

FEASIBILITY STUDY OF BIRU BEACH MANAGEMENT

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Abstract. *The tourism sector has an important role in increasing the economy in each region, therefore the government is given the right and authority to take advantage of the natural availability in the local area. The tourism industry, not only has an impact on regions but can also improve the Indonesian economy because income and the state increase. According to BPWS (Suramadu Tourism Development Agency), the island of Madura has an open opportunity as a tourism area. Madura has several advantages as a tourist destination, namely assuming the socio-cultural conditions of the Madra people, there are tourist objects of natural beauty that are quite interesting, have arts that are still growing and developing in society. Studies on the feasibility analysis of Blue Beach can assist in providing information regarding the feasibility of Blue Beach by analyzing management aspects. By analyzing one of these aspects, the feasibility of Blue Beach can be known and the results of this research will be beneficial to provide relevant information so that in the future the tourist area will be better and more focused and this area can be known more widely and attract local and outside tourists from Madura Island. . In this study, a qualitative research method was used, a descriptive approach.*

Keywords: *Blue Beach, Feasibility Study*

LATAR BELAKANG

Indonesia is one of the countries that have the nickname Archipelago Country which is well known in the world and is rich in natural resources and artificial resources. Indonesia has so many large and small islands that have the beauty of both land and sea which is very interesting to be enjoyed. Indonesia's geographical location between 2 continents and 2 oceans provides benefits for Indonesia which can be utilized for tourism objects and is the initial capital for developing and improving the tourism sector in Indonesia. Indonesia consists of various islands spread from Sabang to Merauke with a total of $\pm 17,504$ islands owned. Based on data from UNCLOS 1982, the total area of Indonesia's seas is 5.9 million km², consisting of 3.2 million km² of territorial waters and 2.7 km² of waters in the Exclusive Economic Zone, from the explanation above the area of these waters do not include the continental shelf. shelf) and a coastline of 95,181 km (Lasabuda 2013).

The tourism sector has an important role in improving the economy in each region, therefore the government is given the right and authority to take advantage of the natural availability in the local area. The tourism industry not only has an impact on regions but can also improve the Indonesian economy because the country's income increases. The local

community can feel the impact of the existence of a tourist area such as the existence of jobs, increased income, and the size of business opportunities. The impact of the tourism sector is not only in the economic field but in the sociocultural and physical environment fields. In the social environment, for example, increasing the knowledge of the local community, revitalizing local souvenirs or crafts, and increasing the language skills of the local community. Meanwhile, from the physical environment, for example, urban or village arrangement, visitor management, community empowerment, and conservation efforts (Apridia, Maya., n.d., 2021).

According to BPWS (Suramadu Tourism Development Agency), the island of Madura has an open opportunity as a tourism area. Madura has several advantages as a tourist destination, namely assuming the socio-cultural conditions of the Madurese people, the existence of tourist objects whose natural beauty is quite interesting arts that are still growing and developing in society (S.N. Linda 2016). *Hidden paradise* is the nickname of Madura Island because it has a diversity of historical tourism potential, natural tourism, cultural tourism, and religious tourism which are spread across 4 districts namely, Bangkalan, Sampang, Pamekasan and Sumenep (A Hafid 2020).

One of the tourism potentials on the island of Madura is located in Bangkalan Regency, namely on the Blue Beach in Telagabiru Village. Blue Beach is one of the beaches on Madura Island, precisely in Tanjung Bumi District, Bangkalan Regency. Many local and out-of-town tourists are interested in visiting this Blue Beach. Blue Beach has the potential of natural resources that support the survival and growth of regional tourism in a competitive manner which is expected to be able to have competitiveness and more value than other regions. Several factors cause a lack of development in the tourism sector in this area, such as the condition of tourism facilities which are still in the process of being developed. From the explanation above, according to a special concern in terms of planning and handling of coastal areas because coastal resources will continuously develop. To maximize and support the development of halal tourism in Indonesia, it is also necessary to pay attention to the readiness and feasibility of each tourist object owned by each region. This needs to be studied because it has great potential and many tourist objects so that it does not only become superior, but that it is followed up and developed. (Aulia 2017).

The data that the author got in the last 3 months, visitors to Blue Beach increased, especially in the month of Shawwal which coincided with the Eid al-Fitr holiday. However, there is still no feasibility study related to Blue Beach. Based on the first interview that the author conducted, a study on the feasibility analysis of Blue Beach can assist in providing information regarding the feasibility of Blue Beach by analyzing one of the aspects of the feasibility study, namely the management aspect.

KAJIAN TEORITIS

A. FEASIBILITY STUDY

According to Suwinto Johan, a feasibility study is a study to comprehensively and in-depth examine the feasibility of a business. A business can be called feasible or not by looking at the results of a comparison of all economic factors that will be allocated to a new business or business with the returns that will be obtained within a certain period. (Johan 2011).

According to Ibrahim, a feasibility study is a consideration for making a decision, whether an idea/project that is being planned or will be planned can be accepted or rejected. The definition of feasible here is the possibility that the business idea or project that will be implemented will provide benefits, both terms of financial benefits and in terms of social benefits. In terms of the assessment carried out as a financial benefit or in the sense of social benefits, it does not always describe properly in terms of financial benefits (Ramdan 2016). According to Andri Kristanto, the feasibility study is the most important stage because it involves several aspects of the newly proposed system. Meanwhile, according to O'Brien, a feasibility study is an initial study that is used to formulate the information needed by end users, resource requirements, costs, benefits, and feasibility of the proposed project. (Aulia 2017). There are five important objectives of conducting a feasibility study, namely: (Tomiani 2018)

a. Avoiding the Risk of Loss

In dealing with the risk of future losses there is a certain condition. In these conditions there is something that can be ascertained will happen or it will happen automatically without any certainty. In this condition, the function of the feasibility study is to minimize future risks, both risks that can be controlled or not.

b. Easy of Planning

In order to facilitate the implementation of the business, it is necessary to have various plans that have been prepared. The executors who work on the business already have guidelines that must be followed. The guidelines have been arranged systematically so that the business is carried out in accordance with the plans that have been arranged and can be on target.

c. Facilitate Work Implementation

Having a plan that has been prepared can facilitate the implementation of the business. The guidelines that have been owned must be followed by the implementers of the plan. So that the plans that have been arranged can be right on target.

d. Easy Supervision

Implementing a business plan in accordance with the plan that has been prepared, will make it easier for executors to supervise the course of the business. Monitoring needs to be done so as not to deviate from the plan that has been prepared.

e. Easy Control

If the implementation of the work has been carried out during the supervision stage, then if something happens it can be detected more quickly and control over the deviation can be carried out. The purpose of control is to control the implementation so as not to deviate from the plans that have been prepared in order to achieve the goals of the company.

The feasibility study has several aspects, one of which is management or technical and technological aspects. This technical aspect is related to the technical activities of the production process to be carried out. Meanwhile, the technological aspect relates to technological developments in the production process. With these aspects, it is intended that the technology to be used can increase effectiveness, efficiency, and economy.

Technical or operational aspects can also be known as production aspects. In feasibility research, this aspect is very important. In matters of determining the technical feasibility or

operation of a company regarding its technical/operational activities, if it is not properly analyzed, it will cause losses when running a business. The things that must be considered in this aspect include the problem of determining the location, the area of the location, the arrangement of the location of the facilities, and the facilities provided such as bathrooms, places of worship, and rides.

The goal in this aspect is that managers can determine the right location, determine the layout of the right place, can provide the facilities provided.

B. TOURISM FEASIBILITY STUDY

According to Pitana and Diarta, a tourism feasibility study includes several specific things that must be well understood if a tourism business is to maximize its potential for success. (Tomiani 2018). According to Lonthar A Kreck, in the process of maximizing tourism potential, it is necessary to have eligibility standards which are the criteria for whether or not a tour is feasible. Can be seen in the table below.

Table 2.1
Feasibility Standards for Tourism Destination Areas

| No | Criteria | Minimum Standard |
|-----------|--------------------|---|
| 1. | Object | There is one of the natural, social or cultural elements. |
| 2. | Acces | There are roads, facilities, routes, parking lots, and affordable parking prices. |
| 3. | Accommodation | Lodging services (hotels, guesthouses, inns, etc.) |
| 4. | Transportation | There is convenient, varied local transportation that connects access. |
| 5. | Catering Service | There are food and beverage services such as restaurants, restaurants, rice stalls, and others. |
| 6. | Leisure Activities | Some activities can be done at tourist sites such as swimming, surfing. |
| 7. | Learning | There is a place to buy souvenirs that are special or typical of tourist areas. |
| 8. | Communication | The existence of some kind of electronic device, a seller of credit vouchers, signal, and internet access in tourist spots. |
| 9. | Banking System | There is a place to take money or an ATM machine or the like at tourist attractions. |
| 10. | Health | There is a polyclinic closest to tourist attractions for tourists who may have illnesses. |
| 11. | Security | There are security guarantees provided by tourist attractions such as special security |

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|-----|------------------|---|
| | | officers, beach supervisors, attention signs, and guides to tourists. |
| 12. | Place of Worship | In tourist places, there must be facilities of worship for tourists. |
| 13. | Schools System | There are formal educational facilities. |
| 14. | Sport Facilities | There are sports facilities for tourists who want to exercise. |

Sumber: (Aisyah 2019)

In an effort to maximize tourism, there are factors that influence supply and demand (Pitana 2009).

a. Potential Demand Factor

Potential demand for tourism products can be estimated, such as the number of residents around tourist areas and the level of population density at tourist attractions.

b. Factors Tourist Attractions

In the tourism offer, four aspects must be considered, namely attraction, accessibility, amenities, and ancillary.

According to Arafah and Alamsyah, the tourism feasibility study is divided into seven aspects, namely: (Maharani 2016) attractiveness, accessibility, conditions of the socio-economic environment of the community, accommodation, supporting facilities and infrastructure, security, and relations with other tourist objects. Attractiveness, accessibility, conditions of the socio-economic environment of the community, accommodation, supporting facilities and infrastructure, security, and relations with other tourist objects.

RESEARCH METHODS

RESEARCH APPROACHES AND TYPES

The research method is a method used by a researcher to answer a research problem or problem formulation (Sarosa 2012).

The method used in this research is the descriptive qualitative method. The qualitative descriptive research method is a research method conducted whose main objective is to create an objective, systematic, and accurate picture or description of a condition or certain population area (Sulistyaningsih 2012). A Qualitative research is an approach that focuses on interpretive analysis and non-numerical analysis of social phenomena (Sulistyaningsih 2012).

In examining the problems that exist in this study used case study research. Case study research or what can be called field research is intended to focus on intensely studying the background of the current situation and the environmental interactions of a particular social unit (Sulistyaningsih 2012).

TYPES AND SOURCES OF DATA

This study uses two types of data, namely primary data and secondary data.

1. Primary data is data obtained from primary or primary sources, such as original data, first-hand information, or respondents. Information was obtained by looking at the condition of tourist objects and taking samples of tourist behavior.

2. Secondary data is data or information obtained indirectly from respondents but from third parties. In this study, all information was collected from journals, books, or other literature.

DATA COLLECTION TECHNIQUE

In research, a data collection process is the most important thing because the existence of data collection will determine the success or failure of the research. Accuracy and thoroughness are required in collecting data. In this study, data were collected using several methods, including:

1. Interview

An Interview is a process of obtaining information or data for research purposes by way of face-to-face questioning and answering between the interviewer and the person being interviewed (Sukandarrumidi 2012). In this study, interviews were conducted at the Tourism Office, Tanjung Bumi District, Telagabiru Village Head, tourist object managers, local communities, and tourists who were at the Blue Beach research location in Bangkalan Regency.

2. Observation

Observation is the observation and recording of an object directly on the object of study. Observation is the process of recording, selecting, changing, and coding a series of behaviors and situations related to the object of research (Riduwan 2013). Observations in this study were to see the physical conditions at the research location, namely the Blue Beach in Bangkalan Regency.

3. Documentation

Literature and documentation studies are data collection techniques focused on research subjects. Documents in the form of journals, books, video recordings, and photos (Sukandarrumidi 2012). In this study literature and documentation, studies were carried out with the aim of obtaining secondary data, such as concepts or guidelines in research.

DATA ANALYSIS

According to Bogdan, data analysis is a process of systematically searching and compiling data obtained from interviews, observations, field notes, and other materials, so that it can be easily understood and the findings can be informed to others (Sugiyono 2017). The nature of analysis in qualitative research is the decomposition of explanations of what phenomena occur (descriptive) accompanied by an interpretation of the meaning contained behind what appears (interpretive) (Mappiare 2009). This study using the Miles and Huberman model which has three stages, among others:

1. Data Reduction

Data reduction is data or information that is obtained and then summarized by selecting the main things, focusing on the important things, and looking for themes and patterns. So to proceed to the next process with reduced data provides a clearer picture and becomes easier.

2. Data Presentation

In the next process after doing data reduction then the data will be presented in various

forms. Generally in qualitative research data is presented in the form of brief descriptions, charts, relationships between categories, and the like. Miles and Huberman in this case argue that the data most often used in qualitative research is narrative text.

3. Conclusion

Drawing conclusions is a new finding that has never existed in the form of a description or description of an object that was still vague before so that when examined it becomes clearer, it can be in the form of casual or interactive relationships, hypotheses, or theories.

RESEARCH TIME AND LOCATION

This research will be carried out for 4 months from September to December 2022 which will take place at Pantai Biru, Jl. Telaga Biru Harbor No. 38, Cape. Bumi, Blue Lake, Tanjung District. Bumi, Bangkalan Regency, East Java, Postal Code 69156.

RESULT AND DISCUSSION

OVERVIEW OF BLUE BEACH

Blue Beach is one of the tours in Bangkalan Regency which is located in Telagabiru Village, Tanjung Bumi District. The location of this Blue Beach can be reached by land from the Suramadu National Bridge, about 64 km. Blue Beach has its own tourist attraction with rocks around the beach and lots of rides provided as well as many photo spots provided by the manager that can be used by visitors. Blue Beach began construction in 2018 and officially opened in 2019.

The development of Blue Beach is not as smooth as imagined. Many people and other village officials oppose the construction of Blue Beach, fearing that it will not have a good impact on the surrounding community. In addition, people are worried that not many tourists will visit Blue Beach. However, with the determination and optimism of the Head of Telagabiru Village, the construction of Blue Beach can proceed and begin operating in 2019. At first, the tourist object was a coastal area with the status of village treasury land which was used as a milkfish pond. At that time about 18 aquaculture areas were standing there. However, as time went on, the land was not maintained until it finally became a location for garbage and wastewater disposal from a market near Telagabiru Village. In the end, thanks to the determination and optimism of the Head of the Telagabiru Village, Pantai Biru has been able to run until now and has received support from the surrounding community because the unrest that the community thinks is proven to be incorrect and can have an impact on the surrounding community.

As time goes by, after starting to operate, the construction of the Blue Beach continues. Gradually various facilities began to be established. Therefore, many tourists are curious and come to Blue Beach without stopping. The following are the available facilities that make it an attraction for tourists:

a. Main Facility:

1. Parking Lot: Blue Beach has a fairly large and regular parking lot because it is separated between parking for two-wheeled vehicles and four-wheeled vehicles. And there are already parking guards who can direct tourists to park. So that the tourists who will come are not worried about the vehicles they are carrying. But unfortunately, there is still a lack of trees around the car park, causing heat for the driver who takes the tourists.

2. Toilet: Blue Beach provides two toilet facilities. The toilet is very important, especially for tourists, so it needs to be considered in terms of cleanliness and indeed the toilet is a place that must be kept clean. For this toilet, a fee of around Rp. 2,000 is withdrawn. However, the toilets provided have not been made separate for women and men due to limited land in tourist attractions.
3. Prayer Room: Blue Beach provides a prayer room to support tourist worship. A place for ablution and clean water is also provided. However, from the author's direct observations there are still no restrictions or partitions between women's and men's places due to limited land in tourist objects.
4. Informasi Center: Blue Beach provides an information center as well as ticket guards near the beach entrance. This information center must exist because it deals with various matters relating to Blue Beach.
5. Hygiene facilities: The management of Blue Beach provides hygiene advice such as trash cans which are available in various places. As well as the presence of wooden signs containing writings such as "Maintain Cleanliness", and "Throw Garbage In Its Place" to direct visitors. Cleanliness is one thing that is very important, especially for tourists to come back or not to Blue Beach.

b. Supporting Facility

1. Gazebo: there are several gazebos scattered at several points for use by tourists to enjoy the beauty of the beach and use for shelter. Each gazebo is suitable for 3-4 people. This facility is the right choice because tourists come to enjoy the beauty and relax.
2. Restaurant: the availability of this restaurant can make it easier for tourists who don't bring supplies and can try the food on this Blue Beach. This restaurant also has a uniqueness, which is made by floating on the water with instagramable photo spots.
3. Supporting UMKM: around the beach, there are UMKM areas that sell several types of snacks or food sold by villagers. The availability of UMKM, it helps tourists if they are hungry and thirsty or don't want to eat hard and try the typical food from Telagabiru Village.

c. Supporting Vehicle

1. Children's games: children's games are one of the tourist attractions to come to a tourist attraction. At Blue Beach, there are children's play areas such as a children's pool, rabbit train rides, mini ball baths, and water bikes. For the rabbit train rides and water bikes, tourists pay an additional fee of around IDR 10,000 per person.
2. Photo spots: apart from children's games, photo spots are one of the tourist attractions. The available photo spots are also Instagramable which is suitable for today's millennials. There are various photo spots available, such as photo spots written "Blue Beach", photo spots near the reef, and many more.

d. Supporting Device In Tourism Development

1. POKDARWIS (Tourism Awareness Group): This Pokdarwis has a very important role in tourism development, especially in the field section. These Pokdarwis have their respective duties and functions. Such as ticket guards, parking guards, tour guides, security, and cleanliness.

2. Head of Telaga Biru Village: apart from having a Pokdarwis, the village head also has a very important role, especially in the development and development of the Blue Beach, because he was the one who pioneered the establishment of the Blue Beach.
3. BUMDes (Village Owned Enterprises): apart from the Village Head, Bumdes also has an important role in developing Blue Beach tourism. Bumdes has the function of organizing and managing village funds and income funds for the development of Blue Beach.

MANAGEMENT ASPECT

In feasibility research, this aspect is very important. In matters of determining the feasibility of managing a business regarding activities in its management, if it is not properly analyzed, it will cause losses when running a business. The things that must be considered in this aspect include the problem of determining the location, the area of the location, the arrangement of the location of the facilities, and the facilities provided such as bathrooms, places of worship, and rides.

In a tourist feasibility study, there is a feasibility standard in determining whether or not a tourist object is feasible. Below is the result of data retrieval by the author related to aspects of the management of Blue Beach in accordance with tourism eligibility standards:

Table 4.1
Feasibility Study of Blue Beach Tourist Attraction

| No | Criteria | Minimum Standar |
|----|--------------------|--|
| 1. | Object | There is a tourist attraction Blue Beach. |
| 2. | Acces | Easy road access and there are directions to Blue Beach tourism, which can be accessed via maps, and there is a large parking area sufficient for private vehicles and minibusses. |
| 3. | Accommodation | There is no lodging service and cooperation with inns around Blue Beach. |
| 4. | Transportation | Two-wheeled transportation, private vehicles, and minibusses. The manager provides minibus transportation if there are tourists who take the big bus to Blue Beach. |
| 5. | Catering Service | There is a restaurant on Blue Beach, namely "Cafe Apung". |
| 6. | Leisure Activities | Does not support activities such as surfing because of the many corals around Blue Beach. |
| 7. | Learning | There are no souvenir stands or souvenir centers yet. |
| 8. | Communication | On Blue Beach, there is internet access and a supporting signal. |

| | | |
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| 9. | Banking System | There are ATM machines around before entering the Blue Beach Tourism object which is located near the Market. |
| 10. | Health | There is the nearest Tanjung Bumi Health Center which is around Blue Beach. |
| 11. | Security | There is security guarding around Blue Beach and security to guard vehicles. |
| 12. | Place of Worship | There is a prayer room and a place for ablution. |
| 13. | Schools System | There are places of formal learning around Blue Beach. |
| 14. | Sport Facilities | There are no sports facilities on Blue Beach. |

Sumber: (Aisyah 2019)

From the results of the explanation in the table above, it can be said that seen from the management aspect of being a tourist seen in several indicators it can be stated that Blue Beach has met the eligibility criteria as a tourist attraction. However, it still requires some acceleration in the facilities sector such as toilets and places of worship where there must be a partition between men and women so that tourists feel comfortable and provide privacy for tourists. This really needs to be considered because Blue Beach is still a new tourism area so tourism facilities still need to be developed.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research conducted at Pantai Biru which is in the District of Tanjung Bumi regarding the feasibility study of the beach seen in management or operations. The author draws the conclusion that the aspects owned by Pantai Biru are quite complete and can be said to be feasible as a tourist attraction in Bangkalan Regency. However, the manager of Blue Beach must of course continue to carry out development and development and be balanced with more complete infrastructure and facilities that support the comfort and needs of tourists. What is no less important is the unity of understanding between the surrounding community and the parties involved in the tourism concept, so that this understanding can support the acceleration of tourism development on Blue Beach and run as expected.

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