



## Stakeholder Interaction: A Qualitative Approach to Beach Tourism Management

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**Abstract.** This study aims to describe the natural tourism potential of three beaches in the Kanigoro Area. Each beach is managed individually by its respective beach pokdarwis, and its management has no integration system. The Kanigoro community already has a relatively high level of tourism awareness, and there is a community of photographers who support tourism activities. However, this physical and non-physical potential must be managed effectively and efficiently to improve the welfare of the local Kanigoro community. This research uses descriptive qualitative methods to describe the situation or problems in the Kanigoro Beach Area. This study allows researchers to understand the context in detail, analyze the variables involved, and explore the perceptions and views of relevant stakeholders. Diversification of tourism products plays a vital role in extending the level of tourist visits by encouraging them to visit more than one beach to increase the tourism sector's economic benefits by increasing the duration of stay and tourist spending. Jargon "Discover the Beauty of Kanigoro". The Kanigoro Coastal Area is divided into three regional development themes, namely Nguyahan Beach (The Wonders of Kanigoro), Ngobaran Beach (Authentic Kanigoro), and Ngrenehan Beach (Nautical Live of Kanigoro).

**Keywords:** Nguyahan, Ngobaran, Ngrenehan, Kanigoro, Beach

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### INTRODUCTION

The potential of beautiful beaches has not been utilized optimally in improving the welfare of the people of Saptosari, especially Kanigoro. Quoted from Tribun Jogja, Saptosari District is the poorest district in Gunungkidul, with a poverty percentage reaching 67.47 percent. In management planning, Kanigoro Village has also yet to collaborate with academics.

Each beach is managed individually by its respective beach pokdarwis, and its management has no integration system. The Kanigoro community already has a relatively high level of tourism awareness, and there is a community of photographers who support tourism activities. However, this physical and non-physical potential must be managed effectively and efficiently to improve the welfare of the local Kanigoro community. This fact makes it necessary to study tourism planning, especially in the Kanigoro Coastal Area.

## LITERATURE

Since 2018, the Tourism Office has tried to improve the quality of human resources through coaching programs, including coaching traders, pokdarwis, and lodging business actors (Muhammad, 2018). There needs to be cooperation in selling tour packages in Kanigoro. In determining stakeholders based on their importance and influence, according to Gardner *et al.* (1986), Handayani's (2017) research is grouped into the:

Subjects are stakeholders who have a high level of interest but low power. The Kanigoro Beach Area has traders, stall owners, souvenir sellers, and others.

Key Players are stakeholders who have high importance and influence. In the development of the Kanigoro Beach Area, stakeholders are classified as key players, namely Pokdarwis.

Crowd (other followers) are stakeholders with low importance and influence. As for those who belong to the development of the Kanigoro Beach Area, it is the Liaison Service. Such stakeholders have different interests in the expansion of the area.

Tourism development can begin with the preparation of strategic management. Strategy management aims to deal with dynamic environmental changes or demands for improving organizational performance. The characteristics of strategic management, according to Taufiqurohman, as quoted by Novianto (2019), include:

- Long-term:

Strategy management involves long-term planning to achieve organizational goals over a more extended period.

- Dynamic:

Strategy management must be responsive to environmental changes and be able to adjust strategies as needed.

- It needs to be driven by elements in top management:

The top-level leadership of the organization should drive strategic management to ensure proper support and direction.

- Future-oriented:

The formulated strategy should consider future trends, opportunities, and challenges.

All available economic resources must support its implementation:

Strategy implementation requires adequate allocation of resources to achieve the expected results.

## **METHOD**

This research uses descriptive qualitative methods to describe the situation or problems in the Kanigoro Beach Area. This study allows researchers to understand the context in detail, analyze the variables involved, and explore the perceptions and views of relevant stakeholders. Research using interview techniques with various parties involved, such as residents, beach managers, photographer communities, or other stakeholders, can provide an in-depth understanding of their needs, challenges, and expectations related to tourism development.

In addition, making direct observations in the field can provide a direct understanding of how tourism management in the Kanigoro Beach Area takes place. In addition, the collection and analysis of secondary data from sources such as government reports, articles, or previous research can also provide valuable insights. Actively involve relevant parties (e.g., local communities, Pokdarwis, Dinas Wisata) in planning and evaluating tourism development measures. A participatory approach allows stakeholders to feel ownership of the planning process and can improve project acceptance and sustainability.

## **DISCUSSION**

### **Tourism Potential Analysis**

Kanigoro has three beaches with diverse potential and beautiful landscapes, as well as uniqueness that does not exist in other coastal areas. Here is the tourism potential on the three beaches.

#### **Nguyahan Beach**

Nguyahan Beach has the characteristics of white sand and the beauty of the cliff, which is an attraction for tourists. Nguyahan Beach has natural, neat, and exotic visuals because Gunungsewu rocks surround this beach. From this beach, tourists can see fishermen's houses that have the characteristics of coastal houses.

This beach is behind coral hills that are high enough to present a hidden white sand beach visual. In addition, this beach has relatively calm sea waves.

Nguyahan Beach also has a fascinating history that can support promotional activities and image building manually (for example, word of mouth) and through digital media. Quoted from Gunungkidulku, Nguyahan Beach has been famous in the community as a place to make salt with traditional earnings since Dutch times. In Javanese, uyah means salt; the Javanese call it Nguyahan, meaning this beach is a place for making salt.



Figure 1. Nguyahan Beach Landscape  
(Photo: Personal Documents)

### **Ngobaran Beach**

Ngobaran Beach has a variety of unique cultural charms. Several places of worship are located close together in one area on Ngobaran Beach. There are statues of white gods and temples that use Pura Segara Wukir and Mojodipo temples as places of worship for Hindus and Javanese believers. The term Kejawan is believed to come from the name of the founder of the place of worship, namely Bondhan Kejawan, son of Brawijaya V. Not far from the temple, there is a joglo for a place of worship for Javanese adherents.

About 400 meters from the temple, the Aoliya Mosque is a place of worship for Muslims.

The mosque is unique in that Muslims can see the view of Ngobaran Beach while praying. In addition to places of worship, local people also hold cultural events such as the Javanese New Year Ceremony 1 Suro and Labuhan, held once a year.

Ngobaran Beach is also unique, with springs under Segara Wukir Temple, which facilitates the irrigation system and the amount of clean water in the Kanigoro Coastal Area. In addition, a traditional Balinese clothing rental is a tourist attraction for Balinese-style selfies at Segara Wukir Temple and the Ngobaran Beach area. Tourists can also ask about the history of Segara Wukir Temple and the existing temple administrators.



Figure 2. The Charm of Ngobaran Beach  
(Photo: Personal Documents)

### **Ngrenehan Beach**

Ngrenehan Beach has exciting potential. With the main attraction, "Fishermen's Life," Ngrenehan Beach provides attractions of daily fishermen's life and fish auctions. This beach is also one of the largest and most active fishing piers in Gunung Kidul. Fishermen are active at sea at night and make their boats as tourist boats used to get around the coast of Kanigoro during the day.



Figure 3. The Potential of Ngrenehan Beach  
(Photo: Personal Documents)

This beach is also a culinary center in the Kanigoro Coastal Area. Fishermen auction fish that tourists can directly buy and cook at stalls available in Ngrenehan. In addition, this beach is a place for local people to carry out ritual traditions. Local people still carry out very thick traditions such as the Rasulan or village clean activities and commemorating one suro with the offering at Ngrenehan Beach. In addition, there is also a celebration during the month of Pumama, 15 days before the celebration of Nyepi.

### *Stakeholder Analysis*

Tourism is developed with a collaborative strategy using the Pentahelix Model. The Pentahelix model is stipulated in the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations in the form of cooperation between five factors, namely academic, business, community, government, and media or abbreviated as ABCGM.

In the Kanigoro Coastal Area, the stakeholder Pentahelix model has yet to be fulfilled, with no MoU with the media and academics. Currently, most academics are limited to conducting research in the Kanigoro Coastal Area, and there needs to be direct cooperation between universities and coastal managers. Kanigoro also has not collaborated with any media, both print and digital. Currently, marketing is done indirectly by tourists who create content on TikTok, Instagram, Facebook, Web, and so on.

### *Key Stakeholders*

Critical stakeholders in the development of the Kanigoro Coastal Area include the Village Government, Local Government, in this case, the Gunung Kidul Tourism Office, and the Pokdarwis of each beach. Key stakeholders are those who have legal authority and are responsible for implementing the development of coastal areas. In addition, Pokdarwis is a crucial stakeholder because it is the direct manager of the 3N Beach Area. He is responsible for everything related to operational management, tourism, conflict management, and cleanliness.

### *Stakeholders Primer*

The primary stakeholders in developing the Kanigoro Coastal Area include the community. The Kanigoro community, as a primary stakeholder, gets a direct impact, which dramatically helps improve the community's economy. The community has influence and interest in developing coastal areas because they play an independent role in managing and developing the Kanigoro Coastal Area. The management of the 3N beach area is also limited to the people of Kanigoro Village so that they can feel the economic benefits.

### *Stakeholders Seconds*

Private or business elements, academics, and media are secondary stakeholders in efforts to develop coastal areas. These secondary or supporting stakeholders have no direct interest, but there is great concern for the development process. Stakeholders who become facilitators are also influential in decision-making. However, currently, no academics and media work directly with

beach managers, and business elements, such as tour and travel agencies, are also still limited to accommodating tourist requests.

Contest Setters (supporters) are stakeholders with a low level of importance but high influence. These stakeholders usually become supporters of a program, including the Kanigoro Village Government, Gunung Kidul Tourism Office, Segara Wukir Temple management, and the media.

### *Tourism Development Strategy*

Tourism development is one of the efforts to promote the attractiveness of a tourist attraction so that it develops by the vision and mission. Tourism development in an area needs to pay attention to the potential in the area concerned; the potential can help the convenience of individuals, groups, or specific communities in the area. This potential must be appropriately managed and maximally by analyzing the strengths, weaknesses, opportunities, and threats that exist in the potential.

In general, the stages in strategy formulation can be divided into three stages:

- Input Stage. This stage involves gathering basic information before formulating a strategy.
- Matching Stage. This stage involves the formulation of alternative strategies by combining internal and external factors that have been analyzed in the previous stage. This process can be analyzed through the SWOT (Strengths, Weaknesses, Opportunities, Threats).
- Strategy Selection Stage (Decision Stage). At this stage, the strategy that is considered the most suitable is selected from various strategy alternatives that have been obtained through the SWOT.

## **CONCLUSION**

Diversification of tourism products plays a vital role in extending the level of tourist visits by encouraging them to visit more than one beach to increase the tourism sector's economic benefits by increasing the duration of stay and tourist spending. Jargon "Discover the Beauty of Kanigoro". The Kanigoro Coastal Area is divided into three regional development themes, namely Nguyahan Beach (The Wonders of Kanigoro), Ngobaran Beach (Authentic Kanigoro), and Ngrenehan Beach (Nautical Live of Kanigoro).

- Nguyahan Beach - The Wonders of Kanigoro

This beach presents the main tourist products in natural landscapes and camping areas. Tourists can enjoy recreation on the beach flanked by two beautiful karst cliffs and stay in tents rented or brought by tourists.

- Ngobaran Beach - Authentic Kanigoro

This beach presents the main tourist products in culture and heritage. Tourists get an education about the temple's history and can also experience the culture by renting traditional clothes at the temple and taking pictures with local photographers.

- Ngrenehan Beach - Nautical Live of Kanigoro

This beach presents the main tourist product of fishermen's life at sea. Tourists can experience riding a fishing boat and traveling around the Kanigoro Coastal Area and taste fresh seafood caught by fishermen at fish auctions.

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