

The Potential Development of Karang Tawulan Beach as a Tourism Destination in Tasikmalaya Regency

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ABSTRACT

As a maritime country, Indonesia has great potential to develop marine tourism. Biodiversity and socio-cultural diversity are unique and attractive to domestic and foreign tourists. Tasikmalaya is one of the regencies in West Java Province, which has several tourist attractions on the south coast, which are wonderful and unspoiled. Karang Tawulan beach known as one of the marine tourisms in Tasikmalaya that has potential to develop. Based on the results of triangulations, Karang Tawulan Beach can be developed as a tourism destination by fulfilling the 4A aspects, namely attraction, accessibility, amenities, and ancillary. The cooperation between the government, the community, and business doers, can assist the planning process for the development of tourist destinations to make them sustainable. Tourists also have an important role in the development of a tourist destination. The attractiveness of Karang Tawulan Beach can also be seen from many visitors who visit. In addition, the implementation of tourism development strategies and models applied to the development of Karang Tawulan Beach can facilitate the management of the potential and minimize the obstacles encountered when the Karang Tawulan Beach tourist destination is developed.

Keywords: SWOT, Sustainable Tourism, Tourism Development, Tourism Destination, Analytical Hierarchy Process

INTRODUCTION

As an archipelagic country, Indonesia has lots of beaches that spread from Sabang to Merauke with enchanting natural beauty, abundant natural resources, and a diversity of characteristics of its beaches. As a country rich in natural beauty, culture, language, and ethnicity, Indonesia is seen as one of the countries with the best tourism potential in the world. Tourism is considered as one of the sectors that contributes to country's long-term development plan (Kusumasondjaja, 2021). According to Amdani (2008), "Tourism potential is an ability in an area that may be used for development, such as nature, humans, and the work of humans themselves." Based on this theory, tourism potential is the characteristics possessed by tourist attractions which are an attraction for tourists to travel and are used to develop the tourism business.

The tourists currently have an interest in something unique, original, and that provides exemplary values. The benefits that can be drawn from tourism development are towards cultural tourism, which is not limited economically but is also beneficial in terms of preserving Indonesian culture, which at this time tends to be sidelined by outside cultures, especially by western culture. With the loss of culture, a country cannot have its characteristics in the eyes of the world.

As a maritime country, Indonesia has great potential to develop marine tourism potential. Biodiversity and socio-cultural diversity are unique and attractive to domestic and foreign tourists. According to the Coordinating Ministry of Maritime Affairs of Indonesia (2019) as cited in Safitri and Pradana (2022) stated that the maritime industry contributes a lot to the income of the Indonesian maritime sector. Marine tourism is a form of tourism that uses or exploits the potential of the coastal and marine environment as the main attraction. According to Arismiyanti (2017), "The concept of marine tourism is based on the view, the uniqueness of nature, the characteristics of the ecosystem, the uniqueness of art and culture and the characteristics of the community as its basic strength." Based on this theory, marine tourism is a type of tourism that presents a tourist object which includes natural tourism which is closely related to water resources with the aim of enjoying the natural sea.

The diversity of West Java's tourist attractions is the primary factor in defining the combination of tourist attractions to make a major tourism area. The top tourist destination in West Java is a global destination on a regional scale, and it contributes to overcoming important challenges of tourism growth in the province. Prominent tourism destinations have a strategic value due to their distinctive location and huge volume of visitors.

Tasikmalaya Regency is one of the regencies in West Java Province which has several tourist attractions on the south coast which are very beautiful and unspoiled. Karang Tawulan Beach is one of the recommended marine tourism destinations in Tasikmalaya. Karang Tawulan beach located in Cimanuk, Kalapagegenep, Cikalong, Tasikmalaya, West Java.

Karang Tawulan is a beach with a stretch of various forms of mini coral islands full of exotica among the beach waves that are not too big and are no less fascinating than Tanah Lot Bali. Karang Tawulan Beach is also a suitable place to see the sunset and sunrise. As the pride of Tasikmalaya Regency, the magnificence of Karang Tawulan Beach as a tourist object provides a lot of beauty, both its beaches and the coolness of the natural surroundings.

Known as one of the marine tourisms in Tasikmalaya, Karang Tawulan Beach is one of the tourist destinations that has the potential to develop. However, the potential that exists has not been explored yet by the stakeholders. Based on the condition of Karang Tawulan beach, the attractions, supporting facilities, and infrastructures require innovation by settled development planning, consistent implementation, and measurable and constructive evaluation. Therefore, this research aims to determine the potential that can be developed in Karang Tawulan Beach as a tourist destination in Tasikmalaya.

Karang Tawulan Beach has the potential to develop into a popular tourist destination because of its uniqueness. The obstacles can be overcome by following a development process that can optimize the potential of tourist destinations. In addition, Karang Tawulan Beach can be one of the best beach tourisms not only in Tasikmalaya Regency, but even in West Java.

LITERATURE REVIEW

Tourism is a travel activity for recreation or vacation. People travel together to broaden their horizons or just to go on a spree. According to Yoeti (1996), "*Pariwisata* comes from two words, namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, circling or complete, while *Wisata* can be interpreted as travel or traveling. Based on this theory, tourism is a journey carried out repeatedly to get pleasure or a new experience. According to Hermantoro (2015), "Tourism (tourism) is often defined only as a trip for recreation, holidays, or family visits in a relatively short period of time. Based on theory, tourism is the activity of traveling to various places with different purposes in a short time. Gamal (2002) stated that, tourism geography is geography that is closely related to tourism. Based on this theory, tourism is the interaction between tourist objects and tourists who visit from various places with the aim of getting a more interesting and enjoyable experience as well as new insights about tourism. According to Richardson and Fluker (2004), "Tourism comprises the activities or persons, traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." Based on this theory, Tourism is a traveling activity carried out in a short period. Based on the above theories, it can be concluded that tourism is an activity of traveling somewhere to enjoy the services of products produced by the tourism industry to be able to create a pleasant travel experience for tourists.

The purpose of tourism destinations according to Sari (2004) stated that, "Provide positive impacts and maximum benefits for all levels and groups of society, government, private sector, and for tourists." The advantages include: 1) Foreign exchange earnings can be increased. 2) Expanding employment opportunities because the number of workers increases every year. 3) Expanding business fields to increase people's income. 4) Encouraging regional development.

According to Pendit (2002) explains that there are several types of tourism that are well known, including: 1) Cultural Tourism, namely travel made based on a desire to broaden one's outlook on life by visiting other places or abroad, studying the condition of the people, their habits and customs, their way of life, their culture and art. 2) Health Tourism, namely travel by a tourist with the aim of changing the conditions and environment in which he lives daily for the sake of resting for him in a physical and spiritual sense. 3) Sports Tourism, namely tourists who travel with the aim of exercising or deliberately intend to take an active part in sporting events in a place or country. 4) Commercial Tourism, which includes trips to visit commercial exhibitions and fairs, such as industrial fairs, trade fairs and so on. 5) Industrial Tourism, namely a trip made

by a group of students or students, or ordinary people to a complex or industrial area, with the intention and purpose of conducting surveillance or research. 6) Marine tourism, namely tourism that is associated with lakes, beaches, or the sea. 7) Nature Reserve Tourism, which is a type of tourism that is usually organized by an agent or travel agency that specializes in organizing tours to places or areas of nature reserves, protected parks, mountainous forest areas and so on whose sustainability is protected by law. 8) Honeymoon Tourism, which is a travel arrangement for newlywed couples who are on their honeymoon with special and separate facilities for the enjoyment of the trip.

Marine Tourism

Marine tourism is tourism related to water or sea. As an archipelagic country, Indonesia has good potential to develop marine tourism. The purpose of the many islands being developed into marine tourism objects or tirta, is to enjoy the underwater beauty. According to Adisasmita (2005), "The marine tourism area is an area that has a certain function or functional aspect, by applying an area development approach it is expected that development can be more interactive and functionally responsive so that the development benefits to be developed have potential sectors or businesses. and strategy to support development". Based on this statement, the development of marine tourism is expected to be a forum for the application of the usefulness of a tourist object which will be developed through various aspects of a more useful approach.

Keraf (2000) stated that, "Marine tourism is an activity to enjoy the beauty and uniqueness of natural tourist attractions in coastal and sea areas near the coast as well as other supporting recreational activities." In other words, marine tourism is an activity that can be enjoyed in waters, especially the sea or beach. Based on the theory of experts, it can be concluded that marine tourism is not just tourism to gain attraction or entertainment from various appearances of attractions and natural scenery of the coastal and ocean environment. With the development of marine tourism, it is hoped that tourists can participate directly in developing environmental conservation as well as a deeper understanding of coastal ecosystems so as to form awareness of how to behave in order to preserve coastal areas in the present and in the future.

Tourism Destinations

Destinations are often associated with the word tourism as if the term destination is only limited to tourist attractions. However, the meaning of the word destination is not limited in the sense of a tourist destination. According to Hermantoro (2015), "Destinations are places (or destinations) that can be in the form of a virtual (imaginary) space formed by a belief, geographic physical space, or in the form of social space formed by social interactions between the community." based on this theory, a destination is a place or destination that is closely related to the host of the place. According to Jafari in Hermantoro (2015), tourism destination as "...the place where tourists intend to spend their time away from home." Based on this statement, a tourist destination is someone who travels to a place outside their home environment. According to Erfurt-Cooper and Cooper (2010), the elements that form tourism destinations consist of 4A, namely: 1) Attraction is tourist attractions are everything that is found in tourist areas that can attract tourists to visit an area. Something that can attract tourists includes objects available in nature, human creations, and the way of life of the community. 2) Accessibility is tourism relates to the level of ease with which a tourist can reach a tourist attraction. Transportation facilities in the tourism sector are closely related to accessibility. This means that the frequency of use of the vehicle owned can result in a long distance as if it were closer. This can shorten time and energy and reduce travel costs. Ease of reaching tourist destinations either by geographical distance or technical speed, as well as the availability of transportation

advice to these destinations. 3) Amenities is tourist facilities are facilities and infrastructure that must be provided by the manager for the needs of tourists. The needs of tourists are not only to enjoy the natural beauty or uniqueness of tourist objects but require tourist facilities and infrastructure such as accommodation (facilities for cleanliness, health, security, communication, entertainment venues, hotels / inns, restaurants, and souvenir shops), transportation (alternative roads, asphalt, hotmik and footpaths), vehicles (public transportation, rickshaws, ojeg and bicycles) and others (prayer rooms, parking lots, MCK and shetler) 4) Ancilliary relates to the availability of an organization or people who take care of the destination. This is important because even though the destination already has good attractions, accessibility and amenity, but if there is no one who organizes and takes care of it then in the future it will definitely be abandoned. A destination organization will do its job like a company. Managing the destination so that it can provide benefits to related parties such as the government, surrounding communities, tourists, the environment and other stakeholders (Pitana, 2012).

RESEARCH METHOD

Type of research

This research includes qualitative descriptive research. According to Sugiyono (2013), "Descriptive method is a method used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations".

Data Collection Techniques

The data collection techniques used in this are: 1) Interview (In - Depth Interview). An interview is a conversation between two or more people and takes place between the informant and the interviewer with the aim of finding problems more openly, with the hope that the informant can express his opinions and ideas. 2) Observation Some of the things that need to be observed are the conditions in which socio- political events take place, objects, equipment, equipment, including their location and use, ongoing activities, actions, and the time of the event. 3) Tringulation is used as a data collection technique that combines various data collection techniques and data sources that already exist. On the basis of this theory, Tringulation is a data collection technique by obtaining data from different sources with the same technique.

Data Sources

Data is the result of a collection of various information that can be processed for a specific purpose. The data used in this research is primary data. The data needed in this study are the results of answers to questions asked by researchers to research informants regarding tourism activities and determinants of the potential development of Karang Tawulan Beach as a tourism destination in Tasikmalaya Regency.

The data source is the main topic from which data can be obtained. The type of data source in this research is a primary data source. Based on this theory, interviews are conducted by bringing instruments as guidelines for interviews, so data collectors can also use tools such as recorders (cellphones), pictures, brochures, and other materials that can help smooth the implementation of interviews. The data sources in this research are tourists, the government, and the surrounding community.

Sampling

The sampling technique used in this study was the purposive sampling method. Researchers selected samples based on an assessment of some of the characteristics of sample members tailored to the research objectives. Based on the sampling technique used, the researcher used a sample of local government sources to obtain secondary data related to the research in the form of documents and data. Such as maps of the area or location, demographic conditions, geographic conditions, psychographic conditions, social, cultural, economic, and of course tourism. The samples taken were stakeholders including the Head of the Tourism Development Section of DISPARBUD Tasikmalaya Regency, the Head of Tourism Coordinator of Kalapagenep Village, local community leaders, industry players, and tourists.

Data Analysis Technique

The analysis method used in this research is SWOT Analysis and Hierarchy Process Analysis (AHP). According to Rangkuti (2000), "SWOT analysis is a systematic identification of various factors to formulate company strategy. This analysis is based on a logic that can maximize strengths (Strengths) and opportunities (Opportunities), but can simultaneously minimize weaknesses (Weaknesses) and threats (Threats)."

Analytical Hierarchy Process (AHP) decomposes a complex and unstructured situation into its parts; organizes these parts or variables into a hierarchical arrangement; assigns numerical values according to subjective considerations about the relative importance of each variable and synthesizes these various considerations to determine which variables have the highest priority and influence the outcome of the situation. In solving problems with AHP there are several stages, namely: decomposition, pair comparisons, synthesis of priority, and logical consistency.

Time, Place and Research Process

This research was conducted from 2021 to 2022 in Tasikmalaya Regency Tourism, Youth and Sports Office (DISPARPORA) and Karang Tawulan Beach, Kel. Kalapagenep, Kec. Cikalong Tasikmalaya Regency.

RESULT

Interview Result

The data of this study were obtained through in-depth interviews conducted by researchers in the period March-August 2022. Based on in-depth interviews conducted by researchers with informants regarding the development of Karang Tawulan Beach as a tourist destination in Tasikmalaya Regency, obtained almost the same results between the answers given from each informant. It concluded that Karang Tawulan Beach has (strength) tourism potential and (Opportunity) opportunities for tourism activities to be developed as a tourism destination in Tasikmalaya Regency. Although there are (weaknesses) in infrastructure and other supporting facilities that require further management by a skilled and professional stakeholder. However, with the party responsible for the development, Karang Tawulan Beach can also avoid possible (threats) that may occur. With the support of the community, business doers, and tourists, Karang Tawulan Beach can become a leading tourist destination and become sustainable tourism for future generations.

SWOT Analysis

For the results of the analysis of internal factors that become weaknesses are marine tourism activities offered are still very limited, some existing facilities must be addressed and some must be added, managers and related agencies need to increase the qualification standards as professional workers, local communities are not ready to

be involved in tourism development, limited funds for overall development and lack of official promotion.

The results of the analysis of external factors that become opportunities are well-managed tourist attractions that will be a source of income, expanding business fields to increase income, Karang Tawulan Beach is prioritized in the management and development of tourism destinations by the tourism government, awareness of the importance of environmental conservation so that there is a lot of interest in nature-based tourism, maintaining local culture as a tourist attraction so that tourists can learn art, and historical values and regional customs.

While the results of external factors that pose a threat are fierce competition with the development of other tourism destinations, political conditions affecting the security and comfort of an area, the influence of outside cultures that can have a negative impact on the local socio-cultural order and the fading of historical values and regional customs, the rapid advancement of technology that presents a variety of digital entertainment so that some tourists feel enough with the entertainment and do not need vacation activities outside and high rainfall and occurs continuously resulting in sea tides, some infrastructure has been damaged due to strong winds.

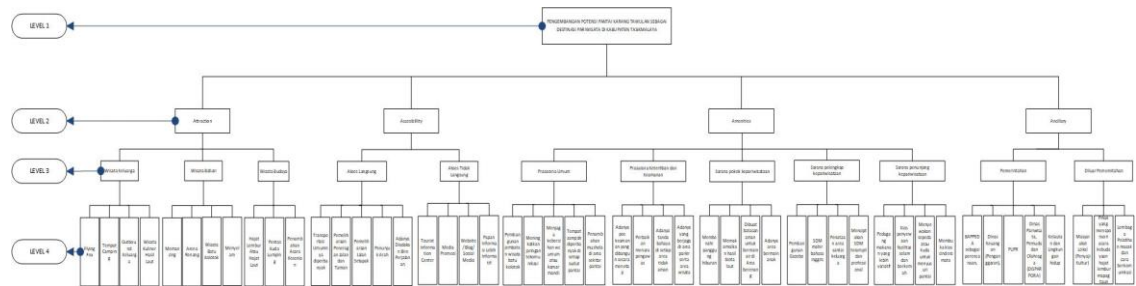
Table 1. SWOT Analysis

Eksternal Internal	Strength – S	Weakness -W
	<ol style="list-style-type: none"> 1. Has potential tourism resources and attractions. 2. Local government and community policy support related to the development of Karang Tawulan Beach. 3. Absorbing a large enough workforce. 4. Has a large enough land for the development of tourist attractions. 5. Accessibility that makes it easy for tourists to visit. 	<ol style="list-style-type: none"> 1. Limited availability of types of tourism activities. 2. Weak quality of human resources. 3. Limited marketing and promotion of tourism. 4. Limited funds for the development of tourism destinations. 5. Facilities and infrastructure and other public facilities that still need to be addressed.
Opportunity- O	<ol style="list-style-type: none"> 1. Increase local community income and regional profit. 2. Business opportunities in tourist attraction areas. 3. Revitalization and improvement of tourist attraction areas. 4. Implementing conservation aspects. 5. Changing the trend style of mass tourism 	<ol style="list-style-type: none"> 1. Empowering current types of tourism activities to be used as tourist attractions as a step to support tourism marketing and promotion. 2. Improve human resources in the management of tourist attractions. 3. Gradual management of Karang Tawulan Beach tourist attraction to meet market demand and increase PAD. 4. Set a budget for the
Threats – T	<ol style="list-style-type: none"> 1. Utilize the potential of tourist attractions to meet market needs and increase PAD. 2. Support local government policies related to tourism development for revitalization and improvement of tourist attraction areas. 3. Utilizing the workforce around the Karang Tawulan Beach area. 	<ol style="list-style-type: none"> 1. Empowering current types of tourism activities to be used as tourist attractions as a step to support tourism marketing and promotion. 2. Improve human resources in the management of tourist attractions. 3. Gradual management of Karang Tawulan Beach tourist attraction to meet market demand and increase PAD. 4. Set a budget for the

2. Safety and security of the surrounding community. 3. The entry of foreign cultures that have a negative impact. 4. Development of modern technology 5. Natural disasters	4. Availability of accessibility that is sufficient for the affordability of tourist attraction development. 5. Availability of large enough land to preserve nature, add tourist attractions and fix the place for art performances.	management and development of tourist attractions that are more prioritized. 5. Improve the quality of tourist attraction areas through development, improvement, and improvement of the function of the Karang Tawulan Beach tourist area.
	S-T Strategy	W-T Strategy
	1. Maximizing the management and development of Karang Tawulan Beach tourist attraction as a tourism destination. 2. Increased cross-sectoral coordination for security both from natural disasters and chaos. 3. Maintaining social values and norms to anticipate social conflicts that may occur. 4. The uniqueness of Karang Tawulan Beach development with prominent differences is a special attraction for tourists. 5. Reforestation of mangrove plants to prevent abrasion and optimize drainage or waterways.	1. Cooperation between the government and the community regarding the management and development of Karang Tawulan Beach as a tourism destination. 2. Improving the quality of tourism human resources through training and expertise. 3. Empowering the community around Karang Tawulan Beach to anticipate the emergence of social conflicts. 4. Improving the marketing and promotion system of Karang Tawulan Beach as a tourism destination. 5. Make a priority scale for the development of Karang Tawulan Beach tourist attraction related to the budget required.

Analysis Hierarchy Process (AHP)

The elements in this AHP hierarchy are compiled based on theory and the results of interviews with experts who understand the object of study. The following is a hierarchy of Level 1 to level 4 in the research of Potential Development of Karang Tawulan Beach as a Tourism Destination in Tasikmalaya Regency.



Atribut	Value	Percentage	Rank
Amenities	0,3294	32,94	1
Accesibility	0,3064	30,64	2
Ancillary	0,1843	18,43	3
Attraction	0,1799	17,99	4

Table 3. Level 3 Priority Weight

Atribut	Value	Percentage	Rank
Direct Access	0,2480	24,80	1
Government	0,1492	14,92	2
Order and security infrastructure	0,1277	12,77	3
Basic tourism facilities	0,0866	8,66	4
Maritime Tourism	0,0813	8,13	5
Family Tourism	0,0747	7,47	6
Indirect Access	0,0584	5,84	7
Public infrastructure	0,0556	5,56	8
Outside Government	0,0352	3,52	9
Complementary tourism facilities	0,0299	2,99	10
Tourism support facilities	0,0295	2,95	11
Cultural Tourism	0,0239	2,39	12

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the top priority with a weight of 0.2480 (24.80%), the second priority is the Government with a weight of 0.1492 (14.92%), and Infrastructure order and security as the third priority with a weight of 0.1277 (12.77%).

Table 4. Level 4 Priority Weight

Attribute	Value	Percentage	Rank
Public transportation is increased	0,0885	8,8508	1
Maintenance of street lighting and parks	0,0775	7,7525	2
Guarding the parking lot and tourist areas	0,0568	5,6838	3
Marine and Environment	0,0506	5,0553	4
BAPPEDA	0,0428	4,2819	5
Swimming arena	0,0421	4,2090	6
Culinary tour of marine products	0,0348	3,4819	7
Maximizing the results of marine biota	0,0346	3,4610	8
Directions	0,0314	3,1407	9
Danger signs in every unsafe area	0,0313	3,1338	10
Created safe boundaries for water play in the swimming area	0,0284	2,8358	11
Path maintenance	0,0281	2,8084	12
Construction of the kolotok stone tourist bridge	0,0273	2,7296	13
The existence of a security post that is built permanently	0,0268	2,6830	14
DISPARPORA	0,0252	2,5177	15
Kolotok stone tourism	0,0228	2,2797	16
The existence of a travel agency	0,0225	2,2482	17
Family outbound	0,0207	2,0654	18
Promotion media	0,0205	2,0456	19
Local community (culture presenter)	0,0186	1,8584	20
Children's play area	0,0183	1,8334	21
Website/Blog/social media	0,0177	1,7740	22
PUPR	0,0157	1,5690	23
Finance Office	0,0149	1,4926	24
Camping place	0,0149	1,4905	25
Hajat overtime or hajat laut	0,0148	1,4831	26
Creating skilled and professional human resources	0,0145	1,4507	27
Tourist information center	0,0136	1,3593	28
Watchtower repair	0,0127	1,2729	29
Renting bicycles or horses to walk along the beach	0,0107	1,0657	30
Maintain cleanliness of public wc or bathroom	0,0106	1,0600	31
Diving	0,0089	0,8899	32
Cooking and communication training institute	0,0086	0,8633	33
More varied food vendors	0,0085	0,8512	34
Improve communication network	0,0081	0,8144	35
Parties that sponsor cultural events	0,0079	0,7941	36
Fishing	0,0075	0,7526	37
Family relaxation area arrangement	0,0075	0,7517	38
More informative information boards	0,0066	0,6588	39
Addition of art events	0,0060	0,6039	40
Diving and camping facilities rental kiosks	0,0058	0,5768	41
Increased trash bins at every corner of the	0,0057	0,5743	42

beach			
Gazebo construction	0,0055	0,5514	43
Improving the entertainment stage	0,0053	0,5308	44
Opening souvenir kiosks	0,0046	0,4608	45
Flying fox	0,0043	0,4278	46
Addition of prayer rooms in the area around the beach	0,0038	0,3838	47
Performing lumping horse	0,0031	0,3059	48
English proficient human resources	0,0023	0,2346	49

Result of level 4 which is a real action that can be done in developing the potential of Karang Tawulan Beach as a Tourism Destination in Tasikmalaya Regency, we will focus on the top 5 priorities, namely transportation is generally reproduced as a top priority with a weight of 0.0885 (8.85%), maintenance of street lighting and parks 0.0775 (7.75%), the existence of guards in the parking area and tourist areas 0.0568 (5.68%), Marine and Environment 0.0506 (5.06%), BAPPEDA 0.0428 (4.28). According to AHP respondents who are experts on the object of study prioritize these 5 elements at level 4 to be implemented immediately to realize Karang Tawulan Beach as a Tourism Destination in Tasikmalaya Regency.

DISCUSSION

The data of this research were obtained by in-depth interviews that had been prepared previously as the main research method. Researchers analyzed the data collected through informants and direct observation.

The Potential of Karang Tawulan Beach as a Tourism Destination in Tasikmalaya Regency

The potential owned by Karang Tawulan Beach area related to the development of tourism destinations, among others, can be developed: sports tourism: outbound, and camping. Panoramic beach and sunset tourism, family tourism, culinary tourism, educational tourism (research), cultural tourism, agro-fruit tourism, cultural performances and traditional arts, marine tourism: fishing, scuba diving.

Opportunities owned by Karang Tawulan Beach as a tourism destination include adequate land that can be developed for family tourism such as flying fox and camping. Furthermore, water tourism or marine tourism. Cultural tourism considering the thickness of Karang Tawulan Beach with various ancestral cultures that have passed it down to the people around Karang Tawulan beach, Tasikmalaya Regency.

The development of the tourism potential of Karang Tawulan Beach as a tourism destination in Tasikmalaya Regency will run optimally if the facilities and infrastructure and other supporting facilities are adequate. Facilities and infrastructure at Karang Tawulan Beach can partly be used according to the needs of tourists, but some need to be arranged and rebuilt so that they can be used optimally, including the first in terms of accessibility, namely maintenance of footpaths or pedestrians, directions, tourist information centers, electricity, garden lights, and street lighting.

Furthermore, in terms of public facilities. Public facilities that must be arranged and rebuilt are rather numerous because some are also damaged. Some of the facilities that require further management are the rearrangement of the entertainment stage, the provision of more suitable gazebos, the arrangement of restaurants or hawker stalls, the arrangement of souvenir stalls, the provision of sand play areas, the provision of fishing equipment rentals, upgrading and improving toilets (public toilets), building and

waste management, construction of children's playgrounds, provision of ATMs, improvement of electrical lighting, security fences, fire extinguishers, hydrants, and arrangement of water toys. Then from the institutional elements including security posts, health service posts, and ballista.

Development Constraints of Karang Tawulan Beach Tasikmalaya Regency as a Tourism Destination

In developing the potential of Karang Tawulan Beach as a tourism destination in Tasikmalaya Regency, some obstacles prevent Karang Tawulan Beach from developing optimally. Limited funds are the main obstacle in the process of developing Karang Tawulan Beach in Tasikmalaya Regency as a tourism destination. This is caused by the overlapping utilization of the Karang Tawulan Beach tourist attraction area with other activities. In addition, the development of Karang Tawulan Beach is a comprehensive development based on attractions, accessibility, amenity, and institutions that require a skilled and professional workforce to overcome the decline in the quality of the environment around the beach to be developed and have ideas in dealing with the development that will be carried out near the sea.

Constraints that can occur include the ability to use technology as a promotional medium still limited, the weakness of telecommunications networks that hamper long-distance communication, limited foreign language skills, marine products that are not maximally utilized, the low quality of direct management due to limited funds and knowledge in developing the potential of Karang Tawulan Beach as a sustainable tourism destination in Tasikmalaya Regency. Lack of promotion of products in Karang Tawulan Beach, low foreign language skills, opinions related to development from local communities is not fully channeled, and community concerns about foreign cultures are destructive.

Development of Karang Tawulan Beach Tasikmalaya Regency as a Tourism Destination

To realize the goals of developing Karang Tawulan Beach as a tourism destination in Tasikmalaya Regency, careful planning is needed, carried out systematically, gradually, and continuously, both the program of adding tourism activities and the construction of infrastructure and other supporting facilities, as well as the defense of local culture, to minimize the obstacles that hinder the process of achieving the target of developing Karang Tawulan Beach as a leading tourism destination.

Some ways to develop Karang Tawulan Beach as a tourism destination in Tasikmalaya Regency to be more optimal include making a tourism development master plan strategy, proposing development programs for DED (Detail Engineering Design) activities, making building and environmental planning, capturing budgets from various ministries, optimally introducing the potential of tourist attractions, including culture and youth creativity and sports tourism, tourism facilities and infrastructure and the development of ecotourism based on the people's economy.

The development of Karang Tawulan Beach as a tourism destination not only affects the comfort but also the safety of the surrounding environment. Supervision of tourist visits that continue to increase must be maintained more strictly. Maintaining the security of a tourism destination is important to avoid harmful things. The community is also required to attend counseling held by the tourism office on how to maintain the cleanliness and safety of tourism destinations. In addition, obeying and paying taxes is also one way to avoid illegal levies at Karang Tawulan Beach. If there are developments related to the development of tourist attractions or facilities and

infrastructure and other supporting facilities, deliberations should be held between the relevant local government and the community around Karang Tawulan Beach.

SWOT Analysis

The first step in analyzing internal and external factors for Karang Tawulan Beach, Tasikmalaya Regency, is to identify the conditions of the tourism destination's location, the main draw of Karang Tawulan Beach, the stakeholders of Karang Tawulan Beach, especially the related agencies to find out how the development that occurs at the tourism destination's location, and then to identify the stakeholders of Karang Tawulan Beach. The development of the Karang Tawulan Beach attractions will be examined based on the results of the internal factor analysis, which is a strength is having panoramic views of nature and lovely sunsets, coral reefs that resemble Tanah Lot of Bali, has a small island called Nusa Manuk that could be developed into a tourist destination, local culture that attracts visitors, large land for developing tourism destinations, a gazebo on a hill with views of the open sea, good road conditions that make it easier for visitors to travel, and a number of organizations actively involved in the development of tourism.

Based on the observations of the internal factor analysis, the marine tourism activities still available are very limited, some facilities already in area need to be improved, others need to be added, managers and related agencies still do not meet the requirements for professional workers, local communities are not ready to participate in tourism development, there are not enough resources for overall development, and there is not any official support. The results of the analysis of external factors that become opportunities are tourist attractions that are well managed will become a source of income, expand business fields to increase income, Karang Tawulan Beach is prioritized in the management and development of tourism by the tourism government, awareness of the importance of environmental preservation so that there is a lot of interest towards nature-based tourism, maintaining local culture as a tourist attraction so that tourists can learn about art, and historical values and regional cultural customs.

After compiling the SWOT matrix, there are several development strategies for Karang Tawulan Beach that can be used as recommendations to the management of Karang Tawulan Beach development. Karang Tawulan Beach development strategies that can be applied from the results of SWOT analysis includes; utilizing the potential tourist attraction of Karang Tawulan Beach to meet market needs and increase local community income and regional profits, supporting local government policies related to tourism development for revitalization and improvement of the Karang Tawulan Beach tourist attraction area, improving the quality of human resources through training and expertise, empowering current types of tourism activities, one of which is local culture to be used as a tourist attraction and adequate accessibility to reach Karang Tawulan Beach as a step to support tourism marketing and promotion, creating a priority scale for the development of Karang Tawulan Beach tourist attraction related to the budget setting needed, and cooperation between the government and the community as well as the tourism industry related to the quality of tourist attraction areas through development, improvement, and improvement of the function of the Karang Tawulan Beach tourist area, land use, safety and comfort and conservation.

Analysis Hierarchy Process (AHP)

AHP analysis was conducted on a number of variables that were separated into three levels and compared in pairs. In Level 2, amenities (32.94%) and accessibility (30.64%) are the two most important factors in the potential development of Karang Tawulan Beach as a tourist attraction in Tasikmalaya Regency. The top three rankings

at Level 3 are concentrated on Direct Access as a priority (24.80%), Government as a second priority (14.92%), and Order and Security Infrastructure as a third priority (12.77%). In Level 4, the top five priorities are the following: In Level 4, the top five objectives are the following: general transportation (8.85%), Maintenance of parks and streetlights (7.75%), parking lots and tourist places with security guards (5.68%), maritime affairs and the environment (5.06%), and BAPPEDA (4.28).

CONCLUSION

Based on the results of research and analysis regarding Karang Tawulan Beach in Tasikmalaya Regency, the following conclusions can be drawn; Karang Tawulan Beach, Tasikmalaya Regency has the potential to become a tourism destination by developing various types of tourism including, sports tourism: outbound, and camping. Panoramic beach and sunset tours, family tours, culinary tours, educational (research) tours, cultural tours, agro-fruit tours, cultural performances and traditional arts, marine tourism: fishing, scuba diving. The main obstacles faced in the development of Karang Tawulan Tasikmalaya Beach are limited funds, limited tourism activities, many improvements to facilities and infrastructure and other supporting facilities, weak quality of human resources, and no official promotion. If the budget is sufficient for comprehensive development, the types of tourist attractions along with facilities and infrastructure as well as other supporting facilities can be developed simultaneously. Of course, with the support of quality human resources who are trained and skilled and professional in managing the development of tourism destinations. Development of a tourism destination for Karang Tawulan Beach, Tasikmalaya Regency, which is optimal, balanced between tourist attractions and all facilities and infrastructure as well as other supporting facilities, the opportunity to make official marketing and promotion will be even greater because many tourist attractions for Karang Tawulan Beach can be an offer. Efforts made in the development of Karang Tawulan Beach, Tasikmalaya Regency as a tourism destination are to prioritize the development of tourism destinations in order to optimize overall development related to limited funds, improve the quality of human resources, good management and development of facilities and infrastructure as well as supporting facilities, increasing the development of promotional strategies, it is necessary to have a strategic development plan to make Karang Tawulan Beach, Tasikmalaya Regency a superior and sustainable tourism destination. Development Strategy for Karang Tawulan Beach, Tasikmalaya Regency as a tourism destination based on SWOT analysis, resulting in strategies including the SO (Strength Opportunities) Strategy, namely the strategy for developing facilities and infrastructure, general accessibility, and supporting facilities as well as strategies for developing tourist attractions. WO (Weakness Opportunities) strategy, namely promotion strategy, budget management strategy, ST (Strength Threat), namely, strategy for increasing supervision of tourism activities, WT (Weakness Threat) Strategy, namely, government cooperation strategy with local communities and the tourism industry. Overall, Karang Tawulan Beach has the potential to be developed as a tourism destination by fulfilling the 4 A aspects, namely attraction, accessibility, amenities, and ancillary which are benchmarks for the development of a tourist destination. The cooperation between the government, the community, and business actors, it can help the planning process for the development of tourist destinations so that they are sustainable. Tourists also have an important role in the development of a tourist destination. The attractiveness of Karang Tawulan Beach can also be seen from the many tourists who visit it. In addition, the implementation of tourism development strategies and models applied to the development of Karang Tawulan Beach can facilitate the management of the potential and minimize the obstacles encountered when the Karang Tawulan Beach tourist destination is developed.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest.

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