

OVERVIEW OF THE POTENTIAL DEVELOPMENT OF NATURAL TOURISM OBJECTS AND ATTRACTIONS OF PANTAI CEMARA INDAH GOSONG TELAGA IN NORTH SINGKIL SUB-DISTRICT, ACEH SINGKIL REGENCY

Padriadi Wiharjokusumo¹⁾, Novita Romauli²⁾, Ayu Lestari Malau³⁾,

Tourism and Hotel Academy of DarmaAgung¹⁾, Christian Education Faculty of University of DarmaAgung²⁾, Tourism and Hotel Academy of DarmaAgung³⁾

knb.ministry76@gmail.com, Novitaromauli12@gmail.com,

Ayulestarimalau2000@gmail.com

ABSTRACT

Cemara Indah GosongTelaga beach is one of the attractions located in the village of GosongTelaga, North Singkil sub-district, Aceh Singkil Regency, the potential of this beach is its natural beauty, a fairly wide stretch of white sand. However, the management of this beach is not well managed. The purpose of this study was to find out how the management efforts at Natural Tourism Objects and Attractions of Pantai Cemara Indah Gosong Telaga In North Singkil Sub-District, Aceh Singkil Regency. The research method carried out by the researchers is descriptive qualitative by direct research to the field (field research) and literature research (library research), namely reading books related to the researchers' writings. The conclusions of the research carried out by researchers: (1) The potential and attractiveness of Cemara Indah GosongTelagabeach in North SingkilSub-district, Aceh Singkil Regency is that it has beautiful natural potential and is still natural. (2) The management of Cemara Indah GosongTelaga beach has problems or obstacles faced in developing Cemara Indah GosongTelaga beach due to the lack of procurement and development of the required facilities, and infrastructure. (3) Efforts in the development of Cemara Indah GosongTelagabeach include increasing physical development, facilities and infrastructure as well as tourist facilities such as hotels or accommodations, restaurants, clean water, prayer rooms, electricity, telecommunications, roads, bridges, parking lots, security posts, health clinics, and others. The researchers' suggestion from the research results is that the government and other related parties (stakeholders) try to develop both facilities and infrastructure in the tourist area of Cemara Indah GosongTelaga beach.

Keywords : Development, Tourism Object, Cemara Indah GosongTelaga beach.

1. INTRODUCTION

Nanggroe Aceh Darussalam Province is one of the provinces that has many potential tourist attractions. In addition to its nature, Nanggroe Aceh Darussalam also has several ethnic groups, cultures, customs, and arts with their characteristics that can be proud of and can

increase the number of tourists visiting. One area that has considerable tourism potential in the Province of Nanggroe Aceh Darussalam is Aceh Singkil Regency.

One of the natural tourism potentials that have begun to be developed is the potential for the Cemara Indah

GosongTelagabeach as a tourist attraction. It is located in the village of GosongTelaga, North Singkilsub-district, the location of the beach is 19.5 km, 3.5 km from the location of Sheikh HamzahFansury airport. The potential of the Cemarabeach is its natural beauty, a fairly wide stretch of white sand, sunset views, unique and interesting mangrove lakes, along the coast there are pine trees that thrive and are shady.

This beach is clean and beautiful, what visitors can do on this beach are usually play on the beach and some are relaxing while enjoying the waves and ripples of the sea. The road to this tourist attraction has been built an entrance gate that says Welcome to Gosong Beach. There is also a place for paying entrance tickets for visitors who visit the location.

However, other supporting facilities such as stage for entertainment activities, children's play area, prayer room, gazebo, or shelter from the hot sun in the form of huts, canteens, and changing places are not functioning properly. The road access to the location of this tourist attraction is not good, the road conditions are rocky and have holes so one needs to be careful when driving, otherwise, it will be fatal.

Other facilities such as electricity have not been built entering into this tourist attraction, the provision of bathrooms/toilets has also not been built for tourists to clean their bodies after bathing at the beach. Tourists who visit this tourist attraction are still local tourists and outside the Aceh Singkilregency. This is due to the lack of tourism supporting facilities provided and road access.

To become a good tourist destination, we must develop three things, namely:

1. Something to see is everything that is interesting to see.
2. Something to buy is everything that is interesting or has its own characteristics to buy.
3. Something to do, which is an activity that can be done in that place.

The three things above are strong elements for a tourist destination, while for the development of a tourist destination, several things that must be considered, including:

1. Must be able to compete with tourist attractions in other areas.
2. Having supporting facilities and infrastructure
3. Must be interesting.

Those are some of the elements that should be considered to create a good tourist destination. The community must also be active and participate in creating a tourism area that is safe, orderly, cool, and friendly community. The development of a good tourism sector cannot be separated from the cooperation between the government, the private sector and the community as well. By developing, and managing a tourist attraction optimally, it is hoped that it can help provide benefits for the welfare of the surrounding community and of course, will increase Regional Original Income (PAD).

2. LITERATURE REVIEW

2.1 Definition of Tourism

Indonesia initially recognized the term tourism by using a foreign term, namely Tourism. The term tourism comes from the implementation of tours, which are travel activities for fun from one place to another, without carrying out actions that can generate wages or salaries so that

people spend the money they bring from their place of origin.

Tourism comes from the Sanskrit language, namely *Pari* which means many, many times, circling, go around, and Tourism which means touring or traveling. Therefore, tourism is traveling around from one place to another with the intention of not trying or earning a living but enjoying the trip.

There are several definitions of tourism according to experts, namely as follows:

1. Yoeti (2008:109)

According to Yoety, tourism is a trip that is carried out temporarily, which is carried out from one place to another with the intention not of doing business or earning a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or fulfilling various desires.

2. Suwanto (2004: 3)

In essence, tourism is a process of the temporary departure of someone or more to another place outside their place of residence. The impetus for leaving is due to various interests, whether due to economic, social, cultural, political, religious, health interests, or other interests such as simply wanting to know, to gain experience, or to learn.

3. Law no. 10 Year 2009 on Tourism

Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments.

From the description above, it can be said that the notion of tourism is a trip made by tourists from their place of

residence to their destination while enjoying the trip and is only temporary and has no purpose to work or earn money.

2.2 Definition of Tourist

Tourism certainly cannot be separated from tourists, namely the perpetrators of the trip itself, because travel will not exist without someone doing it.

The book of Introduction to Tourism Science says that tourists come from Sanskrit which consists of two words, namely "wisata (tourism)" and "wan". Wisata which means travel and wan which means stating people with professions and positions. A person or group of people who make a tour is called a tourist (wisatawan), if the length of stay is at least 24 hours in the area or country being visited is called excursionist (pelancong).

Tourist restrictions in general, namely: Visitors (pengunjung), ie anyone who comes to an area or other place of residence and usually for any purpose except to do work that receives wages. Tourists are visitors who stay temporarily, at least 24 hours in a country. Tourists with the intention of traveling can be classified into:

1. Cruise (leisure), which travels for recreational, leisure, health, study, religious, and sports purposes.
2. Trade relations, relatives, friends, conferences, missions, and so on.

2.3 Definition of Tourism Objects and Attractions

In the world of tourism objects and tourist attractions have a crucial role that can be used as an attraction for someone or prospective tourists to visit a tourist destination.

Tourism objects are environmental elements consisting of Natural Resources, Human Resources, and Artificial Resources, such as natural beauty/mountains, beaches, fauna, flora, zoos, ancient historic buildings, monuments, and temples that can be developed and utilized as a tourist attraction.

According to Law No. 10 of 2009 on Tourism chapter 1, General Provisions Article 1 states that Tourism attraction is something that has uniqueness, beauty, and values in the form of a diversity of natural, cultural, and man-made resources that are targeted or tourist destination.

A tourist attraction is a potential that drives the presence of tourists to a tourist destination. Objects and tourist attractions are some of the elements in tourism products that must receive special attention from various parties to support the development of tourism. Furthermore, these attractions are grouped into three groups:

1. Natural tourist objects and attractions
Objects and tourist attractions are based on beauty and natural wealth.
2. Cultural tourism objects and attractions
Objects and tourist attractions are sourced from cultures, such as historical relics, museums, art attractions, and other objects related to culture.
3. Special interest tourist objects and attractions
Objects and tourist attractions are sourced from the special interests of tourists themselves, such as sports, fishing, and others.

2.4 Travel Motivation

Motivation is an important factor for prospective tourists in making decisions

about tourist destinations to be visited. Basically, a person traveling is motivated by several things according to Intosh and Murphy in Pitana (2005:48). The motivation for tourist visits can be grouped as follows:

1. Cultural motivation
That is a type of tourism where the motivation of people to travel is due to knowing the culture, customs, artistic traditions, and objects of the cultural-historical heritage of a place or area.
2. Social motivation
That is like visiting friends and family, meeting colleagues, going on pilgrimages, and escaping from boring habits.
3. Physical of physiological motivation
That is, this has a lot to do with the desire to restore physical condition, rest, relax, exercise, or maintain health so that enthusiasm for work arises again.
4. Fantastic motivation
That is because of the fantasy that in other areas they will be able to escape from the tedious daily routine and ego-enhancement that provides psychological satisfaction.

2.5 Definition of tourism development

Some definitions of tourism development are as follows:

1. Darminta and Weber (2006:11)

According to Darminta and Weber, Tourism development is everything about coordinated activities and efforts to attract tourists, providing all facilities, and infrastructure, goods and services and all facilities needed to serve the needs of tourists.

2. Master Plan for the Development of the Aceh Singkil Tourism Area, (2009: 5-12).

Tourism development is one of the activities that have implications for the planning and development of an area.

2.5 Potential Objects and Tourist Attractions of Cemara Indah Beach

As described above, Cemara Indah beach is located in GosongTelaga Village, North Singkilsub-district, the location of Cemara Beach is 19.5 Km to the east by vehicle for approximately 25 minutes from Singkil city and 3.5 Km from the location of Sheikh HamzahFansury Airport and can be reached by car for about 10 minutes. The potential of this Cemara Beach is its natural beauty, a fairly wide stretch of white sand, sunset views, unique and interesting mangrove lakes, along the coast there are pine trees that thrive and are shady.

3. RESEARCH METHODS

In this study, researchers used a qualitative approach. Qualitative research is descriptive research using analysis. Put forward process and subject perspective. The theoretical basis is used as a guide so that the research focus is in line with the facts in the field (Cresswell, 2016:4). Informants are determined by the Snowball technique.

In this study, 5 (five) people who have been designated as research subjects/informants consist of:

1. Managers of Village Owned Enterprises (BadanUsaha MilikKampung/BUMK) of Cemara Indah GosongTelagabeach are 2 (two) persons;
2. The government/tourism department is 1 (one) person;

3. Tourists are 2 (two) persons.

The research data collection techniques are as follows:

1. Observation

The Big Indonesian Dictionary (KBBI) states that observation is careful observation or review. Observation is one of the most common data collection techniques in qualitative research methods. Observation is essentially an activity using the five senses, including sight, smell, hearing, to obtain the information needed to answer research problems. The results of observations in the form of activities, events, events, objects, conditions, or certain atmospheres and one's emotional feelings. According to Supriyati (2011: 46) observation is a way to collect research data by having a naturalistic nature that takes place in a natural context, the perpetrator participates naturally in the interaction.

2. Interview

The interview is a process of communication or interaction to collect information using question and answer between the researcher and the informant or research subject. With advances in information technology as it is today, interviews can be conducted without face to face, namely through telecommunications media. In essence, the interview is an activity to obtain in-depth information about an issue or theme raised in the research. Or, is the process of proving information or information that has been obtained through other techniques previously.

According to Mulyana (2002: 180), the interview method is "collecting data in the form of communication (question and

answer) between two or more people, involving someone who wants to obtain information from another person by asking questions based on a specific purpose".

c. Documentation Study

During the research process, researchers can also collect qualitative documents. These documents can be public newspapers, papers, office reports, or private documents such as diaries, letters, e-mails. It can also be with audio-visual material. This data can be in the form of photos, art objects, videotapes, or any kind of sound.

4. RESULTS

4.1 Potential Objects and Tourist Attractions at Pantai Cemara Indah GosongTelaga Beach Aceh Singkil

From the observations of researchers directly in the field that Cemara Indah GosongTelaga beach is a long stretch of beach tourism object, located in GosongTelaga Village, North Singkil sub-district, Aceh Singkil Regency. Meanwhile, according to Wikipedia, Aceh Singkil, the location of Cemara Beach is 19.5 Km, 3.5 Km from the location of Sheikh Hamzah Fansury Airport. The potential of Cemara Indah Beach is its natural beauty, a fairly wide stretch of white sand, sunset views in the afternoon, unique and interesting mangrove lakes around the beach, along the coast there are shady pine trees. This beach is clean and beautiful, usually used by visitors to play on the beach and some are relaxing while enjoying the waves and ripples of seawater.

At the entrance to this tourist attraction, an entrance gate has been built. There is also a place for paying retribution for visitors who enter the location, besides

that there are also supporting facilities such as a stage for entertainment activities, a children's play area, a prayer room, a gazebo or shelter from the hot sun in the form of a hut, a canteen and a place to change clothes.

Other facilities such as electricity have not been built/entered into this tourist attraction, the provision of bathrooms/toilets has also not been built for tourists to clean their bodies after bathing at the beach. Tourists who visit the Cemara Indah GosongTelaga beach. Tourist attractions are still considered for local tourists and from outside the Aceh Singkil Regency area, while foreign tourists are still very rarely visiting this tourist attraction. This is due to the lack of tourism facilities provided. This was conveyed by tourists to researchers in an interview on April 16, 2021.

The road access to the location of this tourist attraction is still not good, the road conditions are wild rocky so that tourists who will visit this tourist attraction have difficulty when using a vehicle. For now, the road that has been built and paved has only reached 500 meters, and the local government will continue to make improvements and developments in stages.

Visitors to Cemara Indah Beach are usually crowded on Sundays and the peak of most visitors is usually on National holidays or long holidays (Holiday). According to Edi Hartono, the head of the Aceh Singkil district tourism office in an interview with researchers on April 20, 2021. He said that if this tourist attraction is developed and managed optimally, it is expected to provide benefits for the welfare of the surrounding community and of course increase Regional Original

Income (PAD). in particular and increase foreign exchange for the country in general. Furthermore, he also said that the tourism sector is one of the pillars and mainstay of the country's development. To achieve this, cooperation between the government and the community is needed so that Aceh Singkil tourism can be improved and more advanced.

According to Edi Hartono, the head of the Aceh Singkil Regency tourism office in an interview with researchers on April 20, 2021. He said that if this tourist attraction is developed and managed optimally, it is expected to provide benefits for the welfare of the surrounding community and of course increase Regional Original Income (PAD), in particular, and increase foreign exchange for the country in general. Furthermore, he also said that the tourism sector is one of the pillars and mainstay of the country's development. To achieve this, cooperation between the government and the community (stakeholders) are needed so that Aceh Singkil tourism can be improved and more advanced.

4.2 Problems or obstacles faced by the community in marketing and developing tourism objects at Cemara Indah GosongTelaga Beach Aceh Singkil

According to the Kampong-Owned Enterprises (BUMK) in the development of Cemara Indah Beach GosongTelaga as a tourist attraction in Aceh Singkil Regency, there are obstacles faced, as follows:

1. There is a limited budget for development funds in the development of the Cemara Indah GosongTelaga beach as a tourism object;

2. The government's lack of attention in developing the Cemara Indah GosongTelagabeach can be seen from the lack of tourist facilities and infrastructure, such as roads, accommodation, clean water supply, and others;
3. There is still a lack of supporting accessibility such as public transportation to reach the tourism object;
4. The lack of promotions carried out by local governments so that there is no investors who invest their capital to develop tourism object;
5. Public awareness is still low on the importance of developing the tourism object;
6. Lack of professional human resources (HR) in tourism.

4.3 Efforts to Develop Potential Objects and Tourist Attractions at Cemara Indah Beach GosongTelaga Aceh Singkil

The Cemara Indah GosongTelaga beach has considerable potential in the tourism sector in Aceh Singkil Regency. This is seen from the potential of this tourist attraction which is still natural and beautiful, but the lack of government attention in developing this tourist attraction has resulted from a few visitors. This was conveyed by Edi Hartono to the researchers. In fact, according to researchers, if this tourist attraction is developed, it will have an impact on the local community's economy and as a source of local income.

According to Edi Hartono, head of the Aceh Singkil Regency tourism office, the development of Cemara Indah

GosongTelaga Beach aims to increase the flow of tourists. Therefore, it is necessary to make development efforts. These development efforts are as follows:

1. Improving physical development, facilities, and infrastructure as well as tourism facilities such as hotels or accommodations, restaurants, clean water, prayer rooms, electricity, telecommunications, roads, bridges, parking lots, security posts, health clinics, and others;
2. Restoring and structuring the Cemara Indah GosongTelagabeach tourist attraction based on the spatial layout of the tourist area by creating a recreational park and flower garden;
3. The government shall implement policies in the development of tourist areas, namely by organizing tourism development while still paying attention to the preservation of culture and based on Islamic Sharia;
4. Conducting a community participation approach (Community base tourism), which means that the involvement and role of the community is at the forefront of the success of tourism development;
5. Carry out an approach in the field of sustainable environmental conservation and increase tourism awareness in the community through education, socialization, and training on tourism activities to preserve pine forests and ecosystems found in tourist attraction areas;
6. Conduct tourism promotion activities. This activity can be carried out by making periodical brochures according to the development of tourist facilities and attractions, conducting promotional collaborations with Tour and Travel

companies and related tourism institutions;

7. Improving human resource and management skills as well as increasing creativity in developing business ideas for the Cemara IndahGosongTelagabeach tourism object;
8. Provide encouragement and training to the community to make handicrafts (souvenirs) to be sold as businesses engaged in tourism.

Furthermore, Edi Hartono said, in these development efforts, it is necessary to make implementation plans regarding policies for controlling and managing tourism objects that lead to the legal aspect under the legislation and institutional aspects that will implement them.

5. Conclusion

Based on the results of research conducted, researchers can draw several conclusions as follows:

1. The potential and attractiveness of Cemara Indah GosongTelaga beach in North Singkil Sub-district, Aceh Singkil Regency is that it has beautiful natural potential and is still natural.
2. The management of Cemara Indah GosongTelaga beach has problems or obstacles faced in developing Cemara Indah GosongTelaga beach due to the lack of procurement and development of the required facilities and infrastructure.
3. Efforts in the development of Cemara Indah GosongTelaga beach include increasing physical development, facilities, and infrastructure as well as tourist facilities such as hotels or accommodations, restaurants, clean water, prayer rooms, electricity,

telecommunications, roads, bridges, parking lots, security posts, health clinics, and others.

6. Suggestion

The researchers' suggestion from the research results is that the government and other related parties (stakeholders) make efforts to develop both facilities and infrastructure in the tourism object of Cemara Indah GosongTelaga beach.

REFERENCES

- Badan Perencanaan Pembangunan Daerah Kabupaten Aceh Singkil. (2009). *"10 Tahun Kabupaten Aceh Singkil"*
- Creswell, J.W. (2016). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Belajar
- Damanik, Janianton dan Weber, Helmut. (2006). *Perencanaan Ekowisata dari Teori ke Aplikasi*. Yogyakarta: PUSPAR UGM dan Andi.
- Disbudparpora. (2009). *Masterplan Pengembangan Kawasan Wisata Kabupaten Aceh Singkil*
- Ismayanti, (2011). *Pengantar Pariwisata*. Jakarta: Grasindo
- Marpaung, Happy. (2000). *Pengetahuan Pariwisata*. Bandung : Alfabeta
- Mulyana, D. (2002). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Nasional, D. P. (2002). *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka.
- Pitana, I Gde dan Gayatri, Putu G. (2005). *Sosiologi Pariwisata*. Yogyakarta: Andi.
- Pitana, I Gde & Surya Diarta, I Ketut. (2009). *Pengantar Ilmu Pariwisata*. Yogyakarta: Andi
- Rai Utama, I Gusti Bagus. (2017). *Pemasaran Pariwisata*. Yogyakarta: Andi
- Sudijono, A. (2012). *Pengantar Evaluasi Pendidikan*. Jakarta: PT RajaGrafindo Persada
- Sugiyono, (2009). *Memahami Penelitian Kualitatif*, Bandung: Alfabeta,
- Suwantoro, Gamal. (2004). *Dasar-dasar Pariwisata*. Yogyakarta : Andy
- Yoeti, Oka A. (2008). *Anatomi Pariwisata*, Bandung : Angkasa
- Undang-undang Nomor 10 tahun 2009 tentang Kepariwisata

Internet:

https://id.wikipedia.org/wiki/Kabupaten_Aceh_Singkil