

# Tourism Development Strategies in Menganti Beach, Kebumen

Tourism  
Development  
Strategies

Dheanita Sekarini Octanisa  
University Putra Bangsa, Kebumen, Indonesia  
E-Mail: Dheanitasekarini@gmail.com

Andrea Basworo Palestho  
University Putra Bangsa, Kebumen, Indonesia

Yunisti Pratiwi  
University Putra Bangsa, Kebumen, Indonesia

321

Submitted:  
20 OCTOBER 2023

Accepted:  
26 DECEMBER 2023

## ABSTRACT

The tourism industry is one of the largest industries globally in the world both in terms of the number of actors and the money circulating in it. It was recorded that around 1.50 billion world tourists traveled in 2019. This research aims to know the tourism development strategies in Menganti Beach based on the level of tourist satisfaction. his research is based on descriptive quantitative method. The data used in this study are qualitative and quantitative data that obtained through literature study, observation, interviews and questionnaires to 100 respondents who had experienced on visiting Menganti Beach. Data were analyzed using Importance Performance Analysis (IPA) and supported by descriptive analysis methods. The results showed that the development strategy is formulated by improving the performance of quadrant I elements that are also the weaknesses of the destination, maintaining the elements of quadrant II which are also the strengths of the destination, and paying attention to the opportunities and threats that the destination has. The development strategy is broadly emphasized on the aspects of strengthening, developing and packaging tourist attractions, maintaining infrastructure performance, improving the quality and quantity of tourism supporting facilities, increasing marketing (promotion), improving the quality of human resources in the field of tourism services, improving organizational and governance systems and developing partnership relation.

**Keywords:** Development Strategy, Tourist Satisfaction, Menganti Beach

## ABSTRAK

Industri pariwisata merupakan salah satu industri terbesar secara global di dunia baik dari segi jumlah pelaku maupun uang yang beredar di dalamnya. Tercatat sekitar 1,50 miliar wisatawan dunia melakukan perjalanan pada tahun 2019. Penelitian ini bertujuan untuk mengetahui strategi pengembangan wisata Pantai Menganti berdasarkan tingkat kepuasan wisatawan. Penelitian ini didasarkan pada metode deskriptif kuantitatif. Data yang digunakan dalam penelitian ini adalah data kualitatif dan kuantitatif yang diperoleh melalui studi literatur, observasi, wawancara dan kuesioner terhadap 100 responden yang mempunyai pengalaman berkunjung ke Pantai Menganti. Data dianalisis menggunakan Importance Performance Analysis (IPA) dan didukung dengan metode analisis deskriptif. Hasil penelitian menunjukkan bahwa strategi pengembangan dirumuskan dengan meningkatkan kinerja elemen kuadran I yang juga merupakan kelemahan destinasi, mempertahankan elemen kuadran II yang juga menjadi kekuatan destinasi, dan memperhatikan peluang dan ancaman yang ada. tujuan memilikinya. Strategi pengembangan tersebut secara garis besar dituangkan dalam aspek penguatan, pengembangan dan pengemasan daya tarik wisata, menjaga kinerja infrastruktur, peningkatan kualitas dan kuantitas sarana penunjang pariwisata, peningkatan pemasaran (promosi), peningkatan kualitas sumber daya manusia di bidang jasa pariwisata. , memperbaiki sistem organisasi dan tata kelola serta mengembangkan hubungan kemitraan.

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 12 No. 1, 2024  
pp. 321-328  
IBI Kesatuan  
ISSN 2337 – 7860  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v12i1.2480

## INTRODUCTION

The tourism industry is one of the largest industries globally in the world both in terms of the number of actors and the money circulating in it (Sofronov, 2018). According to data published by UNWTO Tourism Kyrylov et al. (2020), it was recorded that around 1.50 billion world tourists traveled in 2019. The number of tourists carrying out tourism activities has continued to increase since the early years of tourism, namely from a total of 278 million people in 1980 (Saveriades, 2000). Central Java is one of the provinces in Indonesia that participates in the development of regional tourism Utomoet al. (2020), then with Central Java Governor Regulation Number 6 of 2015 concerning Central Java Province Regional Regulation Number 10 of 2012 concerning the Master Plan for Tourism Development of Central Java Province for 2012-2027 which is the basis for regulations, provision of provisions and regional expansion. in Central Java as a Tourism Destination Development Area (Jaellania & Karjokoc, 2020). Based on Central Java BPS in 2020, the income of tourist voters in 2015 was IDR. 236 billion, then in the following year it increased by Rp. 262 billion in 2016. In 2015 to 2016, the increase in income was not very visible, but provided a positive outlook on the development of tourism voters. In 2017 the number of tourist voters in Central Java increased quite rapidly until in 2018 the number of tourist voters increased rapidly until in 2018 the number of tourist voters increased by Rp. 301 billion and in 2019 the amount reached Rp. 314 billion. This increase in income certainly provides positive hope for the development of Central Java tourism, but in 2020, the income level of tourism voters dropped drastically to only IDR 52 billion. This increase is clearly caused by the COVID-19 pandemic which paralyzed tourism voters around the world (Endey et al., 2023).

Kebumen Regency is a district in Central Java whose capital is Kebumen City. This district has a variety of tourism potential, especially historical tourism and natural tourism. This is because Kebumen is located on the coast, so Kebumen has many tourist attractions such as Menganti Beach, Lumut Beach and Surumanis Beach (Nugroho et al., & 2021). Apart from that, there are historical heritage buildings that have various stories such as Jatijajar Cave, Fort Van Der Wijck and others. Menganti Beach is one of the most popular tourist destinations in Kebumen Regency itself. Until now Meganti Beach is still in the development process, therefore it is important to always evaluate tourist destination development strategies through the level of tourist satisfaction as further research in forming a development strategy that is carried out comprehensively so that it is right on target, so it must be supported by exploration of potential and existing problems. obtained from the field as well as actors directly involved in the objective assessment, namely. consulmel. In this case, a strategy for developing information collection, especially the level of visitor satisfaction, will be formulated as a basis for assessing tourism performance as well as exploring information related to the implementation of tourism activities at Menganti Beach considering that tourists are the main parties to the party. important in the sustainability of tourism activities. Apart from that, to satisfy tourists, as a consultant you can also fulfill the advantages and disadvantages of a destination so that you can strengthen your strategy from the tourism market aspect (market driven) in the hope of increasing the level of visits and bringing back visiting tourists or increasing consumer loyalty.

There are two main focuses in this research, namely destination development strategies and visitor satisfaction levels. This is based on theory and concepts, visitor satisfaction plays an important role in the development of a destination, where the level of visitor satisfaction will have an impact on the figure of the destination, so that consumers will provide recommendations to other people for these consumers visit again. The other hand, the level of satisfaction is also greatly influenced by the performance provided by a goal in diluting the visitor's experience or experience as a consultant. The role of

destinations in this case is closely related to the attribute components that exist in a destination. Therefore, this research uses the level of visitor satisfaction as a basis for assessment in answering problems and formulating research site development strategies.

## **METHODS**

This research was designed with a quantitative descriptive approach which was carried out using quantitative descriptive analysis. The qualitative approach developed in this research focuses on data analysis in the form of data carried out through statistical procedures to obtain the level of visitor satisfaction with tourist destinations. The data in the question is the result of respondents' answers which were collected using a research instrument in the form of a questionnaire, which was then processed and analyzed using the Importance Performance Analysis (IPA) analysis method with the help of software or a program in the form of SPSS and also supported by qualitative descriptive analysis, namely intelligence for processing and analyzing data and information in the form of personal information obtained from informants through field observations (observations) using effective checklist guidelines to eliminate potential targets, both internal and external. Thus, the results of data analysis both from the level of visitor satisfaction based on the results of the Importance Performance Analysis (IPA) analysis as well as internal and external potential from the results of qualitative descriptive analysis are relevant as input in its formulation. a series of development strategies that are continued and analyzed at a more complete stage using the Strength, Weakness, Opportunity, Threat (SWOT) analysis method to achieve the main objectives of this research. The scope of the location that is the focus of this research is Menganti Beach. Menganti Beach is a village located in Karangduwur Village, Ayah District, Kebumen Regency, Central Java. The number of respondents in this study was 100 respondents.

## **RESULTS**

Menganti Beach has the characteristics of beiche rocks which are scattered throughout most of the beach. Menganti Beach has a long coastline and a connection after the cliff. Access to Menganti Beach passes through mountains and cliffs, making Menganti Beach have a truly intact view. Not only from the lake, the view can also be seen from the top of the cliff. The white sand of Menganti Beach combines with the color of the sky and the sea, accompanied by long cliffs along the coastline to form a beautiful view. Not only does it have a tourist attraction in the field of aesthetics, Menganti Beach also has another attraction, namely the big waves of the beach. Wave Menganti Beach is often used by tourists for sulfur. Tourist attractions at Menganti Beach facilitate the achievement of the principle of relativity for visiting tourists. There are several things in the aspects of Menganti Beach facilities that are the focus of discussion, namely parking, toilets, information room, visitor area, tourist transportation, places to eat and drink, and lodging accommodation at the destination. Menganti Beach has a large parking area and is divided into several areas. Apart from that, it also has many toilets which are divided into several visitor areas. There is also an information center and manager who helps with information on tourist activities at Menganti Beach. Menganti Beach provides many relst facilities through the Menganti Beach area tourist attraction. Regarding transportation, tourists can take advantage of the transportation facilities provided by the manager to explore from one area to another.

There are two perspectives that can be discussed regarding infrastructure related to the Menganti Beach tourist attraction; namely infrastructure leading to the Beach Area and within the destination area. Access to Menganti Beach basically has been very good. There is a massive road construction to support tourism activities to Menganti Beach. However, there are several new road construction projects that have not been completed when entering the tourist attraction area. Even though this problem does not cause significant acceleration problems, these improvements are still able to support the realization of the Menganti Beach tourist area which is access-friendly and easy. The second perspective discusses the infrastructure in the main area of Menganti Beach.

Tourism activities in this place can be carried out well with the support of supporting infrastructure such as propeller paths for visitors, signposts for tourist areas, electricity networks, and the availability of clean water.

There are several separate modes of transportation to Menganti Beach, namely public and private transportation. Tourists can use buses and mini buses that go to the Menganti Beach tourist attraction area. Apart from that, there is also rail transportation such as motorbike taxis and online taxis which can also be taken to Menganti Beach. Good road infrastructure is also quite safe for tourists if they want to use private vehicles. Apart from that, the manager at the Menganti Beach area tourist attraction provides special transportation for visitors who want to explore from one beach area to another. Transportation within this area is free of charge and is not limited to quotas or the maximum number of visitors using this mode of transportation, so visitors can freely explore the Menganti Beach Area during operational hours. The hospitality aspect at the Menganti Beach Area tourist attraction is considered to be of good quality when seen from the service and hospitality of the managers. Apart from that, the implementation of hospitality and tourism services by sellers in the Menganti Beach Area is very good. Tourists who ask for information about the Beach Area will be instructed by the manager to provide clear and adequate tourist details. Likewise, with the traders who are kind tourists.

The process of obtaining data for scientific analysis is how to distribute data offline and online with certain criteria (Lee et al., 2008). The process of distributing questionnaires to 100 respondents or tourists will then answer 30 questions/attributes. Scientific analysis was carried out by examining the variables of tourist attraction, variety of activities, accommodation, amenities (infrastructure), accessibility and hospitality. The following is a calculation of the level of difficulty obtained by comparing the level of trip satisfaction (X) with importance (Y). Following are the results of the distribution of these goods:

**Table 1.** Importance Analysis Performance Result

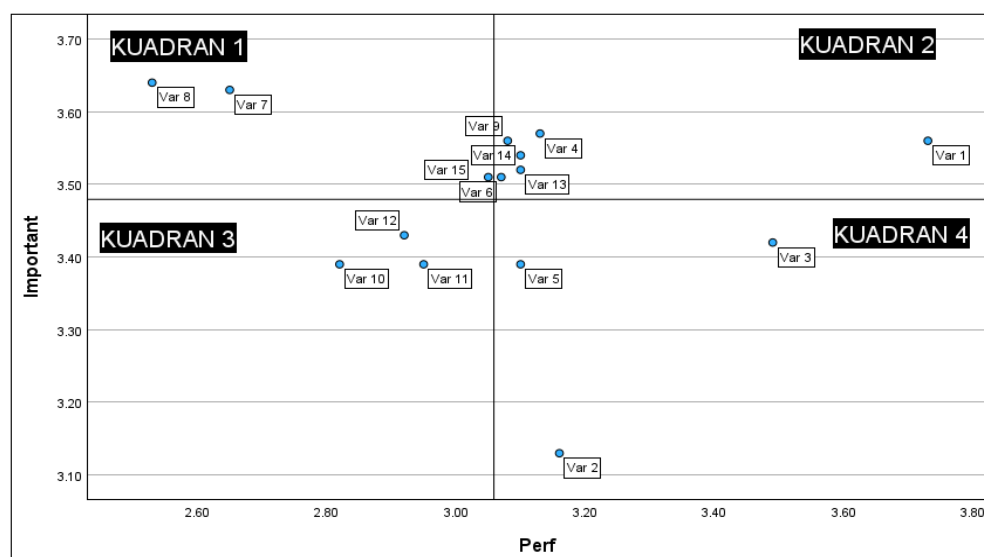
Items	Satisfaction Score	Importance Score	Satisfaction Level	Level of Importance	Level of Conformity %
Quality of panoramic tourist attraction	373	356	3.73	3.56	100
Application of admission ticket	316	313	3.16	3.13	100
Quality of artificial tourism	349	342	3.49	3.42	100
Quality of tourist activities	313	357	3.13	3.57	87.68
Accommodation Availability	310	339	3.10	3.39	91.45
Availability of public facilities such as toilet bins	307	351	3.07	3.51	87.46
Availability of information facilities	265	363	2.65	3.63	73.00
Road quality, clean water, Electricity, Telecommunications	253	364	2.53	3.64	69.51
Availability of traffic sign	308	356	3.08	3.56	86.52
Quality of road access to destination	282	339	2.82	3.39	83.19
Quality of vehicles rented	295	339	2.95	3.39	87.02
Ease of transportation access common	292	343	2.92	3.43	85.13
Transportation service price	310	352	3.10	3.52	88.07
Hospitality of destination Officers	310	354	3.10	3.54	87.57
Quality of services of destination officers	305	351	3.05	3.51	86.89
Total			<b>3.05</b>	<b>3.47</b>	<b>88.08</b>

Source: Primary and processed data, 2024

Based on the table above, it can be seen that the average value of the satisfaction level of service attributes has a lower value compared to the average level of importance, where this condition shows that the service performance based on User perceptions is not in line with expectations or something else. Menganti Beach tourists' desires (Matzler et al.,

2006). Attributes that have an average value. The highest level of satisfaction is the quality of service in the tourist attraction variable which has a value of 3.73, which means this attribute has the best level of performance based on user performance and the service attribute has the lowest level of satisfaction. The attributes of road quality, cleanliness of water, electricity and communication channels have an average performance level of 2.53, which means this attribute has the worst level of performance based on tourists' perceptions.

In this table it can also be said that the attribute that has the highest level of importance is the screen quality attribute of 3.56 based on the user's perception value, while the service attribute that has the lowest level of importance is the entrance ticket price, namely the average value of importance (Kim et al., 2016). of 3.13, which means this attribute is not very important based on tourists' assessments. In the table above it can be said that the 3 attributes that have a 100% suitability level are scene quality, market price, and artificial intelligence quality. These three attributes were assessed by tourists at Menganti Beach as meeting expectations, while the attributes of road quality, clean water, electricity and communication networks were the attributes with the lowest level of difficulty with a value of 69.51%, the majority of which did not meet expectations. These attributes can still be said to be good based on CSI and overall the performance variables can meet the expectations of tourists visiting Menganti Beach with an average X value of 3.05 and an average Y value of 3.47 with a difficulty level of 88%. The results of the Cartesian diagram analysis of natural science are explained in the following figure.



Source: Primary and processed data, 2024

Figure 1. Cartesian Diagram Importance Performance Analysis

Attributes in quadrant 1 are attributes that are considered important by respondents, but the performance received in implementation is considered inadequate by consultants (Prameswari et al., 2021). These attributes include: Availability of Information (item 7), Quality of roads, clean water, electricity, communications (item 8) and Quality of service from destination officers (item 15). This shows that the Menganti tourist destination must improve the performance of attributes in this quadrant, but consul satisfaction has not been achieved optimally so that the desired consul satisfaction is achieved. Attributes in quadrant 2 are attributes that are considered important by respondents and the user's performance in implementing them is assessed in accordance with the consultant's recommendations (Rashidian et al., 2008). These attributes include: Quality of destination vehicle (1), Quality of tourist activities (4), Availability of public facilities such as rubbish bins (6), Availability of road signs (9), Cost of transportation services at the destination (13), and Friendliness Officer (14). This shows that the company has implemented its attributes well, so that customer satisfaction is achieved.

The attributes contained in quadrant 3 are attributes that are considered less important by respondents and the performers feel that their implementation is normal (Caetano et al., 2008). These attributes include: Quality of road access to the destination (10), Quality of vehicle tracks (11), and Feasibility of transportation access (12). The attributes in quadrant 4 are attributes that are considered less important by respondents, but the performance of workers in implementing them is very good (Huang & To, 2018). These attributes include: Application of entrance tickets (2), Quality of artificial tourism (3), and Availability of Accommodation (5). This shows that the company is starting to maintain the performance of its company attributes but has not made much progress in its implementation. Based on the results of IPA analysis, the results are low when compared to the level of visitor interest. Apart from that, there are also obstacles in managing Menganti Beach, so that the tourist destination development strategy cannot be carried out. Strategy Designed by identifying SWOT and formulating proposed strategies to utilize strengths and opportunities in minimizing impacts arising from weaknesses and threats that exist in the development and management of Menganti Beach which can be seen in Table 2 (Manteghi & Zohrabi, 2011).

**Table 2.** SWOT Matrix of Tourism Development Strategies

	Strength	Weakness
<b>EFAS IFAS</b>	<ol style="list-style-type: none"> <li>1. Development of natural tourism in the form of science</li> <li>2. Complete supporting facilities in the form of photo spots, fishing spots and tourist intelligence activities</li> <li>3. Appropriate entrance ticket price</li> </ol>	<ol style="list-style-type: none"> <li>1. Low recognition of the information and knowledge presented by the destination</li> <li>2. The availability of tourist facilities in hotels is not yet optimal</li> <li>3. Difficulty in getting public transportation</li> <li>4. Road access to the destination is quite difficult</li> </ol>
<b>Opportunity</b>	<b>Strength - opportunity</b>	<b>Weakness - opportunity</b>
<ol style="list-style-type: none"> <li>1. Unique characteristics of the environment around the destination.</li> <li>2. Local Government policies that support the development of local tourism</li> <li>3. Support from local communities</li> <li>4. The development of information technology advances based on online marketing</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased collaboration in destination management and development (S1, S2, S3, O1, O2, O3)</li> <li>2. Increase online marketing activities (S1, S2, S3, O2, O3, O4)</li> <li>3. Unique destination characteristics to strengthen destination brand awareness (S1, S2, S3, O1, O2, O3, O4)</li> </ol>	<ol style="list-style-type: none"> <li>1. Build destination facilities and infrastructure (W1, W2, W3, W4, O1, O2, O3, O4)</li> <li>2. Invite local residents to participate in the procurement of public transportation (W3, S4)</li> <li>3. Improve road access to destinations with local government support (W4, S2, S3)</li> </ol>
<b>Threat</b>	<b>Strength - threat</b>	<b>Weakness - threat</b>
<ol style="list-style-type: none"> <li>1. Trend of changing travel trends</li> <li>2. High land commercialization needs in the environment and nature around tourist attractions</li> <li>3. Competition with other destinations.</li> <li>4. Weather conditions and natural disasters</li> </ol>	<ol style="list-style-type: none"> <li>1. Innovation in the development of tourist attractions (S1, S2, T1, T2)</li> <li>2. Product development differentiation (S1, S2, S3, T1, T2)</li> <li>3. Implementation of sustainable tourism system (S1, S2, S3, T1, T2)</li> </ol>	<ol style="list-style-type: none"> <li>1. Supervision &amp; control of utilization activities in the field (W1, W2, T2)</li> <li>2. Remove permits for commercial use of merchandise and services according to the time (W1, W2, T1, T2, T3)</li> <li>3. Preparation of destination management plans (W1, W2, W3, W4, T1, T2, dT3)</li> </ol>

Source: Primary and processed data, 2024

The development of natural tourism and the provision of supporting facilities such as photo spots and recreational activities are prominent. Setting the right price for admission tickets is also a strength. However, the weaknesses include low familiarity with destination information, less than optimal hotel facilities, difficult access to public transportation, and challenging road access to destinations. The opportunities lie in unique environmental characteristics, supportive local government policies, community

support, and advances in information technology for online marketing. Strategies to capitalize on strengths and opportunities include collaboration in destination management, increasing online marketing efforts, and leveraging unique destination characteristics to strengthen brand awareness. Instead, weaknesses and opportunities require actions such as building destination infrastructure, involving residents in providing public transportation, and improving road access with local government support. Threats such as changing travel trends, the need for commercialization, competition with other destinations and natural disasters were also identified. Strategies to overcome this threat include innovation in developing tourist attractions, product differentiation and implementing a sustainable tourism system. In addition, measures such as monitoring and controlling utilization activities, timely revocation of commercial use permits, and preparation of comprehensive destination management plans are essential to mitigate weaknesses and effectively address threats.

## CONCLUSION

Potential and problems are divided into 2, namely internal and external. From an internal perspective, the potential for camel tourism from tourist attractions is in the form of natural scenery and environmental limitations that have been arranged, while internal problems are in the form of a lack of development of human resources and separate supporting facilities. This great potential comes from tourism support which develops policies both from the central government and support from the regions. Existing problems range from changes in tourism trends, various new destinations to the threat of natural disasters and welfare. Based on IPA analysis, there are still many elements displays that have a high level of importance but low performance. The development strategy is formulated by improving the performance of quadrant I which is also the weakness of the goal, maintaining the performance of quadrant II which is also the strength of the goal, and paying attention to the opportunities and threats that the goal has. This development strategy is widely applied to aspects of strengthening, developing and packaging tourist attractions, maintaining infrastructure performance, improving the quality and quality of tourism supporting facilities, improving marketing (promotion), improving the quality of tourism salespeople in the tourism sector. Apart from that, improving organizational and governance systems as well as developing partnership relationships.

## REFERENCES

- [1] Caetano, R., Vaeth, P. A., & Ramisetty-Mikler, S. (2008). Intimate partner violence victim and perpetrator characteristics among couples in the United States. *Journal of family violence*, 23(6), 507-518.
- [2] Endey, N., Arsana, I. K. S., Van Gobel, L., Sahabi, A., & Gintulangi, S. O. (2023). Strategy for the Development of the Sustainable Tourism Sector in the Coastal Area of Tomini Bay Based on Local Wisdom to Increase Regional Original Income in Bone Bolango Regency. *ProBisnis: Jurnal Manajemen*, 14(4), 195-207.
- [3] Huang, G., & To, W. M. (2018). Importance-performance ratings of corporate social responsibility practices by employees in Macao's gaming industry. *International Journal of Contemporary Hospitality Management*, 30(9), 2870-2887.
- [4] Jaelania, A. K., & Karjokoc, L. (2020). Development of halal tourism destinations in the Era of regional autonomy in West Nusa Tenggara Province. *Development*, 12(12), 765-774.
- [5] Kim, S. K., Yim, B. H., Byon, K. K., Yu, J. G., Lee, S. M., & Park, J. A. (2016). Spectator perception of service quality attributes associated with Shanghai Formula One: Importance and performance analysis approach. *International Journal of Sports Marketing and Sponsorship*, 17(2), 153-171.
- [6] Kyrylov, Y., Hranovska, V., Boiko, V., Kwilinski, A., & Boiko, L. (2020). International tourism development in the context of increasing globalization risks: On the example of Ukraine's integration into the global tourism industry. *Journal of Risk and Financial Management*, 13(12), 303.

- [7] Lee, R. M., Fielding, N., & Blank, G. (2008). The Internet as a research medium: An editorial introduction to the Sage handbook of online research methods. *The Sage handbook of online research methods*, 3-20.
- [8] Manteghi, N., & Zohrabi, A. (2011). A proposed comprehensive framework for formulating strategy: A Hybrid of balanced scorecard, SWOT analysis, porter 's generic strategies and Fuzzy quality function deployment. *Procedia-Social and Behavioral Sciences*, 15, 2068-2073.
- [9] Matzler, K., Renzl, B., & Rothenberger, S. (2006). Measuring the relative importance of service dimensions in the formation of price satisfaction and service satisfaction: A case study in the hotel industry. *Scandinavian Journal of Hospitality and Tourism*, 6(3), 179-196.
- [10] Nugroho, F. A., Sutono, A., & Sopian, T. (2021). The Influence of Destination Attributes on Tourists'length Of Stay in Kebumen Regency, Central Java. *Jurnal Bisnis dan Manajemen*, 22(1), 40-50.
- [11] Prameswari, F. R., Rachamawati, F., Wiguna, I. P. A., & Rohman, M. A. (2021). Importance and Performance Ratings Analysis for Implementation of Green Construction on Building Project. *In IOP Conference Series: Earth and Environmental Science*, 799 (1), 012015. IOP Publishing.
- [12] Rashidian, A., Eccles, M. P., & Russell, I. (2008). Falling on stony ground? A qualitative study of implementation of clinical guidelines' prescribing recommendations in primary care. *Health policy*, 85(2), 148-161.
- [13] Saveriades, A. (2000). Establishing the social tourism carrying capacity for the tourist resorts of the east coast of the Republic of Cyprus. *Tourism management*, 21(2), 147-156.
- [14] Sofronov, B. (2018). The development of the travel and tourism industry in the world. *Annals of Spiru Haret University. Economic Series*, 18(4), 123-137.
- [15] Utomo, S. H., Wulandari, D., Narmaditya, B. S., Ishak, S., Prayitno, P. H., Sahid, S., & Qodri, L. A. (2020). Rural-based tourism and local economic development: Evidence from Indonesia. *Geo Journal of Tourism and Geosites*, 31(3), 1161-1165.