAS factors obtained are as follows:

1. IFAS Factor (Internal Factor Analysis Summary)

A. Strength

1. Panorama of the unspoiled and beautiful Balangan Beach
2. Brownish white sand beach
3. Adequate road access conditions to the beach

B. Weaknesses (weaknesses)

1. Marketing of beach tourism objects that have not been optimal
2. Beach security that is still not maintained
3. Inadequate coastal facilities and infrastructure

2. EFAS Factor (External Factor Analysis Summary)

A. Opportunity

1. The warm welcome of the community that affects the level of tourist visits
2. The right beach tourism for tourism business investment
3. To support the local community's economy

B. Threats

1. The Covid-19 pandemic causes a decrease in visitors
2. Existence of postage from December to January 2022
3. No organization has been established for coastal management

3.3 IFAS (Internal Factor Analysis Summary) Matrix

The results of the analysis of the strengths and weaknesses of the internal factors obtained the Rating and Weight values, the recapitulation of the results of the questionnaire regarding the data can be seen in Appendix 3. After that, the calculation of the rating value and weight value was carried out so that the IFAS value was obtained. The data from the IFAS calculation can be seen in Table 5.

Table 5. IFAS Matriks

NO	STRENGHT	POINT	RATING	SCORE
1	Panorama of the unspoiled and beautiful Balangan Beach	0.234	4	0.827
2	Brownish white sand beach	0.234	4	0.827
3	Adequate road access conditions to the beach	0.174	3	0.453
SUBTOTAL		0.642		2.106
WEAKNES		POINT	RATING	SCORE
1	Marketing of beach tourism objects that have not been optimal	0.113	2	0.191

2	Beach safety that is still not maintained	0.126	2	0.239
3	Inadequate beach facilities and infrastructure	0.119	2	0.213
SUBTOTAL		0.358		0.642
TOTAL IFAS		1		2.742

The table above shows that the panorama of Balangan Beach which is still natural and beautiful and the beach sand is brownish white on the strength factor has the highest score of 0.827. While the weakness factor (weakness) of beach security that is still not maintained has the highest score of 0.239. In the subtotal score on the IFAS matrix, the weakness factor has a lower score of 0.642 than the score on the strength factor, which is 2.106. So that the strength factor is more influential than the weakness factor in determining the strategy of developing Balangan Beach tourism as a coastal tourism destination.

3.4 Mariks EFAS (External Factor Analysis Summary)

The results of the analysis of the opportunities and threats of external factors from the strategy of developing Balangan Beach tourism as a coastal tourism destination obtained rating and weight values. The results of the questionnaire recapitulation of the data can be seen in Appendix 3. After that, the rating and weight values are calculated so that the EFAS value is obtained. The results of the EFAS calculation can be seen in Table 6.

Table 6. EFAS Matrix

NO	OPPORTUNITY	POINT	RATING	SCORE
1	The warm welcome of the community that affects the level of tourist visits	0.185	3	0.583
2	The right beach tourism for tourism business investment	0.170	3	0.493
3	To support the local community's economy	0.198	3	0.664
SUBTOTAL		0.553		1.740
	THREAT	POINT	RATING	SCORE
1	The Covid-19 pandemic has caused a decrease in visitors	0.172	3	0.504
2	Availability of postage from December to January 2022	0.160	3	0.437
3	No organization has been established for coastal management	0.114	2	0.221
SUBTOTAL		0.447		1.162
TOTAL EFAS		1		2.893

From the results above, it shows that as a supporter of the local community's economy, the opportunity factor has the highest score of 0.664. Meanwhile, the threat factor (threat) of the Covid-19 pandemic causing a decrease in visitors has the highest score of 0.504. In the subtotal score of the EFAS matrix, the opportunity factor (opportunity) has a greater score of 1,740 compared to the threat factor, which is 1,162. So that the opportunity factor is more influential on the strategy of developing Balangan Beach tourism as a coastal tourism destination.

3.5 SWOT Analysis Matrix

The preparation of strategic factors for developing Balangan Beach tourism using the SWOT Matrix. Balangan Beach development strategy is determined by a combination of internal and external factors that produce four strategies including WO, SO, WT and ST strategies. The formulation of the strategy can be seen in Table 7.

IFAS	Strength	Weakness
	<ol style="list-style-type: none"> 1. Panorama of the unspoiled and beautiful Balangan Beach 2. Brownish white sand beach 3. Adequate road access conditions to the beach 	<ol style="list-style-type: none"> 1. Marketing of beach tourism objects that have not been optimal 2. Beach security that is still not maintained 3. Inadequate coastal facilities and infrastructure
EFAS	SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. The warm welcome of the community that affects the level of tourist visits 2. The right beach tourism for tourism business investment 3. To support the local community's economy 	<ol style="list-style-type: none"> 1. Preserving nature by providing trash bins at crowded points for visitors and conducting routine beach cleaning activities as well as increasing public acceptance of tourists by providing service training with the community. 2. Beach managers and investors work together to help develop tourism on Balangan Beach by providing basic and supporting facilities and infrastructure. 3. Expanding road access to the beach and improving the quality of human resources (HR), especially Balangan Beach managers and communities through training and counseling in the field of tourism development. 	<ol style="list-style-type: none"> 1. Increase marketing on Balangan Beach assisted by the local government and increase interaction between the community and visitors. 2. Attract investors to develop marketing and improve beach safety by forming a team of security officers. 3. Equip basic and supporting facilities and infrastructure assisted by the local community as a supporter of the economy.
Threat	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. The Covid-19 pandemic has caused a decrease in visitors 2. Availability of postage from December to January 2022 3. No organization has been established for coastal management 	<ol style="list-style-type: none"> 1. Implement and monitor local public and tourist health protocols. 2. Increase the availability of cleaning facilities by adding trash bins and cleaners. 3. The community and the government cooperate in the management of Balangan Beach 	<ol style="list-style-type: none"> 1. Establish cooperation between the community and the government to promote beaches during the pandemic. 2. Maintain the cleanliness of the beach environment and form cleaning and security officers at Balangan Beach. 3. Adding facilities and infrastructure and forming an organization in coastal management.

3.6 Quadrant of SWOT Analysis

From the results of the calculation of internal and external factors obtained the following values:

1. Total score for strength factor : 2.106
2. Total score for weakness factor : 0.642
3. Total score for probability factor : 1,740
4. Total score for threat factor : 1.162

The total score obtained from internal factors is 2,748 while the total score for external factors is 2,902. From these results, it can be seen that the score of external factors is greater than the score of internal factors, so it can be concluded that external factors are more influential in the strategy of developing Balangan Beach tourism as a coastal tourism destination.

The calculation of internal and external factors is used to determine the coordinates or SWOT quadrant. In determining the SWOT quadrant there is an X axis and a Y axis where the X axis is a strength factor and a weakness factor and the Y axis is an opportunity factor and a threat factor. The X-axis is obtained from the difference between the total scores of strengths and weaknesses, while the Y-axis is obtained from the total scores of opportunities and threats. For the calculation of the X and Y axes as follows:

X Coordinate Value : $2.106 - 0.642 = 1.464$

Y Coordinate Value : $1.740 - 1.162 = 0.578$

From the calculation results above, the coordinates of the SWOT quadrant for the Balangan Beach tourism development strategy are (1,464 and 0.578). The diagram of the results of this quadrant can be seen in Figure 1.

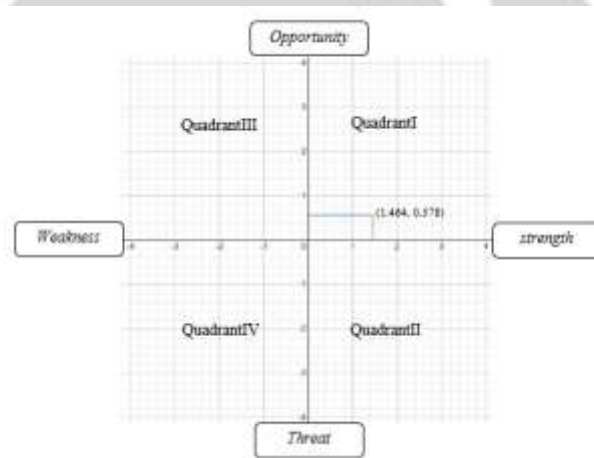


Figure 1. SWOT Analysis Quadrant

From the SWOT analysis quadrant matrix above, it can be seen that the Balangan Beach tourism development strategy is in quadrant I so it is said that the Balangan Beach tourism development strategy has very favorable conditions. In this case, Balangan Beach tourism has great opportunities and strengths to be developed. Where the strategy that can be suggested for this development is the SO (strength and opportunity) strategy, which is a strategy that uses strength to take advantage of opportunities. The suggested strategies for the development of Balangan Beach tourism are:

1. Preserving nature by providing trash bins at the point of crowds of visitors and carrying out routine beach cleaning activities as well as increasing public acceptance of tourists by providing service training with the community.
2. Beach managers and investors work together to help develop tourism in Balangan Beach by providing basic and supporting facilities and infrastructure.
3. Expanding road access to the beach and improving the quality of human resources (HR), especially Balangan Beach managers and communities through training and counseling in the field of tourism development.

3.7 Balangan Beach Tourism Development Strategy

In determining the strategy for developing Balangan Beach tourism based on the results of the SWOT analysis, it shows that the development strategy lies in quadrant I. According to Darmawan (2019) this position indicates that quadrant I has strengths and opportunities for better development. The strategy that can be used is the SO strategy (strength and opportunity). SO strategy is a strategy that uses strengths to take advantage of opportunities. According to Mokoginta et al, (2021) the planning of SO is considered to have a high priority. The purpose of

developing Balangan Beach tourism is to provide benefits to the community, government and tourists. With the development of tourism is expected to improve the economy, especially the economy of the people who are in tourist areas. The formulation of the results of the SO (strength and opportunity) strategy suggested in the development of Balangan Beach tourism, namely:

1. Preserving nature by providing trash bins at the point of crowds of visitors and carrying out routine beach cleaning activities as well as increasing public acceptance of tourists by providing service training with the community.

Balangan Beach is a coastal tourist area that is still preserved in its natural preservation. This can be seen from the cliffs and sand beaches that still look natural. Preserving the natural surroundings is not the responsibility of one or two people alone, but includes all aspects of society or tourists are also responsible for environmental sustainability. Communities and managers can work together by providing trash bins at crowded visitor points and carrying out regular beach cleaning activities. This activity needs to be done in order to maintain the preservation of nature around the beach so that Balangan Beach can still be a tourist attraction for visitors.

In addition to preserving nature, the welcome of the community is also important in the development of a tourism area. The community has an important role as executor where the community is the party that initiates the implementation and development of tourism until the realization of a tourist attraction (Herdiana, 2019). The community also plays a role as a participant in which the community participates in the tourism development process, so that the community needs to be given service training in order to provide good service to tourists. With good interaction between the community and tourists, it will have an impact on the level of visitor arrivals. According to Aida (2019), tourism activities need public awareness and attention to tourists so that it will facilitate communication between the community and visiting tourists, so that tourists will feel welcome.

2. Beach managers and investors work together to help develop tourism in Balangan Beach by providing basic and supporting facilities and infrastructure.

Investors have an important role in the progress of tourism, the presence of investors can certainly help in the development of existing tourist objects. Prior to the Covid-19 pandemic, Balangan Beach was one of the targets of investors, this is because of the objects and attractions that this beach has. Attracting the attention of investors for the development of Balangan Beach is one of the right strategies, such as making a surfing school, renting surfing equipment and beach umbrellas, making tour packages, providing transportation services, etc. Thus, it is hoped that tourists will also be more interested in coming to visit (Arfiyanto, 2021). In addition to being profitable for investors, this can also be profitable for tourists who come to visit, as well as beneficial for local people who get jobs, and of course profitable for the local government and local traditional villages because of the increasing number of visitors who come to visit. According to Arliman (2018), investors in tourist areas can increase the income of a tourist area. With the investment, it will have a major impact on the facilities and infrastructure in a tourist area and also have an impact on the economy of the community around the tourist area.

3. Expanding road access to the beach and improving the quality of human resources (HR), especially Balangan Beach managers and communities through training and counseling in the field of tourism development.

Accessibility is one of the important means in the tourism industry, this is because accessibility makes it easy for visitors to reach a tourist attraction (Tauhid, 2022). The access road to Balangan Beach is quite good because it has a road width of ± 3 meters, but there needs to be an expansion of the road so that it can be passed by larger vehicles, because to go to this beach location can only be reached by car and motorbike, while for driving The bus service is still not possible to get to the Balangan Beach location. This accessibility is a very important requirement for tourism objects so that road access to a tourist location can be passed properly by various vehicles (Haryanti, 2017).

In addition to road access, human resources are important in the development of coastal tourism. Increasing human resources who have competency education in the field of tourism is very much needed to determine tourism development and promotion strategies (Indriastuti, 2021). Human resources in the tourist area of Balangan Beach are minimal, this can be seen from the average level of education of managers, both cafe managers, surf schooling and entrance ticket managers, which has an average last education of elementary-high school. Based on this fact, it is necessary to increase skills in providing services to tourists, as well as an understanding of tourism, so that people are able to provide good and professional services. According to Setiawan (2016), human resources play a role as a driver of tourism continuity, as a determinant of promotion strategies and as a determinant of competitiveness in the tourism industry.

4. CONCLUSIONS

Based on research conducted on Balangan Beach Tourism Development Strategy as a Coastal Tourism Destination Area, the following conclusions can be obtained:

1. Balangan Beach is a beach that is managed by the local community so that this beach has not been developed optimally either by the manager or the government. This can be seen from the lack of availability of basic and supporting facilities and infrastructure available on this beach. The condition of the beauty of Balangan Beach tourism, in general, can be said to be still very good, as seen from the potential tourist attractions on this beach that are still maintained, such as unspoiled and beautiful beach cliffs, brownish white sand, wide beach area, and land. open and clear waters are good, there are no harmful biota and has a water base material, namely sand.
2. The strategy for developing Balangan Beach tourism based on the SWOT analysis carried out is in quadrant I with a value (1,464 and 0.578). The strategy that can be used for tourism development is the SO (strength and opportunity) strategy. Where is the SO strategy which consists of preserving nature by providing trash bins at the point of crowds of visitors and carrying out routine beach cleaning activities as well as increasing public acceptance of tourists by providing service training with the community, beach managers and investors working together to help develop tourism on the coast. Balangan by providing basic and supporting facilities and infrastructure and expanding road access to the beach as well as improving the quality of human resources (HR), especially Balangan Beach managers and communities through training and counseling in the field of tourism development.

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