



The Charm of Kanigoro Beach: Student Tourism Trends and Social Media Effects

Delfyan Intan Nurmala Fadin¹, Putrisari Oktaviani Gustiarti², An Nuur Khairune Nisa³
¹⁻³Universitas Gadjah Mada, Yogyakarta, Indonesia, email:

Abstract. This study aims to describe the charm of Kanigoro Beach, a tourist trend for students, and the effect of social media. Kanigoro is located on the coast of Gunungkidul and has beautiful beach potential, namely Ngrenehan, Ngobaran, and Nguyahan (3N). However, there is no public transportation available directly to access the location of this Kanigoro beach area. The TikTok social media application is used in this analysis because the growth rate of TikTok users in Indonesia is increasing rapidly. Recognizing the tremendous potential but also the challenges faced, strategic steps need to be taken to improve infrastructure, environmental hygiene, accessibility, and tourism management holistically. Increasing cooperation between related parties, involving local communities in sustainable management, and improving transportation facilities and accessibility can be critical first steps to optimize the tourism potential of 3N Beach in the Kanigoro Area.

Keywords: Kanigoro, Travel, Social Media, SWOT, Tiktok

INTRODUCTION

Kanigoro Village is in Saptosari District, Gunungkidul Regency, Special Region of Yogyakarta. Kanigoro is located on the coast of Gunungkidul and has beautiful beach potential, namely Ngrenehan, Ngobaran, and Nguyahan (3N). Located in Gunung Sewu Geosite, this coastal area has characteristics that attract the Kanigoro Coastal Area. These three beaches have different potentials and support each other. The location of Kanigoro is quite strategic, with travel time from Yogyakarta City around 1 hour 30 minutes with access that private vehicles, both cars and motorbikes, suttle, and buses can reach.

However, there is no public transportation available directly to access the location of this Kanigoro beach area. The visitor category of 3N Beach includes groups of travel agencies, families, religious tourists, and general tourists. The cooperation between the travel agency and 3N Beach causes this beach to be an option as a beach tourist destination.

According to Bambang, as the chief manager of Ngobaran Beach, 3N Beach also often receives visits from family groups. In addition, 3N Beach is also favored by general tourists, especially among students. As a city of education, Yogyakarta has many universities, causing

many overseas residents to be students. This contributes to tourist visits to many destinations, including 3N Kanigoro Beach.

In 2023, students are dominated by Generation Z. Generation Z's pattern in traveling tends to be initiated or influenced by content uploaded on social media. This is because Generation Z was born when digital life began to be developed and grew up amid rapid advances in the digital world. Meanwhile, demand analysis from beaches in the Kanigoro area was carried out by observing how fans of this 3N destination use hashtag impressions in the TikTok social media application.

The TikTok social media application is used in this analysis because the growth rate of TikTok users in Indonesia is increasing rapidly. The growth rate of TikTok users in Indonesia is very rapid. The latest data, published in January 2023, recorded around 106.9 million TikTok users in Indonesia, which increased to 113 million in April 2023. The highest number of TikTok users in Indonesia is 18-24 years old, with around 50 million users.

In content creation, there is generally embedded branding to attract more attention and create a sticky impression that is easier to remember. For example, Ngobaran Beach with the title "Bali of Java," Nguyahan Beach has camping spots and sunset panoramas suitable as family or squad agenda locations, and Ngrenehan Beach with its coastal fishing boat visuals and seafood cuisine. The high number of 3N Beach visits by students is also influenced by the frequent use of the word 'healing,' followed by the trend of 'self-reward.'

According to TPR (retribution polling points) records, the number of visits from January 1 to May 15, 2023, reached 8,718 people. Based on this data, 3N Beach will experience a significant surge in visitors when the holiday arrives. In the first week of the new year, the number of visits reached 1,047 people, and during the Eid celebrations, the number of visits increased to 3,199. However, the number of visitors to 3N Beach is undoubtedly more than what is recorded in TPR data. This is due to the entrance other than passing through the TPR and the guarding of the TPR by the service, which does not last for 24 hours.

LITERATURE

The first step that must be done in planning activities is to provide basic geospatial information or base maps needed (Cintya et al., 2017). This basic geospatial information is an essential basis for planning the use of space, as it provides an overview of a region's geographical and topographic conditions. The preparation of the flow of visits can be mapped according to an area's potential and geographical location.

One step that can be taken to develop tourism is to provide comprehensive information about the location of tourism to be visited. This can be done using a Geographic Information System (GIS), an information system used to manage geographic or geospatial data by entering, storing, retrieving, processing, analyzing, and generating information related to geographic location.

Irwansyah (2013) revealed that a Geographic Information System (GIS) is a system created to collect, store, process, and analyze various types of geographic data. GIS can also be seen on the Google Earth display, which has a building layout in an area that has been designed to be still abstract by displaying satellite images in 2D.

METHOD

Use data analysis from social media platforms like TikTok to understand trends, interests, and user responses to content related to 3N Beach. Analysis of hashtag data, comments, and uploaded content can provide valuable insights. It then involves interviews with beach administrators, travel agencies, and student groups to gain a deeper perspective on visitors' preferences, needs, and expectations. Group focus can also help deepen traveler trends and their opinions on the destination.

In addition, it uses historical data on visits, such as those recorded by Levy Polling Stations (TPRs), to understand visitation patterns, visitor spikes over holiday periods, and trends in increasing or decreasing visits over time. Identify the strengths, weaknesses, opportunities, and threats (SWOT) of the 3N Beach destination and stakeholder mapping involved in destination management and marketing.

The combination of these research methods will provide a comprehensive picture of the potential of 3N Beach in the Kanigoro Area, as well as visitor behavior, social media influence, and management and marketing directions that can be improved to support the growth and development of the destination.

DISCUSSION

Analysis of Socio-Cultural Conditions

People in the Kanigoro Coastal Area have a relatively high awareness of tourism. Until now, the 3N beach area still brings various out-of-town tourist visits, such as Jakarta and Bali. This is done by utilizing the tourism potential of the region's people. The tourism activities in the 3N beach area are also supported by pokdarwis located on each beach. The local community

also formed a photography community as a form of their high awareness of the tourism potential of the coastal area in Kanigoro.

In addition to the high awareness of tourism development, there is a high tolerance level in the local community. This can be seen in several places of worship built close together and still stand today. Amid a plural Indonesian society, the people of Kanigoro Village show that differences can go hand in hand, which are symbolically depicted through these places of worship. The form of tolerance is also symbolized through pilgrims' petitions, interpreted as the harmony of human life, nature, and God.

The local community also adheres to the principle of gotong royong. The name Kanigoro itself stands for Kiat Niat Gotong Royong. This means that the people of Kanigoro have had a spirit of unity since the beginning. This spirit of cooperation between communities is one of the driving factors for creating a tourism industry in the 3N Kanigoro Area.

Environmental Condition Analysis

The natural landscape of Kanigoro Coast makes tourists highly interested in coming to Kanigoro. Its location in Gunung Sewu Geosite makes the existing natural landscape also interesting. Uniquely, as a beach in the karst area, Kanigoro has a spring under Segara Wukir Temple right on the coast of Ngobaran. The uniqueness of natural resources and the environment can be packaged into a tourist attraction.

The potential and attractiveness of the Nguyahan, Ngobaran, and Ngrenehan beaches certainly make many tourists visit the three beaches. However, there are problems owned by these beaches, such as in Nguyahan Beach; the infrastructure in the beach area could be better and more organized, making the beach seem shabby.



Figure 1. Environmental Conditions
(Source: Personal Documents)

In addition, there is also the problem of tourist garbage scattered in several spots on the beach. The same thing happened in Ngrenehan Beach, where the facilities provided to tourists were poorly maintained. Street vendors are also scattered in the beach area, so the level of cleanliness of the beach environment is considered lacking. 3N Beach Management also needs to have recycling waste management. Garbage is still collected at the disposal site in the parking pocket of Ngobaran Beach. This inconveniences tourists because the parking location is full of garbage.

Analysis of Economic/Industrial Conditions

Kanigoro Village has quite good tourism potential, and of course, it can attract tourists to destinations such as Nguyahan Beach, Ngrenehan Beach, and Ngobaran Beach. Tourism in the area will undoubtedly affect the work of the people of Kanigoro Village, which impacts the local community's economy.

Like the change in livelihood from farmers to fishermen, the change is influenced by the desire for a better economic income. The location of Kanigoro Village, which is close to several beach destinations, also affects the type of profession or job chosen by the community. In addition, several tourism industries and businesses have developed in the destination areas of Ngrenehan Beach, Ngobaran Beach, and Nguyahan Beach.

The tourism industry is a business field that produces various services and goods tourists need. The growing industries or businesses are the culinary industry, lodging, toilet and bathroom business, vehicle rental business, and photography.

Infrastructure and Facility Conditions

Road conditions

Connecting roads between villages throughout Saptosari District (including in Kanigoro Village) are already in the form of concrete or asphalt that can be passed by two- to four-wheeled vehicles.

Facilities

Toilet mum

At 3N Beach, there are many public toilets and national standard public toilets rented by local people. Generally, the condition of public toilets rented by the community has yet to meet standards such as dry floors, sufficient lighting, and the availability of soap in each room.

However, many national standard toilets around 3N beach are not functioning correctly, so the use of facilities seems lacking.

Mosque

There is a mosque between the objects of Nguyahan Beach and Ngobaran to make it easier for visitors on both beaches to reach the mosque. This mosque has Middle Eastern architecture with Turkish mosque characteristics, complete with mukena, sarong, and separate ablution place.

Warning board

There are several prohibition boards, advisories, and rules, such as "no swimming in the sea " and "no sitting under cliffs" at specific points to maintain the safety of tourists and the beach environment.

Parking area

There are parking areas for two-wheeled and four-wheeled vehicles at each 3N beach (Ngobaran, Nguyahan, Ngrenehan) with different capacities. In addition, local people also open public transportation storage because usually, when visitors are crowded, the parking lot cannot accommodate all these vehicles, especially four-wheeled vehicles.

Merchant Kiosk

Around the 3N beach are vendor stalls that are both permanent and semi-permanent. These stalls usually provide a variety of food, drinks, bathing needs, kiosks for transportation rental services around the beach, and firewood for visitors who want to camp in the beach area.

Accessibility Analytics

Road Access

Road access to Kanigoro is quite good; there are three travel routes from Yogyakarta: Parangtristis, Panggang, and Wonosari. All three routes leading to JLS have good road conditions, while JLS is also very good. The condition of the road to 3N Beach from JLS is quite good, with a width of approximately 3 meters.

However, there are still many roads with hollow conditions, and it is pretty tricky for two-way car conditions, so it is necessary to hire a beach police officer for incoming bus groups.

Public Transportation Facilities

Offline Transport

Currently, no public transportation can be found in the Kanigoro area. Vehicles that can enter the 3N Beach area include two-wheeled and four-wheeled vehicles, both cars, shuttles, and buses. The parking pockets are also large enough to accommodate up to 10 buses.

Online Transportation

To get to the 3N Kanigoro Beach area from the center of Yogyakarta City using online transportation so far (June 14, 2023, at 18.23) can still be reached; the name of the tariff charged from Yogyakarta to the 3N Beach area is quite expensive. The tariff charged if using a motorbike is Rp127,000.00-Rp132,000.00. As for car vehicles, there is a tariff of Rp314,000.00-Rp379,000.00 depending on the available car capacity.

This condition is inversely proportional if online transportation is accessed from the Kanigoro area to the center of Yogyakarta. It is rare to find online motorcycle taxi drivers in the Kanigoro area, which is crowded because of the difficulty of internet access.

Telecommunication Facilities

The 3N Beach area in Kanigoro has telecommunication facilities in the form of adequate Wifi in several stalls. However, not all stalls at 3N Beach provide Wifi facilities. In addition, unstable Wifi signal strength is one of the obstacles that occur there. The difficulty of signal coverage also occurs in some providers, such as Tri and Indosat Ooredoo, who do not get signal coverage in the 3N Beach area. However, Smartfren and Telkomsel providers still get a little signal coverage.

SWOT Analysis

SWOT analysis systematically identifies various factors to formulate strategies that are expected to solve a problem. This analysis is based on logic that can maximize strengths and opportunities but together can minimize weaknesses and threats.

Strategy Categorization

A SWOT matrix is a tool to formulate strategies by combining strengths, weaknesses, opportunities, and threats. These factors are used to formulate a tourism area development strategy based on a SWOT analysis. In the SWOT matrix, four strategies are produced: Strengths-Opportunities, Weaknesses-Opportunities, Strengths-Threats, and Weaknesses-Threats. Categorizing the relevant combination of factors is required to select the appropriate set of strategies from the various alternatives available (Qanita, 2020).

Master Plan for Regional Tourism Development of Gunungkidul Regency for 2014-2025. Currently, Ripparda Gunungkidul is starting to be reconstituted for the coming period.

Law Number 6 of 2014 concerning Villages states that the term of office of the lurch is six years.

Gunungkidul Regency has held sub-district elections in 2021 with a term of office of 2021-2027. Based on this, because the Kanigoro Coastal Area is in the Kanigoro Village area,

the stages of implementing the priority strategy will be determined at the end of the term of office of the Kanigoro Subdistrict.

The stages of implementation are divided into four stages: the planning stage, the infrastructure development stage, the amenities and creative economy development stage, and the marketing stage. The planning phase will be carried out for two years, in 2023-2024, to explore and unite the existing potential with human resources and stakeholders. Furthermore, the infrastructure development stage in 2025 will increase accessibility and infrastructure supporting tourism activities and disaster mitigation.

Then, the development stage of amenities and creative economy in 2026 is carried out to fulfill tourist facilities and increase tourist comfort. The last is the marketing stage in 2027 to increase the exposure of the Kanigoro Area and impact the economic benefits the local Kanigoro community feels.

Therefore, realizing the great potential but also the challenges faced, strategic steps need to be taken to improve infrastructure, environmental hygiene, accessibility, and tourism management holistically. Increasing cooperation between related parties, involving local communities in sustainable management, and improving transportation facilities and accessibility can be critical first steps to optimize the tourism potential of 3N Beach in the Kanigoro Area.

CONCLUSION

Based on the analysis of socio-cultural, environmental, economic/industrial conditions, infrastructure and facilities, accessibility, and tourism development plans, several conclusions can be drawn regarding 3N Beach in the Kanigoro Area:

1. The 3N Beach area has great tourism potential with attractive natural landscapes and high awareness of local people towards tourism development.
2. There are still several infrastructure problems, such as inadequate facilities, waste problems, and lack of maintenance of existing facilities. Environmental cleanliness and beach layout need to be improved.
3. The tourism industry has brought changes in the livelihoods of local people, but better management is needed to increase the economic benefits local communities feel.
4. Obstacles in access to public transportation and high online transportation prices for tourists are obstacles, especially for tourists who come from outside the city.

5. There is a tourism development master plan with stages of planning, infrastructure development, amenities, creative economy, and marketing that are expected to increase tourism potential in the Kanigoro Area.
6. In the SWOT, there is a combination of strengths (community awareness, natural potential), weaknesses (infrastructure, inadequate facilities), opportunities (growing tourism potential, development plans), and threats (infrastructure problems, limited accessibility).

BIBLIOGRAPHY

- Badan Pemeriksa Keuangan Ri. (2014). Peraturan Daerah (Perda) Tentang Rencana Lnduk Pembangunan Kepariwisataaan Daerah Kabupaten Gunungkidul Tahun 2014-2015. Jakarta, Dki: Penulis. Diakses Dari <https://Peraturan.Bpk.Go.Id/Home/Details/14545/Perda-Kab-Gunungkidul-No-3-Tahun-2014#:~:Text=Perda%20kab.%20gunungkidul%20n0.%203%20tahun%202014%20tentan%20G,Induk%20pembangunan%20kepariwisataan%20daerah%20kabupaten%20gunungkidul%20tahun%202014-2025>
- Badan Pemeriksa Keuangan Ri. (2014). Undang-Undang (Uu) Tentang Desa Nomor 6 Tahun 2014. Jakarta, Dki: Penulis. Diakses Dari <https://Peraturan.Bpk.Go.Id/Home/Details/38582/Uu-No-6-Tahun-2014>
- Cintya, H. A. W., Taufik, M., & Kumiawan, A. (2017). Penggunaan Citra Satelit Resolusi Tinggi Untuk Pembuatan Peta Dasar Skala 1:5.000 Kecamatan Ngadirojo, Kabupaten Pacitan. *Jurnal Teknik Its*, 6(2). <https://doi.org/10.12962/J23373539.V6i2.23562>
- Irwansyah, E. (2013). *Sistem Informasi Geografis: Prinsip Dasar Dan Pengembangan Aplikasi*. Digibook Yogyakarta
- Qanita, A. (2020). Analisis Strategi Dengan Metode Swot Dan Qspm (Quantitative Strategic Planning Matrix): Studi Kasus Pada D'gruz Caffe Di Kecamatan Bluto Sumenep. *Komitmen: Jurnal Ilmiah Manajemen*, 1(2), 11-24. <https://doi.org/10.15575/Jim.V1i2.10309>