

## ANALYSIS OF THE POTENTIAL INTERACTION OF KARANGGONGSO BEACH FOR COMMUNITY EMPOWERMENT OF TRENGGALEK DISTRICT

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### ABSTRACT

*The focus of this research is to describe the tourist attraction of Karanggongso Beach for community empowerment in Trenggalek Regency, to identify the internal and external factors of the Karanggongso Beach tourist attraction, to analyze the strategy for developing a tourist attraction using SWOT. The impact of developing tourist attractions on community empowerment. The approach which is used in this research is qualitative approach, while the type of the research which is used is case study research. In this study, the data collection used was in-depth interviews, observations, field notes, and documentation. To find out the credibility of the data information which is collected from qualitative research so that it contains truth and can be justified, the researcher uses triangulation and expert opinion to check the validity of these findings. The research subjects were from the Trenggalek Tourism Office and Pokdarwis. In this study, the development strategy of the Karanggongso Beach DTW uses a SWOT analysis. IFAS matrix with a value of 1.02 and the EFAS matrix with a value of 1.28. Based on the SPACE matrix, it shows that the DTW Karanggongso Beach is aggressive because it is in quadrant I (SO).*

**Keywords:** SWOT analysis, DTW, Community Empowerment

### INTRODUCTION

Tourism is closely related to travel activities which are undertaken by tourists to seek pleasure. In carrying out their travel activities, tourists need not only various facilities and services, but also a tourist attraction which is an excuse for tourists to always want to return to travel. Tourist attraction is the most important thing in the sustainability of tourism because attractiveness is considered very important for a tourist destination (Chang & Lai, 2009). A tourist attraction (DTW) is anything that has uniqueness, beauty, and value for natural, cultural, and man-made wealth. Scenery and culture are among the topics that make a place attractive to tourists (Tommasini, 2013). However, if it does not have the power to attract people to enjoy its value, it will fail to become a tourist attraction. Therefore, tourist attraction (DTW) is a key factor for the sustainability of tourism in an area. One of the places that has a potential tourist attraction is Karanggongso Beach.

Karanggongso Beach with an area of about 4 ha and a length of 1 km is known as a white sand beach. This beach is located in Tasikmadu Village, Watulimo District, Trenggalek Regency, East Java. Karanggongso Beach was recorded as the place which is visited the most, when it is compared to other places. According to the Central Statistics Agency, the number of visitors from Karanggongso Beach in 2014 was 337,180 (BPS Trenggalek Regency, 2014). This means that tourism directly contributes to regional and national income. With the large role of tourism, the tourism sector can be used as an opportunity to increase national income (Sudarmiati, et al., 2017).

Karanggongso Beach is managed by the Trenggalek Tourism Office. Among the tourist objects that are managed, Karanggongso Beach is the only place which has a great potential for tourist attraction so that it becomes a tourist icon in Trenggalek Regency. (Becken, 2005) suggests that a tourist icon is the most important factor for a destination that attracts the attention of potential tourists. Karanggongso Beach has a tourist attraction in the form of beautiful beaches with white sand, gentle waves, traditional ceremonies of larung Sembonyo, food with seafood menus and products that are well known from the surrounding community, namely smoked fish.

Although Karanggongso Beach has a number of natural tourism potentials that can be relied on, most of them have not been fully exploited. The lack of tourism management can be seen from the condition of the tourism facilities and infrastructure in several tourist attractions that are incomplete and tend to be neglected, and also the low participation of the community regarding tourism. The problem of rubbish is often found around the Karanggongso Beach location so that it can pollute the environment and natural surroundings, considering that nature is the most important resource in tourism (Sutawa, 2012). This was getting worse because of landslides, especially in Watulimo District, while this area was the only access to Karanggongso Beach. In addition, the southern part of Trenggalek district, namely in the coastal area, is an area prone to tsunamis and tectonic earthquakes due to plate collisions (Trenggalek Perhub No. 26/2015).

In fact, tourism plays an important role in regional development and influences the lives of local communities both positively and negatively (Yu, 2011). As stated by (Jaafar et al., 2017) that tourism is able to create jobs so that it can contribute to local people's income.

If tourism is going to reach its potential in contributing to socio-economic development, it requires a skilled workforce so as to benefit from the employment and business opportunities that tourism provides (Kaplan, 2004). Basically, the sustainable participation and education of the people must be a key component in the tourism development process so that it can reduce adverse social and environmental negative impacts (Harrill, 2004). Therefore, efforts should always be made to educate local people about

the impact of tourism development on their communities (Cárdenas et al., 2015). "Educating and informing the local community will strengthen the tourism industry" (Byrd, 2007). This is because the long-term success of tourism depends on the support of the local population and their support for tourism (Gursoy et al., 2010). This is in line with (Jaafar et al., 2017) that community participation is an important part of their involvement in helping, protecting and preserving a tourist attraction area. As it states in the principles of tourism implementation, some of those are including preserving nature and the environment and empowering local communities (Perda Kabupaten Trenggalek No. 25/2016).

## METHOD

The approach which is used in this research is qualitative approach. The research type which is used in this research is a type of case study research. The research is carried out at the Karanggongso Beach tourist attraction located in Tasikmadu Village, Watulimo District, Trenggalek Regency and at the Office of Tourism and Culture of Trenggalek Regency. The key informants in this study are the Department of Tourism and Culture and the tourism awareness group (Pokdarwis). Supporting Informants are the Watulimo Government, the Village Head and the visitors. Secondary data or supporting data are obtained from several studies both literature, laws, journals which is taken from the internet where they are adjusted or related to the focus of the research. In addition, supporting data which are used are in the form of notes, archives, and documents regarding the Karanggongso Beach DTW as well as community empowerment activities that have been carried out by related agencies.

In this study, data collection which is used is in-depth interviews, observations, field notes, and documentation. To find out the credibility of data information which is collected from qualitative research so that it contains truth and can be justified, the researcher uses triangulation and expert opinion to check the validity of these findings, and Expert opinion is a form of validation that asks for comments or interpretations from experts or practitioners. In this context what is meant by expert opinion is the lecturers as thesis supervisors. The analysis used is a SWOT analysis. The SWOT matrix is used to identify internal and external factors. Then the position of the strategy and action is determined by using the SPACE Matrix.

## RESULTS AND DISCUSSION

### Karanggongso Beach Tourist Attraction

(DTW) Karanggongso Beach is categorized into four elements, namely natural, cultural, man-made and tourist attractions. The naturalness of the beach, white sand, and gently sloping waves make tourists always visit. (Tommasini, 2013) "Scenery and culture is one of the topics that make a place attractive to tourists". The sea anchoring culture or better known by the wider community as the Sembonyo culture. This culture is carried out by the local people every year on the Javanese month, namely the month of Selo.

Man-made products from the community around Karanggongso are famous in the form of smoked fish with various types of processed fish. Miniature boat crafts, souvenirs that are identical to Karanggongso Beach and special food with a seafood menu. In that area, what is called 'something to buy' must be available with the availability of facilities for shopping, especially souvenir items and local handicrafts as souvenirs.

At Karanggongso Beach, there are tourist attractions that are rarely owned by other beaches, namely water sports attractions in the form of banana boats, rolling donuts, and boats and tourist boats. This attraction is provided by the local community who are members of the tourism awareness group. (Becken, 2005) stated that a tourist icon is a major draw factor for a destination that attracts the attention of potential tourists. A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits (Permen Pariwisata No.14/2016).

### SWOT Analysis of Karanggongso Beach DTW

The tourist attractions of Karanggongso Beach include strength, weakness, opportunity and threat. SWOT analysis is the systematic identification of various factors to formulate a company strategy (Rangkuti, 2008). SWOT can be divided into two parts, the first part is SW, mainly used to analyze internal conditions, and the second part is OT which is used to analyze external conditions (Zhang, 2012).

### Internal Factor Analysis Summary (IFAS) DTW Pantai Karanggongso

The factor that makes Karanggongso Beach DTW will survive is the presence of strength by minimizing weakness factors. Strength is an eminence, virtue or advantage that other competitors do not have, while weakness is a measure that is owned by the Karanggongso Beach DTW. Based on the analysis results in the following table:

**Tabel IFFAS (Internal Factor Analysis Summary)**

<b>A. Strength</b>				
1.	Natural beach conditions	0,07	4	0,28
2.	White sand beaches	0,08	4	0,32
3.	Gentle waves	0,08	4	0,32
4.	The existence of tourist attractions	0,06	4	0,24
5.	Traditional ceremonies	0,05	3	0,15
6.	The existence of a superior product	0,06	4	0,24
7.	Availability of tourist facilities	0,05	3	0,15
8.	The existence of management regulations	0,07	4	0,28
9.	Community Empowerment	0,08	4	0,32
<b>Total</b>		0,6		2,3
No.	Description	Weight	Rating	Total Score
<b>B. Weakness</b>				
1.	The beach area is not large	0,06	2	0,12
2.	Weak parking spaces for vehicles	0,08	4	0,32
3.	Territorial ownership status	0,05	3	0,15
4.	There is a lot of trash	0,03	2	0,06
5.	Limited human resource	0,05	3	0,15
6.	Weak infrastructure	0,07	3	0,21
7.	The need for arrangement of stalls at the trade	0,07	3	0,21
8.	Weak ticket retribution management	0,04	2	0,08
<b>Amount</b>		0,4		1,3
<b>Total Amount</b>		1,00		3,6

(Source: Processed by Researchers, 2018)

#### External Factor Analysis Summary (EFAS) DTW Karangongso Beach

External factors of tourist attraction in Karangongso Beach consist of opportunities and threats. After conducting an analysis using external factors (EFAS), the tourist attraction of Karangongso Beach is listed in the EFAS table below:

**Tabel EFAS (Eksternal Factor Analysis Summary)**

<b>A. Opportunity</b>				
1.	Establishment of Pokdarwis	0,09	4	0,36
2.	Building a connecting bridge on the beach as an artificial tourist attraction	0,07	3	0,21
3.	Abundant fish catch	0,08	3	0,24
4.	Abundant forest plantation products from the community	0,06	3	0,18
5.	Karangongso Beach becomes magnet which attracts the tourists	0,09	4	0,36
6.	Karangongso Beach improves the economic level of the surrounding community	0,09	4	0,36
7.	Limited lodging capacity	0,08	3	0,24
<b>Jumlah</b>		0,56		1,95

**Continued Table of EFAS (External Factor Analysis Summary)**

No.	Description	Weight	Rating	Total Score
<b>A. Threat</b>				
1.	There are other tourist objects near the area	0,07	2	0,14
2.	The street vendors which are selling in random places	0,06	3	0,18
3.	The absence of a dock for tour boats	0,09	4	0,36
4.	Standardization has not been fully implemented by traders	0,08	2	0,16
5.	The presence of a tidal wave	0,06	1	0,06
6.	Road access to the beach is prone to landslides during the rainy season	0,03	1	0,03
7.	The local community is less aware of tourism	0,05	2	0,1

<b>Amount</b>	0,44	1,03
<b>Total amount</b>	1.0	2,98

(Source: Processed by Researchers, 2018)

**Matriks SWOT Matrics**

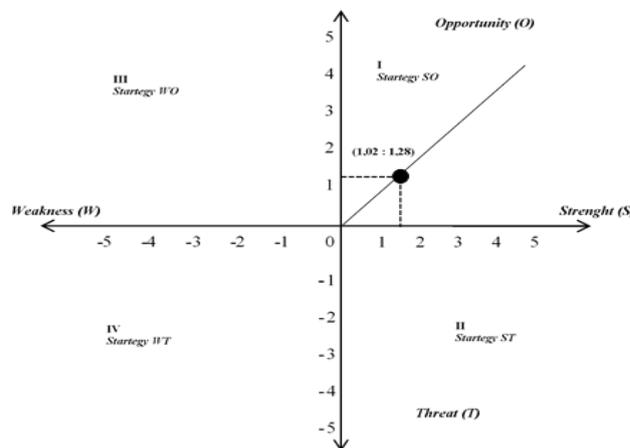
After getting the value of internal factors (IFFAS) and external factors (EFAS), a SWOT analysis was carried out. It was intended to determine the development strategy of the Karanggongso Beach DTW which included SO, WO, ST and WT.

**Matriks SPACE**

Determining the position of the Karanggongso Beach DTW by combining strengths, weaknesses, opportunities and threats so that the SPACE matrix coordinate points can be determined with the following calculations:

<b>Strenght</b> = $34/9 = 3,77$	<b>Threat</b> = $-15/7 = -2,14$
<b>Weakness</b> = $-22/8 = -2,75$	<b>Opportunity</b> = $24/7 = 3,42$
Y axis = Strength + Weakness	X axis = Threat + Opportunity
$= 3,77 + (-2,75)$ $= 1,02$	$= (-2,14) + 3,42$ $= 1,28$

Based on these calculations, it can be concluded that the position of the Karanggongso beach tourist attraction is at the coordinate point (1,02: 1,28). It is shown in the following matrix image:



The SPACE matrix is a framework with four quadrants to indicate whether a strategy belongs to the aggressive, conservative, defensive or competitive category that is most appropriate for a particular organization (Seppälä-Esser et al., 2009). The strategic position and action evaluation (SPACE) matrix is a four-quaternion framework that shows whether aggressive, conservative, defensive, or competitive strategies are appropriate for a particular organization (David, 2009). The SPACE matrix is used to determine the area, location or position of the Karanggongso Beach DTW. The value for strength is 34, weakness is -22 and the value for strength is added by weakness so that it produces a value of 1.02 which is used as the Y axis. Meanwhile, the value for opportunities is 3.42, while -2.4 is obtained for threats value. The value of the threat is added to the opportunity value which results in a value of 1.28 which is used for the X axis.

Then a coordinate point (1,02: 2,28) is found, which means the position of the Karanggongso Beach DTW according to the SPACE matrix is in the SO region (Stranght). Opportunity).

**IMPACT OF DEVELOPMENT OF TOURIST ATTRACTIONS ON COMMUNITY EMPOWERMENT**

**Growing Tourism Awareness**

In managing a tourist attraction that has a lot of tourist attractions without involving the community will not be able to run fully. To involve the community, it can be done by using a conscious tourism movement, that is by gathering the surrounding community in a group which is called the Tourism Awareness Group (Pokdarwis) to play an active role.

**Entrepreneurial Independence**

The existing DTW can be used to get involved in becoming business actors in tourist areas. The categories of business actors are divided into two things, namely food-based businesses and tourism-based businesses. The same thing was also stated by (Sutawa, 2012) showing that “community empowerment is the main key to developing community welfare through tourism.

### Increasing Economic Level

Almost all local people who join the tourism awareness group on Karanggongso Beach work as traders who depend on their livelihoods from the existing DTW by using them to trade products in the form of goods or services. So that it directly has an impact on increasing the economic level of the surrounding community. The same thing is stated by (Sutawa, 2012) stating that "participation in the benefits of tourism enables and encourages residents to gain economic benefits".

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of the research, identification, data processing, and analyzing strategies for developing tourist attraction by using SWOT to determine the tourist attraction of Karanggongso Beach, it can be concluded that: (1) The tourist attraction of Karanggongso Beach contains four elements, namely nature, culture, and man-made results. and tourist attractions, (2) The strategy of developing the tourist attractions of Karanggongso Beach after being analyzed by using the IFAS matrix obtained a value of 1.02 and the EFAS matrix value obtained a value of 1.28, (3) Based on the SWOT matrix and the SPACE matrix which have been carried out, it is shown that the power Karanggongso Beach tourist attraction is at the coordinate point (1,02: 1,28), which means that it is located in quadrant I (SO) which is between the strengths and threats so that between SO, WO, ST, and WT, the appropriate awareness strategy is a strategy SO, (4) The impact of the development of a tourist attraction on community empowerment is in three aspects, namely raising awareness of tourism and the power of self-reliance rian entrepreneurship, improving the economic level of the surrounding community.

### Suggestion

Based on the results of the research that has been done, the suggestions that can be conveyed from researchers to the Trenggalek Disparbud as the manager of the Karanggongso Beach tourism object in Trenggalek Regency are (1) Disparbud Trenggalek as the manager of the Karanggongso Beach tourism object can use tourism awareness groups as a means of conducting socialization and for empowerment, considering the obligation to always promote empowerment so that the community has the power of independence, being trained and aware of tourism, (2) To determine the appropriate development strategy for tourism attractions so that they are always competitive in managing in the midst of intense competition (3) to be able to establish cooperation with other agencies in carrying out empowerment to the surrounding community, considering the importance of the role of the surrounding community in the sustainability of tourist attractions on Karanggongso Beach.

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