



Development of Beach Tourism in Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency

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ABSTRACT

The beaches in Teluk Gosong Village, with their beauty and nature, are very exotic, but unfortunately, these tourist objects still need to be managed and developed optimally. Based on this, the coastal tourism object of Teluk Gosong Village needs special attention for improvement and development. This study aims to determine the strategy for developing beach tourism objects in Teluk Gosong Village. The field research method was carried out by visiting each beach tourism object in the study area. The data collected is in the form of primary data and secondary data. The questionnaire was used as an interview aid. The collected data were analyzed using SWOT analysis. The strategy for developing coastal tourism objects in Teluk Gosong Village, which was put forward from the results of the study, were: (1) involving the district and provincial governments in the development and management of coastal tourism objects in Teluk Gosong Village (2) increasing community capacity through training for community managers (3) conducting promotions through online media facilities (4) construction of facilities and infrastructure, (5) cooperating with travel agents (travel agents), (6) building tourism awareness groups for the managing community (7) building playgrounds, (8) displaying various attractions including cultural and serving local cuisine, (9) disaster mitigation and (10) preserving and preserving the environment. This development strategy can be applied to the development of coastal tourism objects in Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency, with the hope that along with the development of these tourism objects, the economy and welfare of the local community will also develop and increase.

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INTRODUCTION

Indonesia is an archipelagic country with abundant natural and cultural resources. This abundance and natural and cultural diversity are the basic capital in development. The abundance and diversity of these resources are in the form of natural potential, flora, fauna, natural beauty, and

shape, which consists of islands rich in customs, culture, and language so that they have an attraction for tourists to visit, both domestic and foreign. This potential encourages the government to manage it so that it is more efficient (Salim & Purbani, 2015). One of the natural beauty potentials that have an attraction to be managed and developed is marine tourism/beach tourism.

The beach is the area that forms the boundary between the land and the sea (Ginting, 2004), while according to (Setyandito, 2012), the beach is the border between the plains and the sea, which is influenced by the highest tides and lowest ebb. The coastal area is a protected area (barrier) between the sea and the land (Fadillah, 2021). (Noor, 2014) explained that the beach, due to the coastal activity, is a form of a landscape whose occurrence is strongly influenced by land and sea activities. According to (Triatmodjo, 1999), the definition of *plain* is an area that is located above the surface of the plains starting from the highest tide line, while the sea area is located below sea level starting from the sea side at the lowest ebb line.

Coastal plains near the sea (Kodoatie et al., 2010). This plan is less than 200 meters above sea level and is still experiencing direct sea influence. The potential of the coastal plains is residential areas, aquaculture, ponds, agriculture, ports, tourism, and so on (Huda et al., 2019). The coastal plain usually has very beautiful views, typical of coastal views, and there are many winds because it borders the sea. Most of the use of the beach is as a residential area, whereas more than 70% of big cities in the world are in coastal areas. Apart from being a residential area, the coastal area also has the potential in the form of visual appeal.

As one of the regencies in South Kalimantan Province, of course, Kotabaru Regency has a mainstay tourist attraction. Kotabaru Regency is the largest regency in South Kalimantan, with an area of 9,442.46 km², and the shape of the area extends from south to north. The location of Kotabaru is in the northeast of South Kalimantan Province. In the west, it is bordered by four regencies: Tanah Bumbu Regency, Tanah Laut Regency, Hulu Sungai Selatan Regency, and Banjar Regency. In the north, it is bordered by the province of East Kalimantan, east by the Makassar Strait, and south by the Java Sea. Kotabaru Regency also has approximately 150 small islands. Even though it is a small city among other cities in the archipelago, Kotabaru Regency is unique because if it is drawn from several latitudes and longitudes, Kotabaru can be said to have a location right in the middle of the archipelago. Kotabaru is located at 01°21'49" to 04°10'14" south latitude and 114°19'13" to 116°33'28" east longitude. The journey to Kotabaru Regency can be reached by air flight from the provincial capital of South Kalimantan for +/- 45 minutes, and if using a four-wheeled vehicle by land, it can be reached in 7 to 8 hours.

Many tourist objects are offered in Kotabaru Regency, such as Siring Laut, Air Terjun Tumpang 2, Air Terjun Seratak, Goa Temuluang, and Bukit Mamake. As a regency that is surrounded by the ocean, it is not surprising that very well-known tourist attractions in Kotabaru Regency come into contact with the beauty of the ocean's paranoia, such as Gedambaan Beach, Teluk Gosong, Teluk Tamiang, Tanjung Kuyit, Samber Gelap, Kerajaan Island, Pulau Sembilan, Pulau Cinta, Pantai Labatan, Batu Jodoh, Teluk Kemuning, Tanjung Dewa, Pulau Manti, Pulau Birah-birahan, Pantai Mekar Putih and others.

Of the many beach tourism objects in Kotabaru District, several beaches are along Jalan Raya Berangas, Teluk Gosong Village, Pulau Laut Timur District. These beaches are Teluk Gosong Beach, Sungai Bulan Beach, Batu Bertanding Beach, and several others whose names have yet to be pinned on by the management. This beach in Teluk Gosong Village has sprung up since the beginning of 2020 during the co-19 pandemic.

One of the uniqueness of the beach in Teluk Gosong Village is the stretch of white sand that adorns the beachside area. This white sand makes the seawater look bluer, which is very beautiful. Even though it is a quiet beach, this does not mean that it does not attract the attention of tourists; it is just that this beach area has not been managed for a long time to become a tourist spot, so the beach in Teluk Gosong Village area is still empty of visitors because it is not well known. However, the natural beauty of this beach cannot be doubted.

The beauty of the beach in Teluk Gosong Village can be enjoyed after traveling overland for 30 minutes from Kotabaru City. The road to this beach is a smooth asphalt road approximately 4 meters wide, so motorized vehicles can be used to get to this beach. Many things can be done at this beach, such as simply enjoying the beauty of the beach by the sea, hunting photos with a backdrop of beautiful large and small rocks, swimming on the beach to feel the cool water, or you can also surf in the sea by renting surfboards provided by residents around the beach.

Unfortunately, the beaches in Teluk Gosong village have yet to be managed and developed optimally. The local community only carries out the management; there is no government intervention in managing the beach. Based on this, the coastal tourism object of Teluk Gosong Village needs special attention for improvement and development. The Teluk Gosong Village Beach tourism object is expected to be one of the economic driving wheels of the community around the tourism object. In developing the potential of coastal tourism objects, it is necessary to pay attention to various factors that influence the existence of a tourist destination. These factors are related to 5 main elements that must exist in a tourist destination: tourist objects and attractions, tourist infrastructure, tourist facilities, management/infrastructure, and conditions of the community/environment (Suarto, 2016).

Development is an effort towards a better direction, which means change and growth. The difference can be in terms of quality and quantity. In tourism, quality means increasing tourist objects and improving the service quality. Meanwhile, in terms of amount, it means the expansion of diversification of tourist objects and other accommodations (Rusvitasari & Solikhin, 2014)

The strategy for developing the potential of coastal tourism objects in Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency must be prepared precisely with the appropriate parameters and factors. These parameters and factors include strengths, weaknesses, opportunities, and threats. Therefore this study aims to analyze these factors to produce a strategy for developing beach tourism objects in Teluk Gosong Village. The development strategy is expected to be a reference for developing the potential of coastal tourism objects in the research area. Along with the development of the Teluk Gosong Village Beach tourism object, it is hoped that it will be able to improve the welfare of the people of Teluk Gosong Village in particular and the people in Kotabaru Regency in general. This is in line with the achievement of Kotabaru District's vision, namely "The Realization of Kotabaru Regency Communities that are Increasingly Independent and Prosperous Through Improvement in Agribusiness and Tourism."

RESEARCH METHOD

The research was carried out in June - August 2022, covering planning, field research, data analysis, and report preparation. The research occurred at the beach at Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency, South Kalimantan Province.

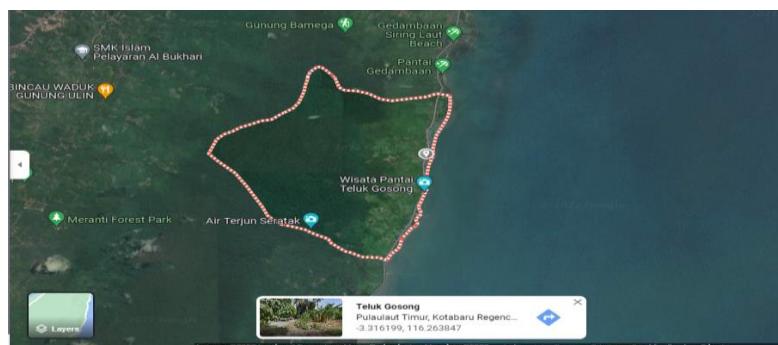


Figure 1. Research Location Map

Field research was carried out by visiting each beach tourism object in the Teluk Gosong Village research area. Field research activities include direct observation of objects and direct analysis and interpretation. The data was collected in the form of primary data and secondary data. The questionnaire was used as an interview aid. Respondents in this study were visitors to the beach tourism area, the community, and government officials at Teluk Gosong Village. Furthermore, the collected data were analyzed using several methods, including descriptive analysis and a SWOT (Strengths, Weaknesses, Opportunities Threats) analysis.

According to (Kotler & Keller, 2015), SWOT analysis evaluates the strengths, weaknesses, opportunities, and threats. SWOT analysis is a well-known internal and external environmental analysis instrument for companies. This analysis is based on the assumption that an effective strategy will minimize weaknesses and threats. When applied accurately, this simple assumption greatly impacts the design of a successful strategy. SWOT analysis is an identification that is used in systematically formulating a strategy in decision-making related to very important matters in a government and also a company to maximize performance and also targets that have become the main focus, namely the vision and mission of both government agencies and agencies private sector (Nggini & Habita, 2019). According to Rangkuti (2014), strategy is a tool to achieve certain goals. The concept of corporate strategy is always changing along with developments in environmental conditions.

Strategic planning based on SWOT analysis must analyze internal and external factors related to the strengths, weaknesses, opportunities, and threats to the institution or organization. According to Rangkuti (2014), the factors in the SWOT analysis are explained as follows:

a. Strengths

It is a condition of strength contained in the existing organization, project, or business concept, the strengths that are analyzed are factors contained in the body of the organization, the business concept project itself, namely what strengths tourism has, by knowing the strengths, tourism can be developed into tougher to be able to survive in the market and be able to compete for further developments related to tourism.

b. Weaknesses

It is a condition of weakness in an existing organization, project, or business concept; the weakness in the analysis is a factor in the organization, the project, or the business concept itself, namely all factors that are not favorable or detrimental to the development of a tourist attraction.

c. Opportunities

It is a condition of opportunities to develop in the future; the conditions are opportunities from outside the organization, projects, or business concepts, for example, competitors and policies.

d. Threats

It is a threatening condition from the outside. This threat can disrupt the organization, the project, or the business concept itself.

Field data obtained is collected and selected, which is needed as primary data and complementary data. The analysis and interpretation of the data are carried out so that it can be written in the form of a description, focused on important things systematically so that they are easier to understand. The results of the analysis and interpretation of these data are then outlined in the SWOT matrix to make it more focused and easy to understand. The form of the data model is more narrative in nature by using the SWOT matrix. The SWOT matrix is used to develop a tourism object development strategy. This SWOT matrix can clearly describe how the opportunities and threats are faced so that it can be adjusted to the strengths and weaknesses of tourism. Through the SWOT matrix, the right development strategy can be determined. This matrix can produce four viable strategic alternative cells (Delita et al., 2017). The SWOT matrix can be seen in Table 1.

Table 1. SWOT Matrix

	Internals	
External		
Opportunities-O	Strengths-S	Weaknesses-W
Threats-T	Strategy S-O	Strategy W-O
	Strategy S-T	Strategy W-T

Source: Rangkuti (2014)

David & Fred (2011) explained that the SWOT matrix is a matching tool that helps companies improve four types of strategies, namely SO (Strength-Opportunities) strategies, WO (Weakness-Opportunities) strategies, ST (Strength-Threats) strategies, and WT (Weakness-Threats) strategies. SWOT analysis is also used by Nainggolan & Kampana (2015), Pramono & Dwimawanti (2017), and Tapatfeto & Bessie (2018) in research on beach tourism development strategies.

RESULTS AND DISCUSSIONS

Kotabaru Regency is one of the favorite tourist destinations in South Kalimantan because the sea surrounds the area. It has many beaches, and its contours consist of lowlands and highlands. In 2021, the number of tourists visiting Kotabaru Regency was 654,440, consisting of 41 foreign and 654,399 domestic/domestic tourists. Compared to 2020, the number of tourists visiting Kotabaru Regency has increased by 175,251 visitors. 2021 the highest number of visitors occurred in December 2021, with 83,938 visitors, while the lowest number of visitors occurred in February, with 36,852 visitors. The increase in the number of tourists is quite encouraging because the case of the COVID-19 pandemic in 2021 has begun to slope and decrease, so people have started to travel a lot.

Table 2. Number of Tourists Visiting Kotabaru Regency, 2017-2022

Year	Foreign Tourists	Domestic Tourist	Amount
2017	110	193,694	193,804
2018	120	541,367	541,487
2019	128	684,441	684,569
2020	89	479,100	479,189
2021	41	654 399	654 440

Source: Badan Pusat Statistik Kabupaten Kotabaru (2022)

One beach tourism currently starting to be considered a tourist destination in Kotabaru Regency is the beach in Teluk Gosong Village, East Laut Island District. These beaches are about 20 km from the capital city of Kotabaru Regency and can be reached within 25 - 30 minutes by driving motorcycle or Car. The road conditions to reach the location are quite well paved, with a road width of 4 meters. Large vehicles such as buses still find it possible to reach tourist sites but are constrained by the unavailability of parking areas for large vehicles.

The beach in Teluk Gosong Village is located along the edge of the main road (Jalan Berangas). The beach in Teluk Gosong Village is beautiful and still natural, and the community has managed several beach spots so that tourists can visit. Apart from being unspoiled, the beaches in Teluk Gosong Village also have very exotic views because the sand is whiter, and the sea water is clearer than other beaches in Kotabaru Regency. There are large rocks on the shoreline, and of course still empty of visitors. Beach tourism in Teluk Gosong Village is also supported by signals from all providers so that visitors are still connected online and can activate social media when traveling on this beach.

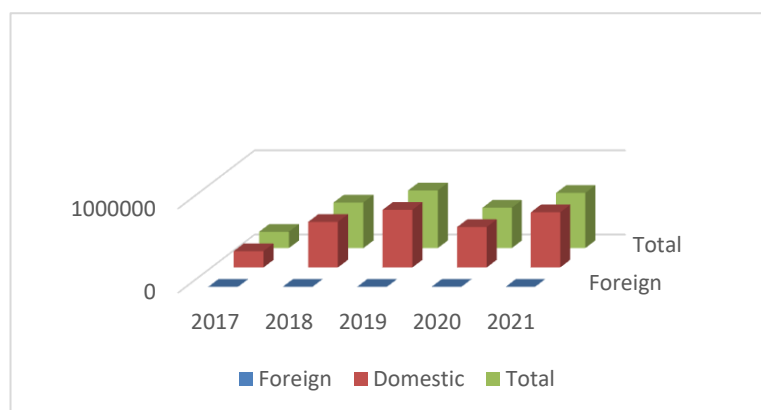


Figure 2. Development of the Number of Tourists in Kotabaru Regency, 2017-2022

The coast of Teluk Gosong Village is geomorphologically a coastal plain with a slope of $<2\%$, which is directly adjacent to the wavy hilly morphology of steep hills behind it. The morphologies that can be found in this tourist area include cliffs, coastal plains, and coastal ridges. On the coastal plain in Teluk Gosong Village, many boulders were found evenly distributed along the coast.

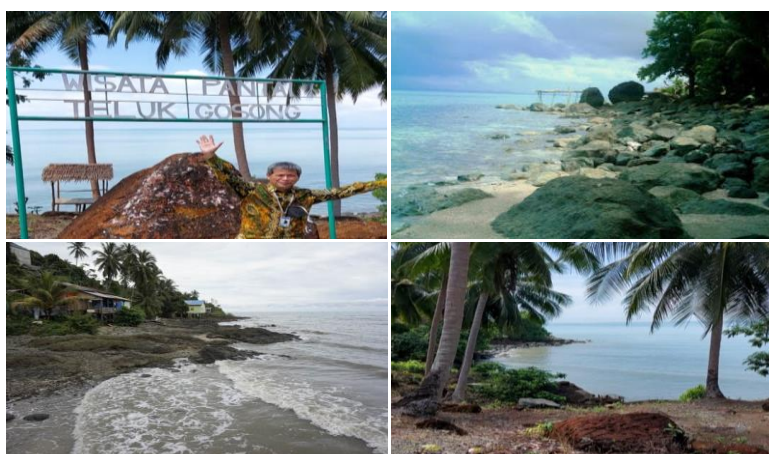


Figure 3. Morphology of Beach Tourism in Teluk Gosong Village

The management of coastal tourism in Teluk Gosong Village is still private by the landowner community; there is also a non-governmental organization in groups. The beaches in Teluk Gosong Village are named Teluk Gosong Beach, Sungai Bulan Beach, Batu Berjodoh Beach, and several others whose names have yet to be pinned by the manager. There has yet to be any management assistance from the government for the existence of beaches in this area. The management community does not apply tickets/tickets to enter coastal tourist sites or levies for parking both two-wheeled and four-wheeled vehicles. Managers only take advantage of the food and drinks they sell to beach tourism visitors and ask visitors to always maintain the cleanliness of the beach tourist area. The manager provides small huts on the beach for visitors who enjoy the food and drinks sold by the manager. Apart from these small huts, there are no other tourist support facilities such as game spots, bathrooms, and toilets, as well as secure facilities.



Figure 4. Beach Tourism Facilities in Teluk Gosong Village

Tourism Development Strategy

Based on the research results from field observations and interviews with village governments and visitors to the beaches in Teluk Gosong Village, some information was obtained about the strengths, weaknesses, opportunities, and threats possessed by coastal tourism objects in Teluk Gosong Village. The strength factor is a force within the tourist attraction itself. However, every tourist attraction does not only have strengths but in addition to the strengths of tourist attractions also have weaknesses that must be considered. Furthermore, there are opportunities for tourism objects which can be interpreted as the ability of an area/tourism object to be utilized and developed in the future. From opportunities, there will be threats, threats from outside that can threaten the development of tourism objects. Strengths, weaknesses, opportunities, or threats are parameters that must be detailed in a SWOT analysis. These parameters will then be processed using the SWOT method to produce a strategy for developing coastal tourism objects in Teluk Gosong Village. The SWOT matrix for coastal tourism objects in Teluk Gosong village is presented in Table 3.

Table 3. SWOT matrix for coastal tourism objects in Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency

	Strengths-S	Weaknesses-W
External	Internals	1. Management is traditional and familial (unprofessional)
		2. There has not been any promotion of tourism objects
	1. Strategic location and easy access	3. There are no playgrounds yet
	2. Beautiful landscapes	4. There is still a lack of facilities and infrastructure supporting tourism objects (garbage bins, public toilets, security facilities, lodging, and parking lots)
	3. Labor absorption	5. No accompanying attractions
	4. There is still much land that can be developed	
	5. Internet networks from all providers are available and smooth	
Opportunities-O	Strategy S-O	Strategy W-O
1. The number of tourists who are interested in beach tourism objects is increasing	a) Cooperating with travel agents (S1-S2; P1, P4)	a) Community Capacity Building Through training for community managers (W1; P3)
2. Promotion through social media/online is very easy to do	b) Provision of public transportation to tourism objects (S1; P1, P4)	b) Conducting massive promotions through online media (W2; P2)
3. There is local community support for the development of tourism objects	c) Development of tourism object land by expanding and adding places to relax (S3-S4; P1-P3)	c) Build a playground (W3; P1)
	d) Utilizing internet availability for	d) Build facilities and infrastructure to support tourism objects so that visitors are comfortable (W4; P1)

4. Land and air transportation available to reach Kotabaru Regency	promotional tools (S5; P3)	e) Exploring local culture so that it can be displayed as a routine attraction (W5; P3)
Threats-T	Strategy S-T	Strategy W-T
1. There is no management support from the district or provincial governments	a) Collaborating with district and provincial level governments in the development of tourism objects (S1-S4; T1, T4)	a) Cooperating with the government to improve the quality of human resources managing tourism objects (W1, T1)
2. The decline in the carrying capacity of the environment due to tourists who pay less attention to cleanliness and environmental sustainability	b) Increasing awareness of all parties in maintaining and preserving the environment (S1-S2; T2)	b) Make a warning board for visitors to maintain cleanliness and environmental sustainability (W4; T2)
3. There is a threat of disasters such as landslides, strong winds, strong waves, or currents	c) Cooperate with the government to assist supervision in preserving nature in tourist objects (S2; T1-T2)	c) Mitigating disasters that may occur in tourism objects (W1; T3)
4. Previous tourist attractions around with better facilities	d) Planting trees to beautify the atmosphere of the beach further and as a way to prevent abrasion (S2; T3-T4)	d) Showing attractions or presenting special culinary that is different from other places (W3, W5; T4)

Based on the SWOT analysis table in Table 3, several strategies can be formulated to develop coastal tourism objects in Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency. Some of these strategies are described as follows:

a. Strengths-Opportunities (S-O) Strategy

a) Cooperating with travel agents (S1-S2; P1, P4).

A travel agency can provide information about everything related to travel in general and in particular. Travel agencies organize and provide services for an individual or group of people to travel with the main purpose of traveling. Cooperating with travel agencies can help tourist arrivals to tourist attractions.

b) Provision of public transportation to tourism objects (S1; P1, P4).

Transportation is important in tourism, placing the movement of tourists into aspects that need attention. Transportation is one component of accessibility that brings tourists to tourist destinations from their place of origin or other destinations. Public or public transportation is all means of transportation when passengers are not traveling using their vehicles. With the availability of public transportation to tourist attractions, tourists have more access to tourist sites at lower prices.

c) Sustainable management of tourism objects (S3-S4; P1-P3).

Things that need to be considered in tourism activities include: making optimal use of environmental resources, respecting the socio-cultural authenticity of the local community, ensuring proper long-term economic operations, and providing social and economic benefits so that beach tourism objects in Teluk Gosong Village can be sustainable. Sustainable tourism will absorb more workers, who will ultimately increase regional income.

d) Utilizing the availability of the internet as a means of promotion (S5; P3)

Internet network in Teluk Gosong Village is available for all providers. This is a very good means of promotion. Promotion by utilizing the internet network is more valuable, faster, and attractive than anything else to make tourists interested in coming to tourist attractions.

e. Making the tourist area an educational park (S1, S4; O3-4)

Beach tourism objects in Teluk Gosong Village with the concept of nature tourism can carry out educational activities to care for the natural environment, such as camping, introduction to the natural environment, and other activities.

b. Weaknesses-Opportunities (W-O) Strategy

a) Community Capacity Building through training for managing communities (W1; P3)

The management of beach tourism objects in Teluk Gosong Village is still running in a traditional/family way; there needs to be community knowledge on managing a tourist area professionally. In this case, it is necessary to conduct training for the people who are involved in managing coastal tourism objects on how to manage coastal tourism object areas professionally.

- b) Carrying out massive promotions through online media (W2; P2)
Even for massive promotions, there is still a connection between increasing the capacity of the community and tourism business actors. There is a need for training to utilize social media facilities or online marketing so that people managing tourist attractions are proficient in marketing products, especially increasing expertise in the use of facilities and infrastructure online media and social media, and online marketing techniques so that they have the opportunity to attract a wider range of potential tourists
 - c) Complementing tourism objects with playgrounds (W3; P1)
Completeness of rides in a tourist attraction is an effective allure to attract the interest of potential tourists. The prepared game rides are intended for children and adults, such as outbound areas and various water play equipment.
 - d) Build facilities and infrastructure to support tourism objects (W4; P1)
Tourism support facilities are complementary and basic facilities that make tourists stay longer and can make them spend more or spend their money in the places visited. Tourism support facilities that must be equipped at beach tourism objects in Teluk Gosong Village are the Provision of trash bins, public toilets, prayer rooms, more decent restaurants, security facilities, and souvenirs such as key chains, t-shirts, and others.
 - e) Showing local culture as one of the attractions (W5; P3)
The local culture of an area in a tourist attraction can attract potential tourists. In these tourist destinations, tourists will feel and be able to learn the culture related to tourist areas.
- c. Strengths-Threats (S-T) Strategy
- a) Involving the district and provincial governments in developing tourism objects. (S1-S4; T1, T4)
The most urgent thing the community cannot do directly is road access to the location. From the district, the capital is relatively good. However, suppose tourists are from outside the district, of course. In that case, you need good provincial road access so that it does not become a bad experience for tourists. This road access is always necessary to receive attention from the government because this is the authority of the district and provincial governments.
 - b) Increase awareness of all parties in maintaining and preserving the environment (S1-S2; T2)
Maintaining and preserving the environment needs to be done to sustain a tourist area. Increasing awareness of maintaining and preserving the environment is carried out by minimizing illegal practices in exploring and exploiting natural resources and the environment, strengthening law enforcement against violations, and always educating the public on the importance of preserving and preserving natural resources.
 - c) Involving the government in assisting supervision in preserving nature in tourism objects (S2; T1-T2)
The government's involvement, in this case, is to form a special team to assess whether the natural resources in tourism objects have decreased in quality. If there is a decline, it is necessary to take quick action to restore the condition of natural resources.
 - d) Planting trees to beautify the beach atmosphere and prevent abrasion (S2; T3-T4)
Planting trees in coastal areas has many functions, including preventing abrasion, preventing erosion, preventing seawater intrusion, providing habitat for animals, natural

filters, and helping the formation of islands. Besides that, the beach area with lots of trees will be shady and can make tourists feel at home for a long enjoying the tourist attraction. Trees in coastal areas can also be used as capital for developing tourist areas.

d. Weaknesses-Threats (W-T) Strategy

- a) Form a tourism awareness group for the community with support from the government (W1, T1)

The existence of beach tourism objects in Teluk Gosong Village greatly impacts the community socially and economically. The condition of public education, which is still relatively low and minimal regarding the management of tourism objects, will be able to improve its quality by empowering it. A strategy that can be developed to improve the quality of this community is through the formation of tourism awareness groups, where with the guidance of the local government, in this case, the Department of Tourism, Youth and Sports, the community is invited to contribute to developing tourism.

- b) Making warning boards for visitors to maintain cleanliness and environmental sustainability (W4; T2)

The habitual factors behind the tourists are different, so there are still some who have not paid attention to cleanliness and environmental sustainability, such as throwing garbage anywhere, destroying plants, and so on; it is necessary to remind tourists of the importance of cleanliness and environmental sustainability by making warning boards at several strategic points and easy to read by visitors to tourist attractions.

- c) Mitigating disasters that may occur in tourism objects (W1; T3)

Disaster Mitigation is a series of efforts to reduce disaster risk through physical development and awareness and capacity building in dealing with disaster threats / Article 1 paragraph 6 PP No 21 of 2008 Concerning Disaster Management (Pemerintah Republik Indonesia, 2008). So it is deemed necessary to prepare for disaster mitigation. However, to be more effective, it is necessary to cooperate with the Kotabaru district tourism office to prepare several mitigations, including preparing safety fences for cliffs and usually used as photo spots by tourists. This tourist spot also needs stairs to go down to the beach because the highway and the entrance to this beach are on a cliff. If you want to go to the beach, you have to go down, which is quite steep.

- d) Showing attractions or presenting special culinary that is different from other places (W3, W5; T4)

Attractions can be interpreted as a show or appearance from a person or group of people who display skills or skills that can entertain or attract the attention of anyone who sees them. Attractions can come from local culture, both classical and contemporary, and national and international culture. In addition to the attractions of serving local food/culinary, it is one of the main attractions for tourists to visit tourist attractions. The construction of restaurants or stalls serving local culinary delights is one of the supporters of developing local culinary offerings.

The strategies developed using SWOT analysis in this study are expected to be a reference for the government and related agencies to build a beach tourism base in Teluk Gosong Village that can maintain environmental conditions and play a fundamental role in improving people's welfare. The results of this study are in line with various similar studies on various beach tourism objects in Indonesia. Muliya et al. (2016) stated that the implementation of the marine ecotourism development strategy based on DPL management in Bahoi Village in West Likupang can be carried out through the development of marine ecotourism based on marine protected area management in the form of the following concepts: increasing coordination between stakeholders, streamlining ecotourism SOPs, making zoning and presented on a map as well as complete supporting facilities by ecotourism principles and criteria. Apriyani et al. (2018) stated that promotion is very influential for tourism. If promotion increases by one unit, then tourist visits (Y)

also increase by 0.605. In line with the research results of Rikah et al. (2017) regarding the development strategy based on SWOT analysis at Dampo Awang Beach, the development strategy includes collaborating with local and central governments, adding facilities and infrastructure, promoting online media facilities, and adding attractions. Bahiyah et al. (2018), regarding the development strategy for Duta Beach in Probolinggo Regency, produced strategies: increasing tourist attractiveness, increasing security and comfort, improving service quality, and developing human resources (Bahiyah et al., 2018)

CONCLUSION

The strategy for developing beach tourism objects in Teluk Gosong Village, Pulau Laut Timur Regency, Kotabaru Regency, which is stated from the results of the research are: (1) involving the district and provincial governments in the development and management of coastal tourism objects in Teluk Gosong Village (2) community capacity building through training for the management community (3) conducting promotions through online media facilities (4) building facilities and infrastructure, (5) cooperating with travel agents (travel agents), (6) building tourism awareness groups for the managing community (7) building rides playing games, (8) displaying various attractions including local culture and presenting local culinary, (9) disaster mitigation and (10) preserving and preserving the environment. This development strategy can be applied to the development of coastal tourism objects in Teluk Gosong Village, Pulau Laut Timur District, Kotabaru Regency, with the hope that along with the development of these tourism objects, the economy and welfare of the local community will also develop and increase.

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