Research article

Tourism Analysis of Srau and Watukarang Beaches by SWOT in Pringkuku District, Pacitan

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Abstract

Pacitan Regency is one of the regencies in East Java that has interesting potential for the development of coastal tourism. The potential for coastal tourism in Pacitan Regency has a very large value for the economy of the community, especially in the tourism sector. However, the potential for developing coastal tourism in Pacitan Regency is still minimal and needs more attention from stakeholders. Therefore, the potential for these tourist attractions needs to be developed and managed properly to increase tourism attractiveness and regional economic income. This study aims to analyze the tourism potential of Srau Beach and Watukarung Beach in Pacitan Regency. Analyze and identify strategies for developing Srau Beach and Watukarung Beach tourism in Pacitan Regency into a superior tourist area. Surakarta. The research method used is a mixed method with data collection carried out through observation, interviews and documentation. Observations were carried out by 4 observers using observation sheets that had been prepared previously. Data analysis was carried out by determining research variables, scoring, classifying tourism object potential and SWOT analysis. The results of this study show that the Srau Beach and Watukarung Beach Tourism Objects have a high classification of internal and external potential. The high potential of tourist attractions is supported by the completeness of facilities, the diversity of coastal ecosystems, and a clean environment. Development strategies based on SWOT analysis are prioritized in improving and widening road access, arranging tourist object facilities, providing more structured public transportation, and increasing tourism promotion media.

Keywords: coastal tourism; tourism potential; SWOT; Pacitan Regency.

1. Introduction

Indonesia as a country that is rich in natural beauty, biodiversity of flora and fauna, and diverse culture, has great potential in the tourism sector which can provide significant contributions to the economy. Tourism, widely recognized as a sector that can drive economic development, open up new investment opportunities, create jobs, and increase community and regional income if managed properly. However, developing the tourism industry is not an easy task, especially in the midst of the multidimensional crisis that has recently hit Indonesia. This situation has a significant impact on tourist visits, both domestic and foreign, who want to enjoy Indonesia's natural and cultural wealth (Purba, 2021).

Tourism development in Indonesia aims to meet the physical, spiritual, and intellectual needs of every tourist with recreation and travel and increase state revenue to realize the welfare of the people. Tourism in Indonesia is a part of national development and the most important sector in all countries because it can generate such large foreign exchange. Tourism development as stated in Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, that: "Tourism functions to meet the physical, spiritual, and intellectual needs of every tourist with recreation and travel and increase state revenue to realize the welfare of the people". Tourism development is essentially an effort to develop and utilize tourism objects and attractions. Tourist objects are one of the most important factors in the tourism industry and one of the reasons why visitors travel (Nawangsari, 2018).

Tourism development involves infrastructure development, expanding transportation networks, and contributing to changes in land use. The increase in the area developed in tourist destinations is assessed based on the components of tourism development 4A, namely amenities, attractions, accessibility, and supporting facilities. Studies by Yusuf and Hadi reveal the relationship between tourism development factors and changes in land use. To ensure effective regional development, continuous monitoring of the addition of new buildings,

compliance with spatial plans, and the implementation of consistent regulations is required. Modeling, which provides insights into the spatial and temporal dimensions, as well as visualization, has proven to be invaluable for urban planning, impact analysis, and public education (Pertiwi & Saputra, 2024).

Sustainable tourism can be understood as tourism practices that are responsible for protecting and conserving the environment and can also provide positive social and economic impacts for the community, society and stakeholders. Sustainable tourism development must be carried out in a sustainable and responsible manner to minimize the negative impacts of tourism on the environment (Risfandini, 2019). In this context, sustainable tourism development must take into account the current and future economic, social and environmental impacts. This is done to meet the needs of visitors, industry, the environment, and also the host community in this context, sustainable tourism development must take into account the current and future economic, social and environmental impacts. This is done to meet the needs of visitors, industry, the environment, and also the host community.

Pacitan Regency is one of the regencies in East Java that has interesting potential for the development of coastal tourism. Srau Beach and Watukarung Beach are two very popular seaside tourist attractions in Pringkuku District, Pacitan Regency. The potential for coastal tourism in Pacitan Regency has a very large value for the economy of the community, especially in the tourism sector. However, the potential for developing coastal tourism in Pacitan Regency is still minimal and needs more attention from stakeholders. Srau Beach and Watukarung Beach stand as two prominent coastal tourism destinations in Pringkuku District, Pacitan Regency. The immense potential of coastal tourism in Pacitan Regency holds significant economic value, particularly for the local tourism sector. However, despite this promising potential, the development of coastal tourism in the regency remains suboptimal, calling for urgent attention from stakeholders. Srau Beach and Watukarung Beach, situated in Pringkuku District, Pacitan Regency, East Java, present two prime examples of tourist attractions brimming with untapped potential. Nevertheless, the realization of this potential has been hindered by a lack of comprehensive information and understanding regarding the tourism assets and constraints associated with these two coastal destinations.

In the current era, the growth of nature-based tourism has surpassed expectations, necessitating collaboration between government agencies and local communities, particularly in harnessing the power of social media as a promotional tool. In this digital age, the utilization of social media platforms like Instagram has proven remarkably effective in enhancing the visibility of natural tourist attractions. The advantages of employing Instagram encompass cost-efficiency, a vast user base, ease of use, and seamless integration with other social media platforms, rendering it an optimal choice for showcasing captivating visual content (Haksoro et al., 2024).

Travel distance and accessibility stand as two crucial factors to consider when planning a visit to any destination. Travel distance directly influences the time and cost associated with the journey, while accessibility determines the ease and convenience of reaching the desired location (Hapsara, 2022). In this context, the distance from Pacitan city center to Klayar Beach is approximately 28 km, with a travel time of less than an hour. Meanwhile, the distance from Pacitan city center to Watukarung Beach is around 26 km, and for Srau Beach, it is 22 km. Despite the longer distance to Klayar Beach compared to Watukarung Beach and Srau Beach, Klayar Beach boasts superior accessibility due to its well-maintained paved roads and clearer signage. Additionally, toilet facilities and places of worship are readily available in the vicinity of Watukarung Beach.

This research aims to provide a comprehensive understanding of the tourism potential of Srau Beach and Watukarung Beach, thereby contributing to the development of tourism potential in the Pacitan region. Drawing upon prior research conducted on the tourism potential of beaches in Indonesia, this study will employ a mixed-methods approach, encompassing both spatial analysis and descriptive analysis. Spatial analysis will be utilized to examine the distribution patterns of visitors, accessibility, and the availability of tourism supporting infrastructure, along with land and space utilization in the vicinity of the coastal tourist attractions. Descriptive analysis will be employed to identify the tourism potential and constraints associated with these two coastal tourist destinations, as well as to assess the quality of services and facilities provided. The findings of this research are anticipated to contribute to

the development of tourism potential in the Pacitan region and serve as a valuable reference for future research endeavors in the fields of tourism and geography.

2. Research Methods

This study employed a mixed-methods approach, encompassing data collection through field observations, interviews with relevant stakeholders, and document analysis. Field observations were conducted by a team of four observers utilizing a pre-designed observation instrument. The data analysis process involved identifying research variables, conducting scoring, classifying tourism object potential, and performing SWOT analysis. Secondary data utilized included primary and secondary information gathered from various sources pertaining to Pacitan Regency.

2.1. Research Population/Object

The research location was situated in Pacitan Regency, encompassing an area of 1,389.8716 km² or 138,987.16 hectares. The selection of this region, particularly Srau Beach and Watukarung Beach in Pringkuku District, Pacitan Regency, was based on the fact that these tourist attractions have evolved as destinations for both natural and artificial tourism, as well as conservation areas. The research population comprised visitors to Srau Beach and Watukarung Beach in Pacitan Regency (BPS Kabupaten Pacitan. 2022).

2.2. Data Collection

The data collected in this study encompasses both primary and secondary data. Primary data was acquired through direct field observations, aiming to ascertain the conditions of the natural tourism attractions serving as the research subjects. The observed aspects of the tourist attractions include the physical state of the attractions, the facilities available at the attractions, and the accessibility of the attractions. Data was gathered through direct observation and interviews. Secondary data, on the other hand, was obtained from the research location, encompassing geographical location, area, boundaries, climate, and topography, which were retrieved from the Central Statistics Agency (BPS) and the Regional Planning Development Agency (BAPEDA) of Pacitan Regency. Visitor numbers were obtained from the Culture and Tourism Office of Pacitan Regency, administrative maps and maps of the distribution of tourism facilities and accessibility were obtained from BAPEDA Pacitan Regency, tourism development and development plans were obtained from the Culture and Tourism Office of Pacitan Regency, and Pacitan Regency in Figures was obtained from the BPS Pacitan Regency.

2.3. Research Instruments and Material

The research instrument employed was an observation sheet. The observation sheet was utilized to assess the both internal and external tourism potential of natural attractions during field research. This assessment was used to assign scores to each tourism potential for each variable on the observation sheet, which were then summed and classified. The research instruments included GPS, ArcGIS, a laptop, a camera, and observation sheets. The research materials consisted of administrative maps and tourism attraction data.

2.4. Data Processing Techniques

2.4.1 Selection of Research Indicators and Variables

Research indicators and variables were selected based on the research criteria for the potential of tourism objects and attractions.

2.4.2. Scoring

A relative score of 1 to 3 was assigned to several research variables, such as: diversity of supporting attractions, physical condition of tourist attractions, travel time, availability of transportation, road infrastructure, availability of facilities to meet physical, social, and complementary needs. Scores of 1 to 2 were used for some research variables.

2.4.3. Classification of Internal and External Potential

The total score for the tourism object potential variables and the total score for the area potential variables were then classified into high, medium, and low classifications. To determine

the overall potential assessment, the total scores of all the variables studied were combined. Classification was carried out using class intervals as follows:

$$K = \frac{a-b}{u}$$

Information :

K = Interval

a = High score value

b = Low score value

u = Amount of the class

Subsequently, the interval was divided into three classifications: high potential, medium potential, and low potential. Classification was carried out based on the scores of the research variables and the scores of each tourist object, namely

2.4.3.1 Classification Based on The Internal Potential Variable Scores

The maximum score value (14) obtained from the sum of the maximum numbers on each variable score, minus the minimum score value (6) obtained from the sum of the minimum numbers of each variable score, resulting in an interval divided into 3 (three) classifications with the following formula:

$$K = \frac{14-6}{3}$$

K = 2
- Low potential class if the total score of tourist attraction objects is 6-8
- Moderate potential class if the total score of tourist attraction objects is 9-11
- High potential class if the total score of tourist attraction objects is 12-14

2.4.3.2. Classification Based on External Potential Varible Scores

The maximum score value (24) obtained from the sum of the maximum numbers on each variable score, minus the minimum score value (9) obtained from the sum of the minimum numbers of each variable score, resulting in an interval divided into 3 (three) classifications with the following formula:

$$K = \frac{24-9}{3}$$
K = 5
- Low potential class if the total score of tourist attraction objects is 9-14
 - Moderate potential class if the total score of tourist attraction objects is 15-18
 - High potential class if the total score of tourist attraction objects is 19-24

2.5. Data Analysis

The data analysis methods employed in this study encompass table analysis and SWOT analysis. Table analysis utilizes a scoring technique, where scores are assigned to the variables in the table and subsequently calculated to determine their classification. Classification is used to ascertain the potential level and the impact of the pandemic on each of the studied tourist attractions. This classification is divided into three classes: high, medium, and low. SWOT analysis, on the other hand, serves as the foundation for designing the development of tourist attractions. This analysis is based on logic that aims to maximize strengths (S) and opportunities (O), while simultaneously minimizing weaknesses (W) and threats (T). To identify SWOT, internal and external potential must be identified. Subsequently, quantitative analysis is conducted by summing the total strength (S) factors compared to the weakness (W) factors, and the total opportunity (O) factors compared to the total threat (T) factors. The results obtained are then used to determine the strategies required for the development of tourist attractions. These strategies include:

a. If a tourist attraction possesses significant strengths and opportunities, the strategy to be implemented is a growth strategy. This can be achieved by developing new products, enhancing the quality of products or services, or expanding access to a wider market.

b. If a tourist attraction has substantial strengths and threats, the strategy to be applied is a diversification strategy. This strategy aims to develop products efficiently and requires investment to strengthen its position.

c. If a tourist attraction has considerable weaknesses but presents significant opportunities, the strategy to be implemented is to minimize internal problems as there is a concern that it will be difficult to seize the existing opportunities.

d. If a tourist attraction has substantial weaknesses and threats, the strategy employed is a defensive strategy. This strategy is intended to control internal performance so as not to further deteriorate, while also striving to improve internal performance.

The analysis employed to identify the dominant factors is cross-tabulation analysis. This analysis technique, while relatively simple, possesses the capability to effectively elucidate the relationships between variables. In cross-tabulation analysis, the pre-scored research variables are utilized as the basis for inferring the relationships among the research variables, thereby enabling the straightforward determination and visualization of the interrelationships between the research variables

3. Results and Discussion

This analysis employs a scoring system to assess the potential of tourist attractions by evaluating both internal and external factors. Internal potential factors encompass the quality and condition of the tourist attractions themselves, such as the variety of offerings and the physical state of facilities. External potential factors, on the other hand, take into account development support from the government or private sector, accessibility of the location, supporting facilities in the surrounding area, and the presence of complementary facilities that enhance the tourist experience. The scores obtained for each variable are then used to classify the overall potential of the tourist attraction as high, moderate, or low. It is important to acknowledge that the potential of each tourist attraction will vary depending on its unique development stage (Septiana et al., 2022).

Srau Beach and Watukarung Beach, located in Pacitan Regency, Indonesia, possess significant potential to attract both domestic and international tourists. Both beaches are endowed with exceptional natural beauty, offering captivating panoramic views and a range of amenities to cater to visitors' needs. Srau Beach, in particular, distinguishes itself with unique tourist attractions such as limestone caves and underground rivers, which hold a particular appeal for tourists seeking adventure and unconventional experiences. Watukarung Beach, on the other hand, captivates visitors with its stunning natural beauty and well-developed facilities, providing a more conventional yet equally enjoyable beach experience.

3.1. Scoring of Internal Potential

Tabel 1. Internal Potential Watukarung Beach and Srau Beach

Tourism Destination	Internal Potential		Observer					Average Rating	Total Score	Classification
	Variable		1	2	3	4	5			
Watukarung beach	Object Quality	A	2	2	2	2	2	2	13	High
		B	2	2	2	2	2	2		
		C	2	2	2	2	1	2		
	Object Condition	D	3	3	2	3	3	3		
		E	2	2	2	2	3	2		
		F	2	2	2	2	3	2		
Srau beach	Object Quality	A	2	2	2	2	2	2	13	High
		B	2	2	2	2	2	2		
		C	2	2	2	2	1	2		
	Object Condition	D	3	3	2	3	3	3		
		E	2	2	2	2	2	2		
		F	2	2	2	2	2	2		

Noted :
A: Main Attraction
B: Strength of tourist attraction components
C: Tourism activities at the tourist location
D: Diversity of supporting attractions
E: Physical condition of the tourist object directly
F: Cleanliness of the tourist object environment

Internal potential refers to aspects originating from within or the characteristics of the tourist attraction itself. This includes elements such as attractiveness, specific attractions, and the diversity of tourist attractions, as well as the physical condition and environmental cleanliness of the tourist attraction (Saputra et al., 2019). Based on the internal potential analysis, Watukarung Beach and Srau Beach are classified as tourist attractions with high potential. Both beaches are listed in the Pacitan Regency Tourism Office and are flagship tourist attractions in Pringkuku District. The quality and condition of the tourist attractions are highly supportive, leading to a high classification of internal potential. Both Srau Beach and Watukarung Beach have more than one main attraction, such as the presence of three main beaches in Srau Beach and the attraction of cruising the Cokel River by boat at Watukarung Beach. The functionality of each beach for various recreational activities, from enjoying natural beauty to fishing, adds to their appeal. Other factors such as cleanliness and good environmental preservation at both beaches also leave a positive impression on visitors, making them feel comfortable and happy when visiting the tourist attractions.

3.2. Regional Potential Classification and Scoring for Industry

Tabel 2. Regional Potential Watukarung Beach and Srau Beach

Tourism Destination	External Potential		observer					Average Rating	Total Score	Classification
	Variable		1	2	3	4	5			
Watukarung beach	ODS	A	2	2	2	2	2	2	21	High
		B	2	2	2	2	2	2		
		C	2	2	2	2	2	2		
		D	2	2	2	2	2	2		
	Accessibility	E	2	2	2	2	2	2		
		F	2	2	2	3	2	2		
	OSF	G	3	3	3	3	3	3		
		H	3	3	3	3	3	3		
	ACF	I	3	3	3	3	3	3		
Srau beach	ODS	A	2	2	2	2	2	2	21	High
		B	2	2	2	2	2	2		
		C	2	2	2	2	2	2		
		D	2	2	2	2	2	2		
	Accessibility	E	2	2	2	2	1	2		
		F	2	2	2	2	2	2		
	OSF	G	3	3	3	3	3	3		
		H	3	3	3	3	3	3		
	ACF	I	3	3	3	3	3	3		

Noted:

ODS: Object Development Support

OSF: Object Supporting Facilities

ACF: Availability of Complementary Facilities

A: Interconnection between objects

B: Tour package support

C: Development and promotion of tourist objects

D: Travel time from the nearest terminal

E: Availability of public transportation to tourist object locations

F: Road infrastructure to tourist objects

G: Availability of physical needs fulfillment facilities

H: Availability of social needs fulfillment facilities

I: Availability of complementary facilities

External potential is a component that cannot be overlooked in planning and managing tourist attractions, as these factors can significantly impact the attractiveness and success of tourist attraction development. External potential refers to resources originating from outside the tourist attraction. External potential also plays a crucial role as a supporter and complement to internal potential in efforts to develop tourist attractions. These external potential factors include development support, accessibility, supporting facilities, and complementary facilities for tourist attractions (Haerani et al., 2021). Based on the results of the external potential classification, Srau Beach and Watukarung Beach have a high level of external potential with total scores of 21 each. This is due to the diverse maximum assessment variables. Both tourist attractions have received good development support through promotion on various social media platforms such as Instagram, Facebook, and TikTok, and have been included in published tour packages. Although accessibility is still unsatisfactory due to poor road conditions and narrow roads to tourist destinations, as well as a somewhat distant travel distance from the city center of Pacitan Regency, which is 30-60 minutes. Public transportation to tourist areas is also irregular, and there are limitations on operating hours. However, both beaches provide comprehensive physical and social facilities, including restaurants, accommodations, and supporting buildings such as permanent and non-permanent gazebos. Although Srau Beach has better-structured parking lots, Watukarung Beach only provides parking lots in courtyards or vacant land managed by the surrounding community. Toilets are well provided for at both tourist attractions, but souvenir shops are only available around Watukarung Beach.

3.3. SWOT

Tabel 3. SWOT Analysis of Srau Beach Tourish Attraction

External Factors	(Opportunities)	(Threats)
	Close proximity to other beach tourist attractions	Underutilization of undeveloped beaches within the tourist area
Internal Factors	Community involvement in tourism management	Foreign private sector involvement in beach management
3(Strength)	**Strategy SO**	**Strategy ST**
Diverse coastal ecosystems and marine life	Government evaluation of tourism management program planning	Enhance promotion through tourism-aware communities and local government
Large area of the tourist area	Implement a sustainable tourism concept to address environmental threats	Add educational tours about the coastal environment
Clean environment		Government and management oversight in handling foreign private sector investors interested in investing in tourism
Complete facilities and infrastructure		
(Weakness)	**Strategy WO**	**Strategy WT**
Poor road conditions and narrow roads	Empower local communities in using technology for promotion and cashless payments	Improve road infrastructure
Limited public transportation to the tourist site		Optimize spatial planning to ensure efficient land use and enhance the attractiveness of the tourist area
Suboptimal spatial planning for tourism		

Tabel 4. SWOT Analysis of Watukarung Beach Tourish Attraction

External Factors	(Opportunities)	(Threats)
	Proximity to other beach tourist attractions	Foreign private sector involvement in beach management
	Role of the community in managing tourism	
Internal Factors	Local and foreign tourists who enjoy surfing	Existence of other tourist attractions managed by local communities or foreign investors
		Visitor safety
3(Strength)	Strategy SO	Strategy ST
Diverse coastal ecosystems and marine life	Empowerment through tourism-aware communities and local government	Government evaluation of tourism management program planning
World-class surfing waves	Addition of educational tours about the coastal environment	Implementation of a sustainable tourism concept to address environmental threats
Complete facilities and infrastructure	Surfing promotion for local and international tourists	Government and management oversight in handling foreign private sector investors interested in investing in tourism
		Visitor safety managemen
(Weakness)	Strategy WO	Strategy WT
Poor road conditions and narrow roads	Partnership between the government and local communities to improve accessibility to the tourist site, by expanding public transportation services and optimizing parking space.	Road infrastructure improvement
Limited public transportation to the tourist site		Enhance visitor safety at Watukarung Beach, such as increasing security patrols, installing CCTV cameras, and providing security facilities
Suboptimal parking lot	Develop tour packages with other tourist attractions in the vicinity of Watukarung Beach	

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method is an approach that maps out the strengths, weaknesses, opportunities, and threats that may arise during the development process. By understanding strengths and weaknesses simultaneously, steps can be taken to address weaknesses and maximize strengths optimally. Similarly, by understanding opportunities and threats, efforts can be made to reduce threats and maximize opportunities. SWOT analysis is not only based on observations of tourist attractions but is also enriched with information from interviews with tourist attraction managers (Kurniawan et al., 2022). From the SWOT analysis, there are several internal and external factors that need to be considered in the development of Watukarung and Srau Beach tourist attractions. Watukarung Beach has significant opportunities due to its proximity to other beach tourist attractions, active participation of the community in management, and local and international tourists' interest in surfing sports. However, there are threats from foreign private parties wanting to manage the beach, as well as the existence of other tourist attractions managed by surrounding communities or foreign investors. The strength of this beach lies in the diversity of coastal ecosystems and marine biota, world-class surfing spots, and comprehensive facilities. SO strategies include community empowerment, addition of educational tourism, and surfing promotion, while ST includes evaluation of management programs and implementation of sustainable tourism concepts. On the other hand, weaknesses such as poor road conditions, limited public transportation, and suboptimal parking space can be addressed through WO strategies with government and local community partnerships and joint tourism package development. WT strategies focus on improving road infrastructure and visitor security through increased patrols, CCTV installation, and security provision. Srau Beach. Internal factors include strengths such as diverse coastal ecosystems, extensive tourist attraction areas, clean environments, and comprehensive facilities. However, there are also weaknesses such as poor road conditions, limited public transportation, and suboptimal industrial spatial planning. Opportunities come from the proximity to other beach tourist attractions and community roles in management, while threats include the lack of utilization of beaches that have not been managed and the potential for foreign private parties to manage.

4. Conclusion

The summary highlights that the analysis of the tourism potential of Srau Beach and Watukarung Beach in Pacitan Regency has shown high internal and external potential, with supportive qualities and conditions of the tourist attractions, as well as good development support through social media promotion and tour packages. However, accessibility remains an issue due to poor road conditions. SWOT analysis was conducted to map out strengths, weaknesses, opportunities, and threats, with internal factors such as diverse coastal ecosystems and comprehensive facilities, and external factors such as promotion and accessibility. Development strategies include community empowerment, addition of educational tourism, and surfing promotion, as well as evaluation of management programs and implementation of sustainable tourism concepts to leverage the strengths and address the weaknesses of the tourist attractions. visitor data has not been presented in detail both in terms of numbers, high season and visitor origin. discussion of tourist safety such as the risk of high waves, water tourism accidents and rescue facilities is also less discussed. the use of GIS-based spatial analysis such as the distribution of tourist facilities and mapping of potential disaster prone areas will enrich the discussion.

Further research can be conducted on conservation-based tourism development where tourism development still pays attention to environmental conservation aspects. Studies on the carrying capacity of tourism can also be carried out to prevent overcapacity and ecosystem damage. In addition, research for socio-economic impact evaluation can show the extent to which tourism development in Srau Beach and Watukarung has an impact on the local community.

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Conceptualization: Muhammad Adlu Dzulfikhar; **methodology**: Yuli Priyana, Umrotun; **investigation**: Muhammad Adlu Dzulfikhar,; **writing—original draft preparation**: Aziz Akbar Mukasyaf; **writing— review and editing**: Umrotun; **visualization**: Muhammad Adlu Mukasyaf. All authors have read and agreed to the published version of the manuscript.

Conflict of interest

All authors declare that they have no conflicts of interest.

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