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Analysis of the potential and opportunities of Imut Jongor Beach as a tourist destination in Mundu, Cirebon Regency

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Abstract
Background. Imut Jongor Beach in Mundu District, Cirebon Regency, is a marine tourism destination that is still in the development stage and has great potential to support the growth of community-based tourism. However, the management of this destination still faces various limitations, especially in terms of facilities, institutions, and the development of tourist attractions.
Purpose. This study aims to analyze the potential and opportunities for the development of Imut Jongor Beach as a sustainable tourist destination.
Method. This research uses a qualitative descriptive approach through field observation methods, in-depth interviews with managers, community leaders, and stakeholders, and documentation. The analysis was carried out based on the concept of developing 4A tourist destinations (attraction, accessibility, amenities, and ancillary) and considered community involvement in destination management.
Results. The results of the study show that Imut Jongor Beach has quite strong potential in the form of coastal panoramas, traditional fishery activities, mangrove areas, fishing areas, and relatively easy access. In terms of opportunities, this destination has the potential to be developed through culinary tourism based on local fishery products, coastal and mangrove environmental education, integration with the Muara Mundu Park tourist area, and the development of selfie spots that support tourist attractions. However, destination development still faces various obstacles, including limited amenities, human resource capacity, coastal waste management, and institutional support.
Conclusion. Therefore, synergy is needed between local governments, tourism awareness groups, academics, the private sector, and the community to improve the quality of infrastructure, management capacity, and the implementation of sustainable tourism principles.
Implementation. The collaboration is expected to be able to make Imut Jongor Beach a competitive, sustainable marine tourism destination, and provide economic, social, and environmental benefits for the local community.

Keywords: tourist destinations; marine tourism; tourism potential; destination development; sustainable tourism.

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INTRODUCTION

Tourism is one of the largest industrial sectors in Indonesia that is experiencing an increase and progress in every region of Indonesia, this can be evidenced by the increase in the number of foreign and medical tourists visiting tourist destinations, the increase in tourist objects and attractions in tourist destinations that are growing and developing, the economic impact of which is quite increasing with the existence of the tourism industry in tourist destinations and the increase in the number of workers tourism that takes part in the development and management of a tourist destination. This makes Indonesia take advantage of the capabilities and resources of nature, art and culture, as well as the customs and habits of the community, as well as the uniqueness of each region as a place to compete and develop tourist destinations. Toni et al. (2023) *Tourism is a sector with great potential that can be developed to improve the economy of a region and tourism today is strongly supported by the government and surrounding communities as a source of tourist or cultural attraction that has the potential to be developed to meet the trends of modern human life to fill free time and free time to have fun, relax, study and do religious activities and understand the existence of ancestral customs and culture and historical places*.

One of the improvements and progress of tourism in increasing tourist attractions as tourist destinations is marine tourism. Marine tourism is a tourism activity carried out in coastal areas by utilizing coastal resources as a tourist attraction as a process to protect the ecosystem of coastal areas so that the ecosystem and environment can be sustainable. According to the Regulation of the Minister of Maritime Affairs and Fisheries of the Republic of Indonesia Number 93/PERMEN-KP/2020 concerning Marine Tourism Villages, Marine Tourism is a natural tourism activity that takes place in coastal and/or marine areas that includes beach tourism, seascape tourism, and underwater tourism.

One of the coastal areas being developed as a marine tourism destination is Imut Jongor Beach, located in the coastal area of Mundu, Cirebon Regency. The coastal area of Mundu has begun to be widely known by the local community (Cirebon) and outside the city (outside Cirebon) because there is a mangrove tourist attraction, Taman Muara, developed by the Cimanuk Cisanggarung River Area Center (BBWS Cimancis), where the Cimanuk Cisanggarung River Area Center (BBWS Cimancis) normalized the Mundu River, which was an order from President Joko Widodo during his visit to Mundu in early 2022. The river revitalization program, including the revitalization of the potential of Muara Mundu Park, is one of President Joko Widodo's concerns, and he wants it to be a favorite destination in Cirebon

Regency. In addition, what already exists in marine tourism is Citemu Village, which is located not far from Muara Mundu Park, with the concept of a mangrove forest park tour. Citemu Village is a tourist destination that relies on its marine activities because many of its residents work as fishermen, and is located close to the fishing port in Citemu Village, Cirebon Regency. These two villages are an inspiration in the development of Imut Jongor Beach as a new marine tourism destination.

Imut Jongor Beach is a coastal area within the Mundu coastal cluster, directly connected to the north coast of Java, and is a promising area to develop as a new coastal tourism destination. The Mundu coastal area has accessibility characteristics that are easily accessible by tourists, making it easy to visit while offering relatively low visit costs, so that it can be used as an alternative destination that is cheap and easy to visit. Imut Jongor Beach is a new coastal tourist destination, which is inspired to open opportunities as a coastal tourist destination by seeing the potential possessed by Imut Jongor Beach. As long as it has potential and opportunities to be developed in the future, this is one of the triggers for the emergence of Imut Jongor Beach as one of the coastal tourist destinations. However, Imut Jongor Beach has limitations in the provision of facilities as well as limitations and shortcomings in its management process, so Imut Jongor Beach must be analyzed for the potential and opportunities that can be used as marine tourism in a tourist destination.

Imut Jongor Beach, which is located in the coastal area of Mundu and close to Muara Mundu Park, which is quite successful and famous, has the potential to be developed as a marine tourism destination. Therefore, Imut Jongor Beach has the opportunity to be developed as a marine tourism destination, despite internal and external influences in its development. In addition, Imut Jongor Beach is also a marine tourism destination that involves the community, so that if it develops well, Imut Jongor Beach can have an economic and social impact on the local community. This makes it interesting to research the analysis of the potential and opportunities of Imut Jongor Beach as a tourist destination in Mundu, Cirebon Regency

LITERATURE REVIEW

Tourism Potential

Tourist destinations are places with various kinds of tourism potential that attract tourists to visit. The definition of tourism potential cited by Faturahman (2019), according to Marriotti in Yoeti (1983), is everything that is found in the tourist destination area and is an attraction for people to visit the place. So, what is meant by tourism potential is something that

can be developed into an attraction of a tourist attraction. According to Toni and Peri (2023), the potential of tourism in an area can be seen in its development based on the aspects offered by tourism in that area.

The 4A approach (Accessibility, Attractions, Amenities, and Activities) has been recognized as an effective framework for managing and developing tourist destinations. The 4A method can be used to develop the tourism sector (Nugraha et al., 2022). 4A is a basic component that must be considered in developing a tourist destination (Andrianto and Sugiama, 2016). Tourist attractions must have four important elements that support the development of tourism and can be a factor in increasing the attractiveness of other tourist attractions around them (Sulami Wibowo et al., 2023). Thus, it is very important for us to analyze tourist destinations based on components (attractions, accessibility, amenities, and attractions). Attractions are a very important component of a tourist attraction. According to Darmawan, the following aspects of attractions that can attract tourists are: natural resource attractions, cultural tourism attractions, and tourist attractions made by Darmawan et al. (2019).

Tourism potential, according to Pitana (2009), is the attraction contained in an area to be developed into an attractive tourist attraction, so that it can attract tourist visits to the area and is usually still not managed properly. The potential of tourist destinations is influenced by 4 approaches better known as the 4A, namely: attractions, accessibility, amenities, and activities. Medlik 1980 in Ariyanto 2005 in Toni and Peri (2023), there are four aspects (4A) that must be considered in tourism offerings, where aspects of tourism product offerings include:

1. *Attraction*, where tourist destinations that attract tourists should have attractions, both in the form of nature, society, and culture.
2. *Accessible* (system achieved), this is intended so that the system and foreign tourists can easily access tourist attractions
3. Facilities, this third requirement is indeed one of the requirements for the Tourist Destination Area (DTW), where tourists can comfortably stay longer in the area.
4. The existence of Tourism Institutions (*Ancillary*). Tourists will increasingly visit and look for DTW (Tourist Destination Area) if tourists can feel secure (Protection of Tourism) and are protected when reporting and submitting criticisms and suggestions about its existence.

Tourism Opportunities

A tourist destination has tourism potential that can be in the form of cultural potential created by humans, natural potential which are a gift from God Almighty, which can be in the

form of land, sea, mountains, and besides that there is also the potential of humans themselves such as hospitality, cultural art performances which are the result of creation, karsa and human sense. The potentials possessed by each tourist destination can be used as opportunities for the development of tourism activities in that place, so that these tourism opportunities can attract people, in this case tourists, both domestic and foreign, to enjoy the potentials that have been owned or will be developed by the tourist destination.

Marine Tourism

Marine tourism is a tourism activity carried out around the marine environment, both above-shore, offshore, and under the sea (Frans, 2020). Ecorys (2013) in Frans (2020) "Coastal tourism refers to land-based tourism activities including swimming, surfing, sunbathing and other coastal recreation activities taking place on the coast for which the proximity to the sea is a condition, including also their respective services. Maritime tourism refers to sea-based activities such as boating, yachting, cruising, nautical sports as well as their land-based services and infrastructures.

According to the Regulation of the Minister of Maritime Affairs and Fisheries of the Republic of Indonesia Number 93/PERMEN-KP/2020, Marine Tourism is a natural tourism activity that takes place in coastal and/or marine areas which includes coastal tourism, seascape tourism, and underwater tourism and Marine Tourism Village, hereinafter referred to as Dewi Bahari, is an area that has potential for tourist attraction from the use of marine and fishery resource services to become a location for Marine Tourism. Dewi Bahari is carried out through the following approaches:

1. Increasing economic added value from the use of marine and fishery resources services;
2. Management of community settlement environments and ecosystem rehabilitation;
3. Increasing awareness and community participation in the management of the environment and marine and fisheries resources; and
4. Preservation of maritime customs and maritime culture.

Coastal villages as areas that can be used as marine tourism locations can have the following criteria:

1. The potential of marine and fisheries businesses that are integrated with Marine Tourism activities;
2. Be in the vicinity of a conservation area;
3. There are customary law societies;

4. There are conservation driving societies/tourism management institutions/eduekotourism communities;
5. Availability of basic facilities;
6. Policy support, budgets/companion funds from the Central Government, Regional Government, Village Government, and/or stakeholders.

Marine Tourism Park has the following criteria:

Location

1. This location can be seen as an area that supports marine tourism activities (quite rich in marine products).
2. The location is large enough to be assessed as an area that will accommodate various activities related to marine tourism.
3. It has a considerable influence on tourism activities, which can include leisure activities, enjoying natural scenery, recreation, introduction to local nature and culture, and even promoting local tourism.
4. The location has a fairly high attractiveness, judging from several determinant variables such as accessibility, utility, and comfort.

Landscape

1. Varied soil contours
2. It has a marine park with a depth of more than 70 m, where there are crevices and caves overgrown with various types of corals and inhabited by various types of marine life, from invertebrates to large consumption fish.

Facilities

Material Tourism Activity Facilities,

1. Marina, Main facilities: Dock / wet mooring, is the anchorage of sailing ships
2. The clubhouse is a place for the activities of members of the clubs, such as diving, sailing, and windsurfing clubs, but can also be used for general tourists staying or tour package tourists who cooperate with the club.

Recreational Park Facilities

1. Marine aquariums are a place to see the beauty of marine life.
2. Active recreation: swimming pool, Children's playground, Adult play area, Riding area
3. Passive Recreation: Dry Area, Camping Area, Open Stage

4. Lodging facilities are used by tourists who visit for a long time. Types of accommodation in the form of cottages, restaurant facilities, cafes, Art galleries, and art markets

Tourist Destinations

Tourism destinations are areas used as tourist attractions and help improve the economy of the surrounding community, so they are beneficial for the needs of a country as a valid transaction tool. Therefore, planning and development with this goal are needed; a place can be said to be a tourism destination if it has tourist attractions that make it interesting to visit. Tourist attractions can take the form of culture, art, natural tourism, historical relics, or natural objects or objects that have been mixed by humans.

According to Law no. 10 of 2009, Chapter 1, Article 1, paragraph 6, a tourist destination is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

Based on the above definition, it can be concluded that a tourist destination is an area in an administrative area that has tourist attractions, public and tourism facilities, accessibility, where tourism from an interrelated and complementary community will be realized.

Sustainable Tourism

Sustainable tourism development is the concept of developing tourism destinations that takes into account positive impacts on the environment, society, and the economy, both now and in the future (UNWTO, 2019). The principles of tourism sustainability in Indonesia require that environmental, socio-cultural, and economic aspects of each destination be maintained in balance so that sustainable tourism development in the long term can take place. The implementation of sustainable tourism development also refers to the Regulation of the Minister of Tourism No. 14 of 2016, regarding the "Guidelines for Sustainable Tourism Destinations", where Indonesian tourism destinations are prepared to grow within the framework of sustainable development that can have an economic impact on the destination, prosper and improve the quality of the community, improve the quality of the environment and also have an impact on the preservation of local culture.

In the development of the concept of sustainable tourism in Indonesia, there are three main programs that can support the development of sustainable tourism, namely:

1. Sustainable Tourism Destination (STD): a program that implements the concept of sustainable tourism in a destination set by the ministry, in collaboration with district and city governments.
2. Sustainable Tourism Observatory (STO): a collection of observatories that implement sustainable tourism, are located in tourist destinations, and focus on monitored locations.
3. Sustainable Tourism Certification (STC): a certification program for tourism destinations that has implemented the concept of sustainable tourism and is coordinated by the ISTC (Indonesia Sustainable Tourism Council)

Table 1. State of the art

Yes	Title and Name of Researcher	Research Location	Research Methods	Results Research
1	Potential and Development of Tourism Objects of Curug Jeglong Regency Kendal, Plantungan Regency, Central Java **(**M Fathurrahman Nurul Hakim , 2019)	Jeglong Waterfall, Kendal Regency, Platungan Regency, Central Java	This study uses a qualitative approach method	Jurug Jeglong is a potential tourism site that still has obstacles, including a lack of facilities and limited human resources in management. Jurug Jeglong has very good natural attractions, so collaboration with the government and academics is needed to improve the economy in the Jurug Jeglong area
2	Analysis of tourism potential in Cianjur Regency (Reporting by Siti Fadjarajani, Tineu Indrianeu, Elgar Balasa Singkawijaya 2021)	Cianjur Regency	Qualitative descriptive method with SWOT analysis	Cianjur Regency is feasible and has potential for development. This study has also formulated a priority scale of the most potential tourist objects to be developed based on the results of financial/investment analysis which includes *the Net Present Value*, the Internal *Rate of Return, and the Payback Period Return,* and *Payback Period*

METHODS

In this study, 2 stages will be carried out based on the formulation of the research problem, namely the first stage of exploring the tourism potential around the tourist attraction area of Imut Jongor Mundu Beach as an object and tourist attraction through observation and documentation activities as well as interviews with managers, community leaders, and village heads (kuwu) to get a clear picture of the tourism potentials contained in the tourist attraction area of Imut Jongor Beach World. The second stage is a combination of the first stage by mapping or zoning tourist objects and attractions using the 4A concept in offering tourism products, including attraction, accessibility, amenities, ancillary (tourism institutions), as well as community *involvement*) to analyze what opportunities can be developed to become interesting tourist objects to visit as well as analyze internal and external factors in developing Imut Jongor Mundu Beach as a tourist attraction through *field research studies*.

Research Location

The research on "Analysis of the potential and opportunities of Imut Jongor Beach as a tourist destination in Mundu, Cirebon Regency" was conducted at Imut Jongor Beach, Mundu, Cirebon Regency.

Research model

The research study entitled "Analysis of the potential and opportunities of Imut Jongor Beach as a tourist destination in Mundu, Cirebon Regency" is a preliminary study that can be used to identify the potential and opportunities of tourist objects and attractions around the tourist attractions of Imut Jongor Beach to become a leading tourist destination that can improve the community's economy and preserve the socio-culture found in the community because this research focuses on tourism community-based.

The research methods that will be used include observation, interviews, and documentation to find out the potential and characteristics, as well as mapping tourist objects and attractions found on Imut Jongor Beach and around the tourist attraction to be used as a leading tourism destination. In the interview process, it will be carried out with managers, community leaders, and stakeholders to obtain data on the potential and opportunities of tourist objects and attractions at Imut Jongor Beach.

Data collection through observation, interviews, and documentation to obtain potential objects and tourist attractions with the 4A concept, including attraction (attraction), accessible (system achieved), amenities (facilities), and ancillary (tourism institutions), found in the tourist object of Imut Jongorakan Beach is described qualitatively.

Data Collection and Data Analysis Techniques

Data collection techniques

In this study, the researcher collected data using 3 data collection tools, namely observation, interviews, and documentation. According to Sugiono (2016:308), data collection techniques are the most important step in research, because the main purpose of research is to obtain data. Without knowing the data collection technique, the researcher will not obtain data that meets the set data standards. In this case, the researcher uses several methods in the research carried out, including:

Observations

According to Sutrisno Hadi (in Sugiyono, 2017:203), "observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the process of observation and memory.

Interview

According to Mertha Jaya (2021:153), interviews are a data collection technique used to obtain information directly by asking a list of questions to the data source (informant). According to Berger in Kriyantono (2020), an interview is a conversation between a researcher and an informant who is considered to have important information about an object. According to Utama and Mahadewi (2018), interviews are a question-and-answer process in research that takes place orally, because interviews are one of the most important parts of every research, where the interview technique is free. An individual interview is an interview process in which face-to-face questions and answers take place directly between the interviewer and the interviewee. In this study, interviews were conducted with managers, community leaders, and village heads (Kuwu). Respondents who will be used as *informants* in this study were selected using *a purposive sampling* approach. *Purposive Sampling is a sample determination technique that is deliberately carried out by appointing people who are considered capable of providing the necessary data needs, both internal and external conditions*, so that they can provide a clear picture of the potential and opportunities of Imut Jongor Mundu Beach Cirebon as a tourist destination.

Documentation

Documentation is one of the methods of collecting data in the form of photographs, writings, or visual media that is used as a record of events which are then used as evidence that the event existed in the past (Ubaidillah, 2017). The method of collecting documentation data in this study was used during interviews with informants who had been selected and would be

documented. Documentation can strengthen evidence in qualitative research methods because it includes photos, writings, and visuals that can be more trusted in research. Documentation is also carried out to map the potential and opportunities that can be developed by Imut Jongor Beach as one of the tourist destinations

Data Analysis Techniques

This study uses qualitative data analysis by describing and analyzing the results of data collection, both through observation, interviews, and documentation. The researcher will use the data analysis method according to Rahim *et al* (2021), which has three stages, namely:

1. Data reduction: at this stage, the selection of the main things will be carried out, focusing on the important things, finding the theme and pattern, and then getting rid of the things that are not necessary. The purpose of the summary is to simplify the data obtained during the research.
2. Data presentation, at this stage, is carried out in order to see the whole picture or only certain parts of the overall picture. Data presentation is carried out so that researchers can classify and present data according to the subject matter of the research topic.
3. Conclusion or verification is the final stage in the data analysis process. In this stage, the researcher can conclude based on the data obtained, with the intention of looking for meaning through similarities, differences, and relationships. Conclusions can be drawn by comparing the suitability between the statement of the research subject and the meaning contained in the basic concepts in the research.

DISCUSSION

Overview of Cute Jongor Beach

Cirebon Regency, as one of the tourist destinations in West Java Province, has begun to carry out activities to develop its tourist areas both in highland areas and also in coastal areas, because Cirebon Regency is also adjacent to and adjacent to the North Coast of Java, so that Cirebon Regency has various kinds of uniqueness and diversity in terms of different geographical positions. One of the tourist destinations located on the north coast of Java, especially in Mundu District, is Imut Jongor Beach. Imut Jongor Beach is managed by the tourism awareness group Mundu Pesisir Village, where this self-help activity is carried out in full togetherness. Imut Jongor Beach is a tourist destination area that has just been opened to the public and is still free for every visitor. This is done so that the people of Cirebon and

people outside Cirebon know in advance the existence of Imut Jongor Beach. Imut Jongor Beach was opened and developed on the initiative and idea of one of the members of the tourism awareness group of Mundu Pesisir village to develop new coastal tourist destinations in addition to the tourist area that has developed first in the village of Mundu Pesisir, namely Muara Mundu Park. The effort to develop Imut Jongor Beach is solely a form of appreciation and concern for the environment on the north coast of Java so that it can be used as well as possible for the sustainability of the coastal environment, especially Imut Jongor Beach. This is the result of a research interview with one of the managers of Imut Jongor Beach as well as a member of the tourism awareness group (Pokdarwis) of Mundu Pesisir Village.

Imut Jongor Beach is located in the Jongor block, Mundu Pesisir Village, Mundu District, Cirebon Regency, with the following position using Google Maps: 7H3V + VWG, Pegambiran, Kec.

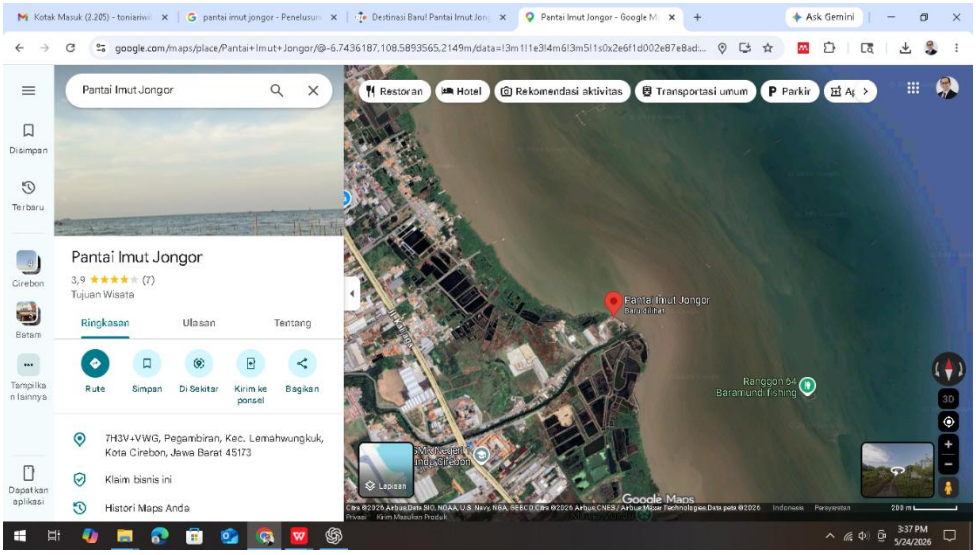


Figure 1. Imut Jongor Beach Map
Source: Google Earth documentation,2026

According to Mr. Eko Winarno, the manager of Imut Jongor Beach as well as a member of the tourism awareness group (Pokdarwis) of Mundu Pesisir village, Imut Jongor Beach has carried out joint activities with several campuses in management; one of the campuses that is engaged in caring for the environment for the coastal area is the Bandung Institute of Technology (ITB). The concept of Imut Jongor Beach, which does not apply entrance tickets for visitors, is an attraction so that many visitors come every day, especially on Saturdays and Sundays. The manager of Imut Jongor Beach only applies a motorcycle parking payment of Rp. 2,000 (two thousand rupiah) for visitors. This concept is also what makes every holiday or

Saturday and Sunday visited by many local tourists, so the management tries to be more independent by creating small stalls to drive the local economy. This is very much in line with the concept of *community-based tourism*.

Imut Jongor Beach (PIJ), located in Mundu Pesisir village, Mundu district, Cirebon Regency, is a pioneering tourism object initiated by a tourism awareness group (pokdarwis) of Mundu Pesisir village to develop and add tourist objects and attractions in Mundu Pesisir village. According to the manager of Imut Jongor Beach (PIJ), Mr. Eko Winarno said that Imut Jongor Beach (PIJ) is an idea in developing the coastal area of the north coast of Java where there is a lot of resident waste and also garbage carried on the north coast of Java, so that by having the determination and initiative to clean up the garbage, including in preserving and developing tourist attractions as well as the desire to open an opportunity to improve community, so it is tried by improving, improving and managing the north coast area of Java with the tourism edstination of Imut Jongor Beach.

The potentials of Imut Jongor Beach as a tourist destination

Imut Jongor Beach as a pioneer tourist destination located in the village of Mundu Pesisir, Mundu District, has various kinds of tourism potentials that can be developed as a coastal area of the north coast of Java. To see Imut Jongor Beach (PIJ), the approach through the 4A attractions, accessibility/ease of the system to be achieved (accessible), facilities, and the existence of tourism institutions that manage (ancillary) have been recognized as an effective framework in managing and developing tourist destinations. The Cute Jongor Beach (PIJ) located in the village of Mundu Pesisir has the following 4 A approach:

Attractions

Imut Jongor Beach (PIJ), which is a pioneer tourist destination, has a small area, around ± 400 m², and takes advantage of the beach in the coastal area of the north coast of Java, which is still included in the area of Mundu Pesisir Village and directly borders the Kaljaga River, Cirebon. The tourist attractions found at Imut Jongor Beach are as follows:

Cute Beaches of Jongor

Imut Jongor Beach (PIJ) has an area commensurate with the north coast of Java, which is quite long and can be developed by the management, but because Imut Jongor Beach is still very new as a tourist destination and, in terms of its management, is still self-help, it is still limited in its development. The coastal area of Imut Jongor Beach has soft sand, and the sand color is not too black, so it is good for game activities around Imut Jongor Beach and has waves

that are not big enough and not too deep. This is interesting to be developed as a tourist destination.

The coastal area of Imut Jongor Beach (PIJ) has potential that can be developed. However, the problem that still occurs at Imut Jongor Beach is garbage carried by seawater currents in the northern season, when a lot of garbage from other waters is carried to the coastal area of Imut Jongor Beach. This makes the Imut Jongor Beach Management (PIJ) continue to strive to overcome the waste that enters the coastal area of Imut Jongor Beach. The management of Imut Jongor Beach (PIJ), in this case Mr. Eko Winarno, through an interview with a researcher, aims to overcome the waste problem by cleaning the garbage contained in the area by collecting all the existing garbage, then it will be piled up with sand so that it can become land that can be used.:

Fishing activities with traditional fishing gear

The attraction that can be developed by Imut Jongor Beach (PIJ) is fishing activities with traditional fishing gear; this is very interesting for visitors who want a sensational experience. Visitors to Imut Jongor Beach who want to do fishing activities with traditional fishing gear must be guided and given a briefing on how to use traditional fishing gear, and also be given how to rescue if there are strong enough waves. However, the management must know when this fishing activity can be carried out and prepare safety equipment for visitors who want to carry out fishing activities using traditional fishing gear. Fishing activities with traditional fishing gear are used to catch small fish that are often sold in the market. The fish products from this fishing activity will be washed clean first and then dried in the sun (traditionally) until they are completely dry. After they are completely dry, they can be sold in the market. Fishing activities with traditional fishing gear are a traditional activity of local fishermen, and this is one of the activities to maintain the environment so that the ecosystem is maintained and also the sustainability of the ecosystem in the coastal environment of the north coast of Java.

Fishing Area

Imut Jongor Beach, which enters Mundu Pesisir Village, is directly adjacent to the Kalijaga River, which is managed by the Cimanuk-Cisanggarung River Area Center (BBWS) of West Java Province. The Kalijaga River can be used as a fishing area for anglers, while still prioritizing efforts to keep the environment clean and maintained. Fishing activities in the

Kalijaga River area are mostly carried out by anglers on Saturday and Sunday, where many anglers also bring their families to fish and enjoy the cool breeze at Imut Jongor Beach.



Figure 1. Coastal correspondence area of Imut Jongor Beach



Figure 3. Efforts to Stockpile Sambah from Seawater Currents



Figure 5. Finding Fish with Traditional Tools



Figure 4. Kalijaga River Fishing Area

Accessibility

Imut Jongor Beach (PIJ), which is included in the area of Mundu Coastal Village, Mundu District, Cirebon Regency, and directly adjacent to Kalijaga Village, Cirebon City, is quite easy for visitors to reach. Imut Jongor Beach can be reached through the North Coast Road (Pantura) which is a major road of West Java Province, where if from the direction of Cirebon City the North Coast Road (Pantura) Imut Jongor Beach is on the border of Cirebon City and Cirebon Regency which is marked by the Kalijaga River and enters about 300 meters towards Imut Jongor beach can be reached by four-wheeled vehicles or two-wheeled vehicles, only if you use four wheels, it can only be reached before Imut Jongor beach and you have to

park your vehicle about 50 meters from Imut Jongor Beach and have to walk first, but if you use a two-wheeled vehicle, you can directly enter the Imut Jongor Beach area and directly park your two-wheeled vehicle right in the parking lot of Imut Jongor Beach.

Facilities

Imut Jongor Beach, a pioneer tourist destination in Mundu Pesisir Village, Mundu District, Cirebon Regency, is a beach-worthy area located on the North Coast of Java. Imut Jongor Beach is managed independently by the community and by the tourism awareness group (Pokdarwis) of Mundu Pesisir Village, which seeks to develop tourist destinations that can be visited by visitors both from the Cirebon area and outside Cirebon. According to the results of the researcher's interview with Mr. Eko Winarno, the manager of Imut Jongor Beach, he tries to provide a variety of facilities that can be used by visitors through non-governmental organizations and the results of parking tickets and assistance from campuses that are currently holding various kinds of community service activities, including research at Imut Jongor Beach. The facilities that have been provided by the management of Imut Jongor Beach are as follows:

Bathroom/Toilet Facilities

Imut Jongor Beach only provides 1 (one) bathroom/toilet facility. This development is a non-governmental organization, and the results of parking tickets collected by the management of Imut Jongor Beach are used. The water used for activities in the bathroom/toilet is drilled in the Imut Jongor Beach area, so the water is a little salty. This bathroom/toilet is still in quite good condition and maintained; there is a lack of lighting during the day, so it is necessary to have sunlight entering from morning to evening so that the condition of the bathroom/toilet is bright, except at night when lights are provided. The condition of this bathroom/toilet is given a voluntary box, where visitors are not required to pay to use this facility, but it is hoped that visitors are aware that Imut Jongor Beach still needs funds in its management operations, as shown in the following picture:

Gazebo Facilities

Facilities available at Imut Jongor Beach, in addition to bathrooms/toilets, include 3 (three) gazebos built through donations from campus members who do community service at Imut Jongor Beach. These gazebos can be used by visitors for shelter, eating, and drinking activities without having to pay to use the gazebos located at Imut Jongor Beach. All facilities

at Imut Jongor Beach can be used and utilized by all visitors without having to pay, as shown in the following image:

Waste bin facilities

The Management of Imut Jongor Beach, in striving to preserve the environment, provides garbage bin facilities for visitors, so that visitors also take part in maintaining the cleanliness of the Imut Jongor Beach area. The Management of Imut Jongor Beach provides around 4 garbage can areas and gives information on keeping them clean and disposing of garbage in their place. This is done so that visitors care for and protect the environment in the Imut Jongor Beach area

Swing

Imut Jongor Beach (PIJ) is a northern coastal area managed by a community forum through the Tourism Awareness Group (Pokdarwis) of Mundu Pesisir Village, which provides children's play facilities in the form of swings, where this swing is an idea from the manager so that it can be used by visitors to relax and enjoy the beauty of the north coast of Java. The swing facilities provided by the manager of Imut Jongor Beach, amounting to 2 (two) are free facilities so that visitors can use them as much as they want, as shown in the following picture:



Figure 5. Toilet



Figure 6. Gazebo



Figure 7. Trash Can



Figure 8. Swing

Imut Jongor Beach (PIJ) which is a small tourist destination area (hidden gem) and is still a new destination in Cirebon regency by providing a variety of facilities that can be used by visitors while at Imut Jongor Beach even though it still has limitations in accessibility, attractions and facilities but with the spirit of struggle from the tourism awareness group (pokdarwis) of Mundu Pesisir village continues to strive and develop various kinds of activities which can be done through non-governmental organizations, including cooperation with various universities in Cirebon to help in the development process as a tourist destination. Human resources, in this case the management, still have limitations in improving skills in managing Imut Jongor Beach as a tourist destination. This must be developed and improved by the management, in this case the tourism awareness group (pokdarwis) of Mundu Pesisir Village, to collaborate with tourism universities, in this case the Prima Internasional Tourism Polytechnic as one of the tourism universities in Cirebon, to provide training on improving and empowering tourism awareness groups, including the community, to understand and understand tourism.

Opportunities for the Development of Imut Jongor Beach as a Tourist Destination

Imut Jongor Beach (PIJ), which is a new tourist destination (hidden gem) located in Mundu Pesisir village, Mundu district, Cirebon regency, is a destination that utilizes the coastal area of the north coast of Java and is adjacent to the mangrove tourism of Muara Mundu Park. Opportunities that can be developed by Imut Jongor Beach to increase tourist attraction for visitors and allow development by the management, in this case tourism awareness groups (pokdarwis), which refer to common interests based on non-governmental organizations, so

that the benefits developed in the form of opportunities can be realized. The opportunities that can be developed by Imut Jongor Beach are as follows:

Opportunities for the Development of Culinary Tourism Potential

Imut Jongor Beach is a coastal area where, according to the manager, in this case Mr. Eko Winarno, he often gets fresh fish obtained through fishing or spreading nets at night, and the results are sold in the Mundu market. This can be done to develop potential opportunities by making culinary tours from fresh fish obtained by the management or the fishing community. The surrounding community needs to be given training in food management from fresh fish products obtained to be used as culinary tourism typical of Imut Jongor Beach. In addition to large-sized fish, around Imut Jongor Beach there are also many small mullet fish, which can be processed as souvenirs typical of Imut Jongor Beach. This small mullet fish is washed thoroughly and then dried with sun heat or dried at a certain temperature to be used as a mixture of other foodstuffs such as dried anchovies, but what is now being done is still traditional so that the results obtained are still not marketable, including the absence of packaging training as a typical souvenir of Imut Jongor Beach.

Opportunities for Edutourism Development Based on a Sustainable Environment

Imut Jongor Beach, which is a coastal area surrounded by mangroves, can be used as an educational tourism (edutourism) based on the coastal environment for students around Cirebon. Educational tourism can take the form of mangrove tree types around Imut Jongor Beach, the process of planting mangrove trees, the function of mangrove trees in coastal areas, and the use of mangrove seeds for mangrove seed drinks or coffee.

Development Opportunities to Integrate Mangrove Tourism of Imut Jongor Beach with Mangrove Tourism of Muara Mundu Park

Imut Jongor Beach, which is included in the Mundu Pesisir village area, has a fairly dense mangrove forest, which can be used in the preservation of the Imut Jongor Beach (PIJ) area by being used as mangrove tourism; this is also in line with the mangrove tourism of Muara Mundu Park, which has developed first. This can be done by integrating the mangrove forest of Imut Jongor Beach with the mangrove tourism of Muara Mundu Park by building a bridge or travel route from the mangrove tourism of Muara Mundu Park to the mangrove forest of Imut Jongor Beach, or vice versa. This mangrove tourism is given certain spots to be used

as educational tourism (edutourism) and photo spots without damaging the mangrove forest environment itself, so that the preservation and sustainability of the mangrove ecosystem is maintained.

Opportunity to develop photo spots with the background of the North Coast of Java

Imut Jongor Beach (PIJ) as a tourist destination located in the coastal area of the north coast of Java has the charm and beauty of the beach that can be used to make photo spots, both in the beach area and those that can be made by jutting out into the sea, while still prioritizing the aesthetics and sustainability of the ecosystem of the coastal area of Imut Jongor Beach (PIJ). The photo area (selfie) can reflect the characteristics of Imut Jongor Beach, so creative ideas are needed to create a nice and attractive background, which cannot be found in other coastal tourist destinations.

Internal and External Factors in the Development Process of Imut Jongor Beach as a Tourist Destination

Imut Jongor Beach is located in Mundu Pesisir Village and is a new tourist destination in Cirebon Regency. In the development process, it is influenced by internal and external factors. The Internal factors that affect the development process of Imut Jongor Beach as a tourist destination are as follows:

1. Imut Jongor Beach, which is a new tourist destination in Cirebon Regency, has free admission, so it can be used as a magnet for visitors to come to Imut Jongor Beach.
2. When viewed from the location, Imut Jongor Beach has a strategic location, which is close to the boundaries of Cirebon City, so that the people of Cirebon will find it easier and closer if they are going to visit Imut Jongor Beach
3. Imut Jongor Beach, which is a new destination in Cirebon Regency, has an environmental condition that is still not crowded, so it can be used as a family tour because the conditions are still comfortable and not crowded
4. Imut Jongor Beach is a regional destination of Cirebon Regency which is included in the Mundu Coastal Village area, where there has been a contribution from the local community so that Imut Jongor Beach can be said to be a community-based tourist destination
5. Imut Jongor Beach can be used as a tourist object near the coastal area and can be used as an educational tourist attraction for the coastal environment, such as mangrove forests

6. There are still complementary failures at Imut Jongor Beach, because in the development process it uses internal or non-governmental funds or the results of motorcycle parking or cooperation with the community that manages the business at Imut Jongor Beach
7. The cleanliness of Imut Jongor Beach is still very lacking on its beach, due to the large amount of marine debris carried away by obak, so the management of Imut Jongor Beach must try to overcome the problem of waste
8. Imut Jongor Beach still has minimal tourist activities to survive as a tourist attraction in Cirebon Regency

The external factors in the development process of Imut Jongor Beach as a tourist destination are as follows:

1. Imut Jongor Beach as a new destination, of course, has to compete with destinations that have developed and are famous
2. Lack of awareness of tourists or visitors when visiting Imut Jongor Beach related to the cleanliness of the Imut Jongor Beach area, where visitors have the habit of littering.
3. The development of regional culinary is still not developed and still has not yet tried to make local products and then sell them
4. Support from the local government is still not used as well as possible, but tourism villages managed by the sub-district (Bumdes) must remain weekly in developing as new tourist destinations

CONCLUSION

Imut Jongor Beach (PIJ), which is located in Mundu Coastal Village, Mundu District, Cirebon Regency, is one of the new tourist destinations that has various tourist potentials, both natural and artificial, by tourist attraction managers, in this case, the tourism awareness group (pokdarwis) of Mundu Coastal Village. Imut Jongor Beach (PIJ) has various potentials that can be seen from attractions, *accessibility*, facilities, and also tourism institutions (*ancillary*). Imut Jongor Beach also has various tourist opportunities that can be developed as tourist destinations in the village of Mundu Pesisir, such as opportunities to develop culinary tourism potential, opportunities for the development of edutourism based on a sustainable environment, development integrating mangrove tourism of Imut Jongor Beach with mangrove tourism of Muara Mundu Park, opportunities for the development of photo spots with the background of the north coast of Java.

Suggestions

1. Imut Jongor Beach (PIJ) has various kinds of potential and opportunities that can be developed as a tourist destination, although it is still relatively young, all planning, implementation, coordination, and development processes must remain in harmony.
2. Imut Jongor Beach still has a lot to do for renovation, repairs, and development of tourism potential as a new tourist destination in Cirebon Regency

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