



Identification of the Feasibility Level of Eco Tourism Attraction 4A’s Component of Lagundi Anyer Beach

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Abstract

Background. The economy of Indonesia's coastal areas is greatly supported by marine tourism. Many destination development projects lack a systematic feasibility study of their attractiveness component.

Purpose. This study aims to analyze the feasibility level of Component 4A as a tourist attraction of Lagundi Anyer Beach using the Analysis of Object Operations and Natural Tourism Attractions (ADO-ODTWA) method.

Method. The research used a quantitative descriptive approach with purposive sampling, involving 30 tourists. Data analysis was used to weight ADO-ODTWA from the 4A components (Attraction, Amenities, Accessibility, and Ancillary).

Conclusion. The result is that Lagundi Anyer Beach is very feasible to be developed or of high value, with the support of aspects of attractiveness, accessibility, and facilities that are categorized as high as well as aspects of

Implementation. Institutions that need to be improved.

Keywords : Tourist Attractions, Component 4A, Lagundi Anyer Beach, Tourism



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INTRODUCTION

Tourism is one of the main sectors that contributes to Indonesia's economic growth. This sector is the second largest source of foreign exchange after oil and gas, and plays a role in creating jobs and improving the welfare of local communities (Mawadda et al., 2023; Irawan et al., 2022). According to Farida et al. (2024), Efforts to support tourism as a source of foreign exchange need to improve the quality and number of tourists. The tourism sector is growing, as Indonesia is an archipelagic country with abundant natural resources and tourist destinations spread across various regions. Arifiana et al. (2016) stated that one form of natural tourism that is in great demand by tourists is beach tourism. Learn More Styawati et al. (2019). He added

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that the beautiful coastal area, its biodiversity, and the various tourist activities available make beach tourism one of the main attractions for domestic and foreign tourists.

This can be observed during the 2024 Eid holiday; beach tourism destinations in Indonesia experienced a significant surge in tourist visits. The following is data on tourist visits in several locations on the coast of the Indonesian island of Java during this period:

Table 1. Number of Beach Tourism Visits in Java Island

Yes	Region Name	Beach Location	Quantity/Person	Source
1	Banten	Anyer and Cinangka	85.000	serangkab.go.id
2	West Java	Ciamis (Pangandaran)	57.885	tempo.co
3	Central Java	Semarang (Marina Beach)	55.716	pariwisata.semarangkota.go.id
4	East Java	Magetan (Battle Pond)	23.911	antaranews.com

Based on Table 1, the largest number of tourists visiting natural tourism destinations, namely beaches, is in the Banten area, namely at Anyer and Cinangka Beaches. The Anyer tourist area is one of the leading destinations with excellent development potential. Anyer tourism is famous for its beautiful beaches, including Lagundi Anyer Beach.

As one of the tourist entrances to Anyer Beach, which is very good, however, compared to other beaches in Anyer, such as Marbella Beach, Karang Bolong Beach, and Sambolo Beach, the number of tourist visits to Lagundi Anyer Beach is still relatively low. These beaches are in the Serang Regency, close to each other. (Saputro et al., 2023). Based on data from the Banten Tourism Office, the total number of tourists to Anyer Beach reached 1.2 million in 2023, with the majority visiting Marbella Beach (350,000), Karang Bolong Beach (280,000), and Sambolo Beach (250,000). Meanwhile, Lagundi Anyer Beach recorded only 120,000 visitors during the same period, indicating the need for further study of its potential and the factors that affect its attractiveness. This is in line with research. (Kartika et al., 2024) The optimization of the number of tourist visits to a tourist attraction should be assessed at the level of the attraction's feasibility, so that its future potential success can be measured.

This condition shows that research needs to be conducted to understand the potential and attractiveness of Lagundi Anyer Beach as well as the factors that affect the low number of

tourist visits. The success or failure of the development of tourist destinations can be influenced by 4 (four) components, including *attraction, accessibility, amenity, and ancillary* (Yoeti, 2006; Scott et al., 2008; in Alvianna et al. (2020). This study will analyze the 4 components using ADO-ODTWA analysis.

Research on natural and coastal tourism feasibility in Indonesia has predominantly focused on evaluating tourism potential using the 4A framework (Attraction, Amenities, Accessibility, Ancillary), often combined with ADO–ODTWA analysis developed by PHKA. Previous studies (e.g., Ardiansyah & Iskandar, Yolanda et al., Ramadhani et al.) demonstrate that ADO–ODTWA is effective for:

- Measuring ecotourism and coastal tourism potential
- Classifying feasibility levels (high–medium–low)
- Supporting the development prioritization of natural tourism objects

Most existing studies:

- Emphasize undeveloped or conservation-based ecotourism areas
- Focus on macro-level destinations (national parks, islands, forest tourism)
- Treat the 4A components generally, without deep contextual comparison between destinations in the same tourism cluster

In the context of Anyer Beach, prior studies tend to focus on popular beaches (Marbella, Karang Bolong, Sambolo), while Lagundi Anyer Beach has received limited empirical attention despite its strategic location and facilities.

LITERATURE REVIEW

Tourism is an integrated sector in state development that is carried out systematically, planned, integrated, sustainable, and fully responsible that must maintain religious values and community culture (Kartika et al., 2024). Referring to Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, Tourism is a travel activity carried out by individuals or groups of people who visit a certain place for the purpose of recreation, self-development, or learning the uniqueness of the tourist attractions visited in a temporary period of time. Tourists are people who travel. Tourism is a variety of tourism activities supported by a wide range of facilities and services provided by municipal governments, entrepreneurs, governments, and local authorities. Thus, Tourism encompasses all activities related to tourism and is *Multifaceted* and *Interdisciplinary*, which caters to the needs of every individual and country,

as well as tourists and local communities, other tourists, arising from interactions with governments, local authorities, and entrepreneurs. Meanwhile, tourist attractions are everything that has uniqueness, beauty, and value in the form of various natural, cultural, and artificial products that are the destination of tourist visits.

According to this understanding, there are three types of tourist attractions, namely: natural, cultural, and artificial tourism. According to Rifanjani et al. (2024), research on the assessment of natural tourism attractions is studied because it is an area that is a tourist destination, so that the assessment of facilities and infrastructure that support the readiness of objects such as natural beauty, integrity of natural resources, types of natural resources, sensitivity of natural resources, choice of recreational activities, air cleanliness and location, safety and comfort to support the development of natural tourist attractions. Rosmaiti et al. (2022) stated, the development of ecotourism whose management is still limited and has not become a prime destination for tourists and there are still many potentials that have not been utilized optimally both in the packaging of tourist attractions and in the form of ecotourism packages so that tourist objects and attractions can become attractive attractions so that they can increase tourist visits.

The supporting component of tourism is the tourism component that must be in tourist destinations. The tourism component comprises 4A: *Attraction, Amenities, Ancillary, and Accessibility*. (Sugiama, 2014). This is in line with research. Ramadhani et al. (2024) and Tuasela et al. (2025) This analyzes the feasibility of tourist attractions using the 4A approach—attraction, natural beauty, cultural uniqueness, and tourist activities. *Accessibility* is related to the ease of access to the destination. *Amenities include* supporting facilities such as lodging, restaurants, and sanitation. *Ancillary* related to institutional, promotion, and policy support.

The four components will be analyzed using the ADO-ODTWA method developed by the Director General of PHKA to assess the potential and feasibility of natural tourism destinations through a systematic weighting system. Previous studies such as Yolanda et al. (2024) and Ardiansyah & Iskandar (2022) proving that this method is effective for measuring the potential of coastal ecotourism.

Based on the literature and findings, several research gaps are identified:

1. Lack of Micro-Level Feasibility Studies in Established Tourism Areas
 - Many studies focus on *new or remote ecotourism sites*, while existing but underperforming destinations like Lagundi Anyer Beach are under-researched.

2. Limited Focus on Ancillary (Institutional) Component

- Previous research often treats institutional support superficially, whereas this study reveals that management presence and governance visibility remain a critical weakness despite high attraction scores.

3. Absence of Visitor-Based Quantitative Assessment

- Few studies use visitor perceptions as the main data source combined with formal ADO–ODTWA scoring, especially for family-oriented beach tourism.

4. Gap Between High Physical Potential and Low Visit Numbers

- There is limited empirical explanation in prior research regarding why destinations with high attraction, accessibility, and amenities still experience lower visitor numbers, a gap directly addressed by this study.

METHODS

This study uses a descriptive quantitative approach. The research is conducted at Lagundi Anyer Beach, Serang Regency. The assessment of Lagundi Anyer Beach tourist attractions was carried out using a survey method with scoring assessment techniques guided by the PHKA Natural Attraction Object (ODTWA) assessment guide (2003) (Bastian et al., 2021). The research sample was selected through purposive sampling of 30 tourists visiting. The research instrument was a questionnaire based on the 4A indicator, with responses assessed on a Likert scale (1/strongly disagree – 5/strongly agree). The average score determined the results of the questionnaire and was then grouped based on the interval value obtained (five interval groups). The interval value is interpreted as the sum of the indicator values. The amount is based on the ADO-ODTWA guidelines, starting at a score of 10-30. The data was analyzed using the formula $S=N \times B$

Description: S = score/value of a criterion/component

N = the sum of the values of each criterion

B = value weight of each component (ADO-ODTWA)

According to Yuniarti et al. (2018), the feasibility index can be calculated by comparing the value of each criterion with the maximum value of each criterion in percent. Then, the score obtained for each variable will determine eligibility using the interval formula: first, get the score for each criterion, then calculate the eligibility index by comparing the actual score with the maximum score. The eligibility criteria are divided into three categories, namely high, medium, and low, according to the guidelines of the Director General of PHKA in 2003.

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$$\text{Eligibility Percentage} = \frac{S}{S_{\max}} \times 100\%$$

Description: S = Score/ Value of a Criterion

S max = Maximum score on each criterion

Furthermore, the percentage results are included in the eligibility level index, where < 33.30% is interpreted as low, 33.30% - 66.67% as moderate, and > 66.67% as high. The results of these aspects are the basis for determining the priority scale of the development of tourism aspects (Rudiyanto & Hutagalung, 2022).

DISCUSSION

This research offers **clear scientific novelty** in several aspects:

1. Object-Specific Novelty
 - Lagundi Anyer Beach is empirically studied as a distinct tourism object, filling the gap between highly visited beaches and less-optimized destinations within the same coastal corridor.
2. Integrated 4A–ADO–ODTWA Application
 - The study applies quantitative ADO–ODTWA weighting specifically to Component 4A, producing a measurable feasibility index (82.44%) rather than descriptive potential analysis.
3. Identification of Institutional Weakness (Ancillary)
 - Unlike many studies that report uniformly high feasibility, this research clearly isolates the Ancillary component as only *moderately feasible*, revealing managerial and institutional visibility issues.
4. Comparative Contribution to Coastal Tourism Development
 - The findings provide practical differentiation between beaches with similar natural characteristics but different management outcomes, which is rarely addressed in earlier studies.

Lagundi Anyer Beach, as part of the tourist area on Jalan Raya Anyer Sirih, Karang Bolong Village, Cinangka District, Serang Regency, Banten Province, Indonesia. It is located on the beach, so it is very strategic, as it can be easily reached from various major cities around it, including the capital city of Jakarta and the city of Serang. Generally, the beaches along the

road in Anyer face Mount Krakatau and its tributaries. Lagundi Anyer Beach is surrounded by mountains with beautiful views. The environment around the beach is a very friendly Sundanese culture. The population makes a living trading in the formal sector, like other big cities in Indonesia, including banks, factories, lodgings, and government agencies, as well as mini markets and supermarkets.

Lagundi Anyer Beach is one of the best and famous beaches in Banten, with a panorama of beach beauty that is very Instagrammable and has great potential that has not been fully explored. It has a distinctive natural beauty, with clean, white sand and relatively calm waves; there are no rocks on the beach, so visitors can bathe or play in the sand freely. In addition, many snacks and foods are also still relatively inexpensive, and the ample parking makes it a potential destination for family tours, water sports, and other recreational activities.

In addition to the beauty of the beach, tourists can take advantage of existing water activities, such as banana boat rides, jet skis, traditional boats for beach tours, and even fishing, as well as play with other children's toys. In addition, Lagundi Anyer Beach has a swimming pool, so visitors can swim in two places: the sea or the swimming pool, with a separate ticket. Children's games can be enjoyed in the pool, including slides, spill buckets, and attractive swimming toys. This facility is indeed intended for children and distinguishes Lagundi Anyer Beach from other beaches in a row of beach tours along Anyer Beach. This is also the distinctive attraction of Lagundi Anyer Beach, which offers two swimming facilities: a freshwater swimming pool and a beach with salty, choppy seawater. The location of the swimming pool is also open facing the beach or not in a special closed place so that users can look out over the beautiful Lagundi Anyer Beach and breathe the fresh air of the beach. However, based on Google reviews, visitors have still submitted many complaints about Lagundi Anyer Beach. For example, regarding facilities and management, including dirty bathrooms and attention to cleanliness, the prayer room needs attention in cleanliness and loudspeakers during the adhan; there are not many toilets, and it is far from the beach, so they have to pass through shops and traders.

The following is a tabulation of calculations and feasibility studies of the attraction components of natural tourist attractions at Lagundi Anyer Beach. Overall, the Value Index of Component Potential 4A for Lagundi Anyer Beach as a natural tourist attraction is 82.44, with a high classification or category, suitable for development. This indication can be seen in the values of the three indicators for the 4A component, which show High, and only one indicator

shows medium gorilla. The three indicators of the natural tourist attractions of Lagundi Anyer Beach, namely Attractions, Amenities, and Accessibility, are categorized as high, meaning that visitors are very interested in traveling on the beach because of these three things. However, the institutional indicators are classified as either well assessed or not assessed by visitors. These results are consistent with the research. Basiru et al. (2019) This states that one of the main weaknesses of marine tourism destinations is management.

Table 2. Eligibility Level and Classification of Component 4A of Lagundi Anyer Beach

Yes	Indicator	Weight	Elements	Potenti al Value	Potenti al max value	Yes	Sma x	Potenti al Value Index	Potential Classificati on
		N		B		S		(%)	
1	Attraction	6	Interest in the natural beauty of the destination	25	30	150	180	83,33	height
			A memorable experience of the local Culture	25	30	150	180	83,33	height
			Additional tourist attraction over artificial entertainment facilities	25	30	150	180	83,33	height
			Satisfaction at the charm of Lagundi Anyer Beach.	25	30	150	180	83,33	height
			Quantity	75	90	450	540	83,33	height
2	Amenities	3	Good availability of public facilities (toilets, prayer	25	30	75	90	83,33	height

			rooms, garbage cans)						
			Ease of finding and Feasibility of food and drink places/stalls	25	30	75	90	83,33	height
			Comfort in the accommodation facilities or rest areas available	25	30	75	90	83,33	height
			The needs of tourists are met with existing facilities	25	30	75	90	83,33	height
			Quantity	100	120	300	360	83,33	height
3	Accessibility	5	Ease of getting to Lagundi Anyer Beach	25	30	125	150	83,33	height
			Good road conditions and easy to pass	25	30	125	150	83,33	height
			Ease of public or online transportation to reach the location	25	30	125	150	83,33	height
			Safe and comfortable during the journey to the location	25	30	125	150	83,33	height
			Quantity	100	120	500	600	83,33	height

4	Ancillary/institutional	3	Presence and activeness of officers or tour managers at the location	20	30	60	90	66,67	moderate
			Clarity Tourism information through signage and social media	25	30	75	90	83,33	height
			Neatness and organization Destination management	25	30	75	90	83,33	height
			Believe in the sustainability of destination management	25	30	75	90	83,33	height
			Quantity	45	60	135	180	75,00	moderate
						1385	1680	82,44	high/worthy of pride

Attraction

Attraction is something that makes tourists interested in a place, something that impresses tourists and makes them feel satisfaction, comfort, and enjoyment when seeing or visiting the place. In this case, the attraction can be natural, cultural, or artificial.

Based on Table 2, the attraction indicator is in the high category with a value of 83.33%. This means that everything that attracts tourists to visit Lagundi Anyer Beach is very satisfying, comfortable, and delicious. These results also align with the elements asked about and received responses from respondents or visitors to Lagundi Anyer Beach. For example, the natural

beauty includes beaches with clear water and white sand, calm waves, and beautiful mountain backdrops. This natural beauty can be used as an interesting photo and video spot for visitors to capture their moments at Lagundi Anyer Beach.

Another element is the local cultural attractions, such as the sales activities carried out by residents around the beach. In addition to residents who sell with carts or pickups that go in and out of the beach location, some set up stalls that sell food and beverages for on-the-spot consumption, such as home-cooked dishes with rice, vegetables, side dishes, fried foods, and boiled and fried noodles. Or drinks such as tea, coffee, cold drinks, bottles, and plastic cups. Some stalls offer fresh seafood at affordable prices, as well as raw items such as salted fish. The stall also sells local souvenirs such as woven or tiny handicrafts characteristic of the beach, made into keychains. They also offer culinary crafts, including souvenirs made by them: emping, a typical Anyer snack, both cooked and raw; various crackers, especially fish crackers; and other typical Anyer snacks. Next, artificial entertainment facilities at Lagundi Anyer Beach, such as a beautiful freshwater swimming pool for children, with entertaining children's game-climbing devices. Overall, visitors are delighted with the attractions that Lagundi Anyer Beach offers.

Amenities

An amenity is everything tourists need in terms of facilities and infrastructure in a tourist destination, such as accommodation, restaurants, public facilities, and more. Referring to Table 2, the Amintas indicator is in the high category with a value of 83.33%. This means that the facilities (infrastructure/infrastructure) needed are very supportive of visitors when traveling to Lagundi Anyer Beach. These things are based on the elements asked for and the responses from respondents or visitors to Lagundi Anyer Beach. Public facilities such as toilets, prayer rooms, and trash cans are well available at Lagundi Anyer Beach. This fact indicates that the beach manager has made improvements to its general facilities, as evidenced by complaints from previous visitors. For example, by providing enough garbage cans in various places, the cleanliness of toilets improves, and prayer rooms are kept clean and audible during the call to prayer.

Next are the places to eat and drink around Lagundi Anyer Beach, which are easy to find and decent. This element is also related to the previous explanation of the local culture of tourist locations, where there are stalls around the beach and traders with carts or pickpockets who go

in and out of the area. In addition, carts/pikulan sell decent food and drinks such as siomay/fish batagor, fried foods, and beverages with plastic cups. Likewise, the stalls offer culinary and handicraft items typical of Anyer as souvenirs for family and relatives.

Furthermore, visitors feel comfortable with the accommodation facilities or rest areas available around the beach. This can be seen by providing stage bale-bales that are both wide and medium in size, so they can be used by visitors who come with family, relatives, or friends to gather, relax, or karaoke. Visitors can also take advantage of the area on the other beach to sit, gather, and relax using the mats/seating mats rented by the people who offer them. In addition, visitors can stay at guest houses and five-star hotels along the beach road in Anyer, which can be booked directly or through an application or website. Thus, overall, the facilities available are well-suited to the needs of tourists.

Accessibility

Accessibility is the ease of access to tourist destinations, including comfort, security, travel time, and ease of road access. The Accessibility Indicator from Table 4 is high, indicating that visitors find access to tourist destinations, including comfort, security, travel time, and ease of road access, effortless. This is based on the results of each accessibility element, expressed as all high criteria. Visitors stated they had no difficulty reaching Lagundi Anyer Beach. This is reinforced by the previous explanation that it is located on the coast, making it highly strategic and easily accessible from major cities around it, such as Jakarta and Serang. The travel time by vehicle also from Jakarta, for example, ranges from 2-3 hours by private vehicle in the form of a car, motorcycle, or bus. Road access to the beach is also good, meaning that without difficulties, it can be passed by two- and four-wheeled vehicles or buses. There is ample parking for these types of cars. The road to Lagundi Anyer Beach is in good condition and easy to pass. In addition, public transportation or online vehicles are easy to use to reach Lagundi Anyer Beach. Overall, visitors feel safe and comfortable during the trip to Lagundi Anyer Beach.

Institutional (*Ancillary*)

Institutional refers to an organization or an individual's ability to manage tourist attractions. The results of the Potential Value Index and Institutional Indicator Categories are moderate, indicating that visitors have not perceived the presence of organizations or individuals as managers of tourist attractions/Lagundi Anyer Beach. These results are consistent with

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research by Basiru et al. (2019), which states that one of the main weaknesses of marine tourism destinations is in management. It can be seen that not all elements of institutional support are of high value. One of them is of medium value, which means that visitors have not seen any active officers or tour managers at Lagundi Anyer Beach. This may happen for various reasons, for example, the manager mingles with visitors so they are not seen as managers. The manager has not used a uniform that can be a differentiator from the end or the average person. When visitors come, there is no manager present at the beach, or visitors have no business with the manager, so they do not interact directly. However, another element of institutional support is highly valuable: tourism information is clearly available through signage and social media. Clear and adequate signage will make it easier for visitors to walk through each tourist area and maintain vigilance at the location. While social media, in terms of its kind, such as Instagram, *Copyright © 2019 Google Reviews. All Rights Reserved.* has reported extensively on Lagundi Anyer Beach. In addition, the management of Lagundi Anyer Beach destinations looks neat and organized, as evidenced by the layout of the places, which are comfortable and harmonious. For example, the placement of a well-designed, open swimming pool so users can also enjoy beautiful offshore views. On the other hand, beachgoers can enjoy the attractive swimming pool area, and parents can easily keep an eye on their children who are active in the pool. Overall, visitors believe that Lagundi Anyer Beach has sustainable long-term management.

This research positions itself as:

1. A diagnostic feasibility study for coastal tourism optimization
2. A decision-support reference for local governments and managers
3. A bridge between theory (4A & ADO–ODTWA) and practical coastal tourism management

CONCLUSION

The study of the feasibility level of the attraction component of natural tourism objects at Lagundi Anyer Beach as a whole is 82.44 with the category of High or feasible to be developed, The results of the study for the assessment of component 4A show that the aspect of Attractions at Lagundi Anyer Beach received a high score because of the beautiful natural panorama, clean beach sand, and tourist activities such as swimming and fishing. Amenities are in the high category because the facilities are improving, making it more likely that responses will be given to previous complaints. The Accessibility aspect is in the high category

due to its relatively proximity to the city center and the average travel time. Meanwhile, Institutions are categorized as medium because officers and managers have not been observed at tourist attractions.

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