

Analysis of Creative Product Potentials of Pandawa Beach, Kutuh Village, Bali

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ABSTRACT

This research was conducted in coastal tourist area of Pandawa village of Kutuh, sub-district of south Kuta Badung. The goal is to identify the potential of Pandawa beach area, formulate creative tourism product, and to know the perception of tourists toward the natural conditions of Pandawa beach, the socio-cultural conditions, and the condition of tourism infrastructure at Pandawa. Data collection was done by using survey method, questionnaire, interview, documentation, focused group discussion, and literature study. Analytical tool used to analyse data is quantitative analysis in the form of descriptive statistic with the help of Likert scale, and using qualitative analysis technique in the form of descriptive analysis. The analysis shows that there are five identifiable natural potentials at Pandawa beach namely the towering limestone cliffs, white sandy beaches, seaweed, clear blue sea, and Coral Garden. From the socio-cultural aspect, include: traditional dance and dance performances in the form of Ramayana Ballet, cremation ceremony, communal cooperative system, temple and statue of Dewi Kunti and Panca Pandawa on the cliff along the road to Pandawa beach. Creative tourism products that can be formulated on the beach Pandawa, namely in the form of: maritime museum and seaweed cultivation and culinary. The perception of tourists to the natural conditions of Pandawa beaches, socio-cultural, infrastructure, and the existence of tourism facilities are good category, with an average score of 3.07 (foreign) and 2.90 (domestic). Of the four components of tourism products assessed, the best value is the condition of the natural environment with a score of 3.23 (domestic tourists) and 3.19 (foreign tourists), while the lowest score is the existing tourism facilities in Pantai Pandawa with a score of 2, 97 (domestic tourists), while for foreign tourists the lowest score is public infrastructure with a score of 2.30 including less category.

INTRODUCTION

Pandawa Beach is one of the tourist areas in Kutuh Village, located approximately 3 km from Nusa Dua Tourism area and Uluwatu Temple of South Bali. This beach was hidden behind a row of rocky hills that were only overgrown with bushes, but the Badung regency is aware of the tourism potential of Pandawa beach. And starting in 2002 access road to Pandawa Beach was made so it was easy for vehicles to pass and attract visitors. The map to the beach Pandawa as in the picture below.



Picture 1: *Pandawa Beach Map*

In December of 2012, Pandawa Beach was officially opened that began with the Pandawa Beach festival. The main potentials are beach scenery with clean white sand, and calm waves, free of pollution and merchants so that tourists can do marine tourism activities freely. Many emerging food stalls selling fried rice, fried noodles, grilled sea fish and some western food. The food stall provides sun loungers with umbrellas that can be rented. With the development made by the Badung Regency government, Kutuh Village, and Pandawa Beach Management Agency, there is more and more tourist visit the place. Where the level of tourist visits both foreign and domestic tourists from February 2013 to January 2014 quite fluctuate where in April, July, September, and October decreased, but overall increased by 26.59% for domestic tourists and 34.37% for foreign tourists. For twelve months from February 2013 to January 2014, the average monthly rate of 32,760 persons for domestic travelers and 4,603 for international travellers. Pandawa Beach has a strategic location, if connected with 4A concept, ie distance and travel time to destinations measured from the airport "accessible" from Ngurah Rai airport Tuban and hotel in southern Badung. The attraction of "attractions", Pandawa beach has the potential for marine tourism attractions and paragliding, the existence of tourism facilities "amenities, which is currently still being revamped and the existence of tourism agency" ancillary "that is the governing body of Pandawa beach. Developing tourism in Pandawa Beach means agreeing to also develop tourist attraction "attractions" especially man-made tourist attraction, while for natural appeal and culture is only required for structuring and packaging. Because the distance and travel time to the "accessible" destinations close to Ngurah Rai Airport will eventually encourage the government

to build a proper highway for tourist transport to Pandawa Beach, which is currently ongoing on the road to Pandawa , while facilities supporting tourism "amenities "Such as hotels, inns, restaurants have also started to be prepared.

With the growing number of tourist visits to Pandawa Beach, a Joint Decree the head of the governmental village (*Prebekel*) and head of tribal village (*Bendesa Adat*) of Kutuh Number 01 the Year 2013 was issued. It is about the Improvement of the establishment of Kutuh Beach Regulation Team (PKPK) which regulates the arrangement of beaches in Kutuh area covering Pandawa Beach, Timbis Beach and Gunung Payung beach. Specifically, the establishment of the Kutuh Beach Regulatory Body Team including the rights, obligations, and powers that include: 1) Obligations consisting of: a) carrying out data collection and mapping of potentials in the coastal area of Kutuh, b) creating master plan and detailed plan, c) to formulate work programs, grouping activities and carry out physical activities in accordance with the needs of the field referring to short term development plan of the village for the year of 2010-2015, d) undertake structuring, supervision and guidance on activities caused by communities or groups in the Kutuh beach area in accordance with the authority constraints , e) carrying out the management of income sources in relation to existing activities, as long as the absence of a special management body has been set, f) recruiting required personnel in accordance with existing financial needs and conditions, g) reporting on the tasks to the heads of Kutuh village each month, 2) Rights consisting of: a) can manage the operational fund concerning the cost of structuring, technical operational costs and other operational costs derived from the results of the management of the beach Kutuh area or other sources of income provided by the governmental and tribal Kutuh village and third party assistance in accordance with the provisions provided by the head of the governmental village (*Perbekel*) and head of tribal village (*Bendesa Adat*) of Kutuh village, b) the operational funds referred to in letter an above in its designation may be further regulated by the PKPK Team, 3) the authority consisting of: (a) to improve the management of the PKPK Team to cooperate with the village authorities or other parties by first coordinating with *Perbekel Kutuh* and *Bendesa Adat Kutuh*, (b) seeks other sources of income to sustain the organizing and operational costs of the PKPK Team.

As a new tourism destination, the Kutuh Coastal Regulation Team together with Kutuh Village together with Badung Government have started to organize Pandawa beach in hopes to become the object and interesting attraction even become a new paradise on the Island of the Gods. However, in order for the arrangement and development in accordance with market demand, its development is directed, in line with the meaning of *Sapta Pesona* which has been stipulated by Decree of Minister of Tourism, Post and Telecommunication Number: KM.5 / UM.209 / MPPT-89 which can create a sense of security, Order, Hygiene, Coolness, Beauty, Friendliness, and Memories that will be expected to become the leading tourist destination and sustainable. For that reason, it is necessary to maximize the existing potential, find the input to the perpetrators of tourism, academics and tourists to compiled blueprint creative tourism product development in Pandawa Beach.

According to the Law of Tourism No. 10 the Year 2009, it is stated that marine tourism is an effort to conduct tourism and water sport, also infrastructure and suprastructure and other services which are managed commercially in the sea, beach, river, lake, and dam. Indonesia with its 17,504 islands and 95,181 km of coastlines, beautiful beaches and the highest sea biodiversity

in the world means that Indonesia has the biggest potencies of marine tourism in the world (Allen, 2002). Water has restorative qualities, passive observation of the maritime environment in itself has been described as a fundamental tourism activity (Miller and Ditton, 1986). The unique character of the coastal environment gives to various types of tourism development. While tourism is a component of integrated approaches towards coastal and marine management, the natural environment and tourism are inextricably linked (Mason, 2003). The development of marine attraction must be supported by developing villages-tourism to create some businesses in the society (Bakkara and Sunantri, 2012). Development of marine tourism needs the right system and management and accurate target (Siti, 2001).

In fact, where tourism has been a major issue in coastal areas and despite differences in locale and levels of economic development, there is strikingly similar evidence of environmental changes, mostly negative (Johnston *et al*, 1991). The utilization and development of marine tourism potential must still ensure the environmental sustainability and cultural wisdom of local communities, with the aim (Nurif, 2017): to keep the ecological process going; protect biodiversity and ensure the sustainability and utilization of species and their ecosystems. The development should also guarantee the environment conservation and the local genius and culture in order to keep the ecological process; to protect biodiversity and to guarantee the preservation of the species and its ecosystem (Peter Mason, 2003). In the last decade, Turkey has become a popular cruise tourism destination in the Mediterranean basin and share in the global cruise tourism industry (Dogan & Carbone, 2015).

Based on those matters, the purpose of this research is to describe the potential and attraction of existing tourism at Pandawa beach, formulate creative tourism product in accordance with potency exist in Pandawa coast, and to know the perception of tourists to tourism product in Pandawa beach.

METHODS

The number of samples taken as many as 5 times the number of variables in accordance with that proposed by Malholtra, (in Widayat 2004: 27) so the number of samples $5 \times 20 = 100$ tourists. The technique used is Accidental Sampling (Arikunto, 2015). Data were collected by survey method, questionnaires, interviewing both manager and traveller, and conducting FGD (focus group discussion). The data were analysed by quantitative analysis technique, that is, an analytical technique to analyse quantitative data by using descriptive statistics used to measure the nature, opinion, and perception of a person or group about the social phenomenon (Umar, 2005: 69). And descriptive analysis techniques to identify the potential of tourist attraction Pandawa beach, as well as the physical condition of facilities and infrastructure, natural potential, culture, and attractions.

RESULTS AND DISCUSSION

Location of Pandawa Beach Bali

Pandawa Beach Bali is the latest popular tourist spot in the southern tip of the island of Bali, located in Kutuh Village, South Kuta district, Badung regency. It is about 18 km from Ngurah Rai airport or approximately an hour depending on congestion on the way. The interesting thing

about the location of Pandawa Beach is, it is hidden behind the cliff, so this beach is called the secret beach, or hidden beach. Many people call it is a hidden paradise, so they are tempted to go on an excursion to Pandawa beach in Bali.

Before entering the Pandawa Beach area, we will enjoy a view of towering limestone cliffs on the left and right of the road and a beautiful view of the beach in front. Pandawa Beach is located at the southernmost tip of the island of Bali where in this region the beaches are known as beaches with clean and soft yellowish white sand, crystal clear sea water and quite far from the crowd. When the sea recedes, the view at Pandawa Beach will look more beautiful than when the tide.

The cliffs around Pandawa Beach is decorated with 5 statues of Pandawa and Kunti, which is why this beach finally named Pandawa Beach. The statues can be seen after passing the signature orange Beach Pandawa. These statues are engraved on the left bank of the road, ranging from the statue of the Goddess Kunti, followed by 5 Pandawas including the statue of Dharma Wangsa (another name Yudhisthira), Bima statue, Arjuna statue, Nakula statue and Sahadewa statue which is the main character of the Mahabharata story. Each of the statues has a height of 5 meters with a width of 2.5 meters which the picture as below.



Picture 2: *Statue of Five Pandawas at Bali Pandawa Beach's Cliffs*

The existence of these statues is taken from one of the fragments of the story of Mahabharata when these five *Pandawa* are confined in Goa Gala-Gala. The five *Pandawas* survived after they made a tunnel that led to a jungle. In this forest, then the *Pandawas* set up the kingdom of Amertha. That story is the inspiration of the people around the *Pandawas* coast. They symbolize the philosophy of the existence of *Pandawas* beach that was once hidden behind the cliff until finally made the road so that now this *Pandawas* beach can provide benefits and as a new kingdom for the surrounding community. Pandawa Beach has a length of 2 kilometres which is limited by high limestone cliffs, so the view from the top of the cliff or from below the cliff will look very charming. Pandawa Beach is also currently accessible easily because the road to the beach is quite smooth.

Potencies and Attractions in Pandawa Beach

Pandawa Beach has a variety of potentials that can be developed into tourist objects and attractions as well as a medium to do tourist attractions, which include: (1) The limestone cliffs towering on the edge of the beach Pandawa is a very interesting scenery, so these potencies can be natural tourist attractions. (2) The white sandy beach that stretches 2 km in the Pandawa beach area is adorned with yellowish white sand and enchanting is a fascination for tourists who visit the beach Pandawa. Beach with yellowish white sand gives a very cheerful feel, so it is very potential to be developed some attractions and tourism business, which are: the sailing and tourism business in the form of long chair leasing, beach umbrella, and traditional massage. (3) Seaweed, where before Pandawa beach is open, i.e. in 2012, the community effort in the village of Kutuh mostly as fishermen and seaweed cultivation. Seaweed cultivated in Melasti beach (before being named Pandawa Beach) is a source of income from the community in the village of Kutuh. Where the seaweed produced is sold to the beverage and *rujak* traders, some of them are exported. Seaweed produced potentially to be developed into various snacks or cakes and a variety of beverages that can be packed into souvenirs for tourists who visit the beach Pandawa or can be enjoyed directly at the time of visit. Seaweed cultivation can serve as an agro-tourism attraction that can be enjoyed by tourists, ranging from planting, maintenance, harvesting, and processing of seaweed. 4) Clear blue sea, where the sea view Pandawa beach is calm and friendly with the wave that is not so big that spoil the eye, especially in the afternoon with the sunset it is amazing. The potential of the sea in Pandawa beach is very great to be developed some into some tourism products and services, which include various businesses which include: canoe rental, fishing boat rental, and surfing which is a tourist attraction of the sea. 5) The coral garden is still virgin, where for the future potential coral reefs on the beach Pandawa is very strategic for diving and snorkelling, considering the location of Pandawa beach is very close to the popular tourist area, Nusa Dua and Kuta. The image of all these potentials is as below (**Error! Reference source not found.**).



Picture 3: Lime Cliffs



Picture 4: Sea and Pandawa Beach



Picture 5: *Seaweed*



Picture 6: *Coral reefs*

For the social and cultural potential of which is the potential that existed in the life of Kutuh villagers in the form of various types of regional arts and customs. Where the people still preserve traditional dance and dance performances in the form of Ramayana Ballet which is regularly performed during a ceremony at Pura Kahyangan Tiga (Pura Desa, Puseh Temple, and Dalem Temple) in Kutuh Village. This dance is also often performed at the Pandawa beach stage along with *Kecak* dance and barong dance. There are also customs in the form of traditional ceremonies and traditions in the form of cremation ceremonies that have a special attraction that can be witnessed by tourists and communal cooperative system (*gotong royong*). There are cultural objects in the form of a temple with Balinese style buildings with ornaments and there are statues of Goddess Kunti and *Panca* (Five) *Pandawas* on the cliff along the road to the beach Pandawa. On the Pandawa Beach, there is also a beach area which considers being sacred by local residents. There are at least six sacred places in this area, namely Cupid Stone area, *Melasti* ceremony, Dalem Segara Temple, drinking water wells of villagers, *Sawan Wela*, and *Sawan Sambang*.

As for the potential human resources, senior citizens who used to work as fishermen or seaweed farmer are now working in the tourist-related field. They are all empowered in the development of Pandawa Beach attractions, for example, rental for canoe, long chairs, fishing boats, traditional stepping-over, selling souvenirs, and culinary (food and beverage) businesses. All businesses of the local community of Kutuh village are under the arrangement and supervision of the management of Pandawa Beach. While the young generation is still largely educational, so it is very potential for the development of Pandawa beach effectively in the future become a popular tourist attraction. Especially for those who still take education, most take the field of tourism studies.

Formulation of creative tourism products

According to Richards (2001), outline, creative tourism service providers (such as museums, event organizers, etc.) should attract tourists' wetness with the aim that tourists get more experience by participating to feel/empathize with what tourist attractions are offered. To get this experience, tourists have to do 'parts' to make creative tourism products to 100%. Creative and

innovative products are a product with new innovations using the creativity and ability of people in using technological advances. The community also continuously develops, preserves, and exploits the existing tourism potencies (Suryana, 2013)

By looking at the potential of Pandawa beach, and based on creative product criteria analysis, which is innovative, community-based creativity, and supported by the ability to use a technology involving tourists, there are two creative tourism products that will be developed in the future:

a. **Maritime Museum**

Maritime Museum is a museum that stores collections related to marine and fishery. Before the opening of Pandawa beach as an object and tourist area in 2012, the occupation of the community of Kutuh Kuta Selatan village is mostly seaweed farmers and fishermen. But with the rapid development of Pandawa beach as a tourist area, those professions were left behind and switch professions as business travelers and workers in the tourism sector. To remind the existence of the village community Kutuh to the younger generation who will come and can serve as a tourism product, then there is an idea to develop a tourism product in the form of Pandawa Maritime Museum. Although a visit to the museum is still small, at least this tourism facilities can enrich the variety of tourism products on the beach Pandawa. This is in accordance with the marketing strategy, where the more variations of products offered the more sales can be achieved. So with the increasing number of tourism products offered on the beach Pandawa, then there is a tendency will be an increase in tourist visits. Collections to be displayed in this museum are among the used by seaweed farmers and fishermen.

b. **Seaweed Cultivation and Culinary Tour**

Although the existence of seaweed farmers on the beach Pandawa has changed the function and the younger generation no longer want to plunge as a lawnmower, the potential of seaweed that exists on the beach Pandawa still exist. By looking at potential seaweed potential to be developed as an object and tourist attraction, then the management of Pandawa beach there is a future idea to empower people to exploit that potential. The system applied in reviving seaweed farmers in the labor system, where people who want to become seaweed farmers will be paid monthly or given daily wages, so there are tourist attractions in the form of seaweed cultivation offered to tourists and tourists can be involved in the cultivation procession. While the seaweed cultivation can be sold to local traders, exported, can even be processed into culinary tourism products.

Tourists' Perception about Pandawa Beach

To know the perception of tourists to tourism products in Pandawa, value range in different categories as the basis for the assessment is used. Where the perception of tourists to tourism products contained in Pandawa beach include the perception of tourists to the natural environment, socio-cultural conditions, public infrastructure, and tourism facilities that are components of tourism products.

The range of values used are as follows:

Value	Range	criteria
4	3.26 - 4.00	Very good
3	2.51 - 3.25	Good
2	1.76 - 2.50	Good enough
1	1.00 - 1.75	less

Table 1: Value range of perception

Based on the research results obtained by the assessment of the natural environment, socio-cultural conditions, public infrastructure, and tourism facilities such as the following table

No.	Product Component	Perception Result					
		Dmst	Rmrk.	foreign	Rmrk.	Avg.	Rmrk.
1	Culture	3.23	good	3.14	good	3.19	good
2	Sosio-cultural	3.04	good	3.04	good	3.04	good
3	Public infrastructure	3.05	good	2.30	less	2.68	good
4	Tourism facilities	2.97	good	3.10	good	3.04	good
Total average		3.07	good	2.90	good	2.99	good

Table 2: Tourists' Perception about Pandawa Beach' Condition

From the table above shows that the perception of both foreign and domestic tourists to tourism products Pandawa Beach gets an average score of 3.07 for domestic tourists and 2.90 for foreign tourists so both are in good condition. Of the four components of tourism products assessed, the best value is the condition of the natural environment with a score of 3.23 for domestic tourists and 3.19 for foreign tourists, while the lowest score is the existing tourism facilities in Pandawa beach with a score of 2.97 for domestic tourists, while for foreign tourists the lowest score is public infrastructure with a score of 2.30 belongs to less category. Anyhow, the average perception of tourists to Pandawa Beach tourism products is good.

CONCLUSION AND SUGGESTION

Based on the result of the analysis that has been done, some conclusions can be drawn as follows:

1. Potential and attraction of Pandawa Beach that can be developed into tourist objects and attractions or tourism products, including towering limestone cliffs, white sandy beaches, seagrass, clear blue sea, coral garden (coral garden)
2. Creative tourism products that can be developed by looking at the potential of the beach Pandawa is a maritime museum and cultivation and culinary tourism grass.

3. The perception of tourism to the natural condition of Pandawa beach as a whole in good category, to the overall socio-cultural condition related to Pandawa beach in good category, to the general infrastructure that exist in the good category, but the perception of foreign tourists in the category enough to get attention management of Pandawa beach, to the existing tourism facilities at Pandawa beach in good category
4. Strategies that need to be done for the development of Pandawa beach as a popular tourist attraction in the future are: arranging the natural environment in Pandawa beach, preserving existing customs and increasing the creation of art and culture, increasing capacity, quantity and quality of public infrastructure on the beach Pandawa, increasing the number and quality of tourism facilities operating in Pandawa's coastal areas and improving environmental management and Pandawa's coastal operations management based on professionalism

Given the potential that has not been utilized optimally, especially coral reefs, it is advisable to make a feasibility study on the development of coral reefs as objects and attractions leading attractions that can be offered to the visitors. In addition to the perception of foreign tourists on the condition of public infrastructure is still lacking, it is advisable to increase the capacity, quantity, and quality of public infrastructure and need to improve services related to information required by tourists.

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