



Pasir Kencana Beach Tourism Management System Pekalongan City

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Abstract. One of the tourism potentials located in Pekalongan City is Pasir Kencana Beach which is located in Panjang Wetan Village, North Pekalongan District. Pasir Kencana Beach is approximately ± 4 km or approximately ± 15 minutes from the center of Pekalongan City. This beach has previously attracted a lot of interest from local and out-of-town tourists because of its beautiful sunset views in the afternoon. The Golden Sands tourist location is close to the port, fish auctions, and nearby beach tourist attractions so it is very strategic and easy to reach. Pasir Kencana Beach is generally used as a family tourist destination. The golden sand beach used to have an area of beach sand that sparkled like gold, but as sea levels rose or tidal disasters caused the embankments to be damaged, some facilities were poorly maintained and the playground area was submerged when heavy rains arrived, so revitalization or repair of tourist attractions was needed to bring them back to life. Beach tourism can increase the number of visitors and economic growth in the surrounding area.

To support the development of the Marine Tourism Area in the Pekalongan City area into an integrated beach tourism destination, a development concept is needed through infrastructure development which includes aspects of Accessibility, Amenities, and Attractions (3A). The infrastructure development components include repairing roads to tourist areas and structuring coastal tourist areas which include facilities and infrastructure supporting the area such as the construction of public spaces (rest areas, parking, ticketing, play areas, toilets, landmarks, green open spaces, street furniture, as well as management of drainage, solid waste, waste and others.

Keywords: tourism; beach; Pekalongan

I. Introduction

Pasir Kencana Beach is a favorite destination in Pekalongan. Reaching this beach is not that difficult because it is located not far from the center of Pekalongan City, which is only about 4 kilometers from the heart of Pekalongan City. This beach is much sought after by local and out-of-town tourists, especially in the afternoon the sunset view on this beach is truly extraordinarily beautiful. Not only does it offer charming beach tourism, this beach tourist area also offers a large aquarium containing various kinds of very interesting marine life. In this tourist area, there is also a port and a fish auction, and if you want to bring souvenirs of fresh seafood, you can buy them at the fish auction, besides getting good quality and fresh fish, you will also get an affordable price.

Seascapes, both waters around the coast and offshore that cover a certain distance have maritime potential, [1]

What is meant by "natural tourist attraction" is a tourist attraction in the form of the diversity and uniqueness of the natural environment. Natural tourist attractions can be described, including Natural tourist attractions based on the potential diversity and uniqueness of the natural environment in marine waters, which include, among others:

- a. coastal stretches, for example: Pasir Kencana Beach and Slamaran Beach.
- b. seascapes, both waters around the coast and offshore that cover a certain distance that have maritime potential, for example: Pekalongan sea waters.
- c. water pools and seabed, example: PPNP Marine Tourism, [2]

2. Methods

The research was conducted using qualitative methods with a field survey research design at the Pasir Kencana Beach research location, Pekalongan City as well as literature studies (legislation, scientific books) and data from related agencies. In general, the research method that will be implemented is as follows in the flow diagram below:

- a. Literature and Regulatory Studies, were carried out as an initial stage in the research to obtain the required literature related to the research. The literature study was carried out by reviewing literature, research reports and important documents related to regional asset management. Meanwhile, regulatory studies are carried out by reviewing applicable laws and regulations related to management authority.
- b. Surveys, to find out the actual conditions that occurred at the research object when the survey was carried out.
- c. Analysis, of plans that have been carried out by forming an appropriate management analysis.
- d. Recommendation, recommend a management system that is by relevant regulations and rules.

2.1. Location and Achievements of Pasir Kencana Beach

The location of Pasir Kencana Beach is in the northern part of Pekalongan City, namely the Panjang Wetan sub-district, North Pekalongan District. Accessibility of Pasir Kencana Beach, to get to Pasir Kencana Beach using public transportation can be done by:

- a. From KAI Station Pekalongan City, currently the operational hours for transport on the Sayun-Pasir Kencana route are from 08:00 WIB to 16:00 WIB.
- b. From Terminal Type A Pekalongan City, currently the operational hours for transport on the Sayun-Pasir Kencana route are from 08:00 WIB to 16:00 WIB.
- c. Visitors can use online motorbike taxis to get to Pasir Kencana Beach.
- d. Accessibility routes to Pasir Kencana Beach using public transportation can be seen on the map below.

2.2. Tariff conditions

The tariff provisions in Article 1 number 1 apply promotional rates for 30 (thirty) days from April 1 2022 to April 30 2022 amounting to IDR 15,000 (Fifteen Thousand Rupiah), including insurance of IDR 250 (Two Hundred and Fifty Rupiah), [3].

2.3. Existing Condition of Pasir Kencana Beach

- a. Area 1
 - 1) The main tourist entrance (Main Gate) has a ceiling that is starting to rot, the building paint is faded and the gate design is less attractive.
 - 2) The condition of the Second Gate door has been used again, is closed, has no or only an iron frame and has grown a lot of weeds.
 - 3) The condition of the prayer room is quite good, just a little dirty, small in size, only holding around 15 people. Some taps are off.



Figure 1. Location Area 1
(figure by Author)

b. Area 2

- 1) The condition of the playground is quite good, there are several rides that are poorly maintained, there is a lack of vegetation in the park so it is very hot. There are street vendors selling in the park
- 2) Motorbike parking in the area is not used for parking but is used to store tourist attraction street vendor carts. The condition is slightly damaged on the roof tiles.
- 3) The condition of the playground is quite good, there are several rides that are poorly maintained, there is a lack of vegetation in the park so it is very hot. There are street vendors selling in the park
- 4) Motorbike parking in the area is not used for parking but is used to store tourist attraction street vendor carts. The condition is slightly damaged on the roof tiles.



Figure2. Location Area 2
(figure by Author)

c. Area 3

- 1) There are 2 Gazebos at the location, but these Gazebos are used for street vendors.
- 2) There are several photo spots that are considered less attractive because they are covered by street vendors. The bridge photo spot has now also been cut off (Post Embankment Project)
- 3) There are ponds to identify floods, but they are not optimal
- 4) Low capacity car park



Figure3. Location Area 3
(figure by Author)

3. Results and Discussion

3.1. Pasir Kencana Beach Tourism Masterplan

Based on Pekalongan City Regional Regulation Number 30 of 2011 concerning Pekalongan City Regional Spatial Planning for 2009-2029, Development and improvement of marine tourism/Pasir Kencana beach and Slamaran Beach, (Peraturan Daerah Kota Pekalongan Nomor 30 Tahun 2011, 2011)

So that in 2019 a design concept for the development of the Pekalongan City coastal area has been planned. In this planning, a Design Concept for the Development of the Pekalongan City Beach Tourism Area was created which will be an initial description of the development stages of the 3 tourist attractions in it, namely Slamaran Beach, Pasir Kencana Beach, and Pekalongan Mangrove Park. Because they are close together and have the same potential, a plan was made to integrate beach tourism so that it could become the largest tourist area in Pekalongan City. This planning is also based on the direction of the Minister of PUPR in the vision to create the largest beach tourism in Pekalongan City, then there is the concept of integrated beach tourism development, namely: segment 1 (mangrove park beach), segment 2 (Sari Beach Corridor), segment 3 (Pasir Kencana Beach) and segment 4 (Slamaran Beach).

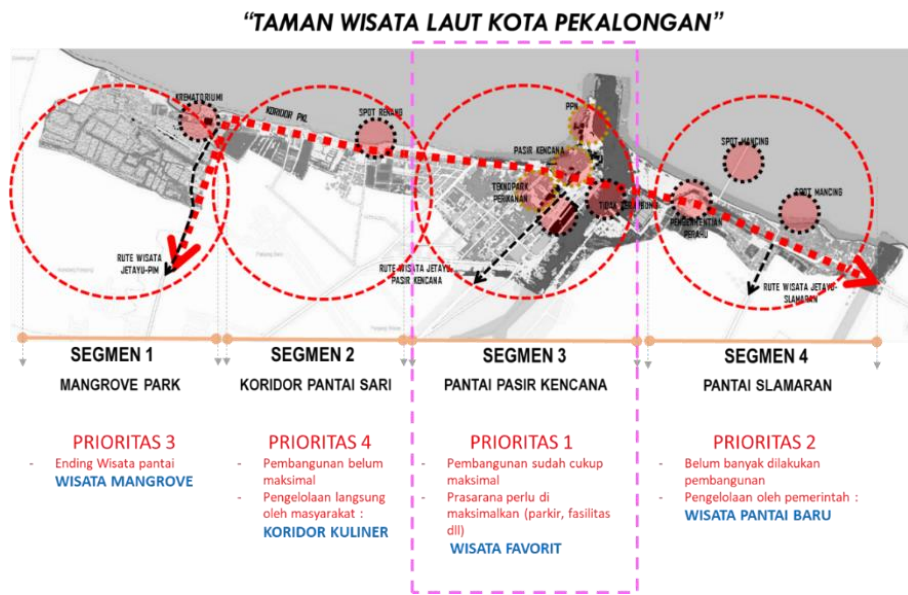


Figure 4. Pekalongan City Marine Tourism Park Integration Concept (figure by Author)

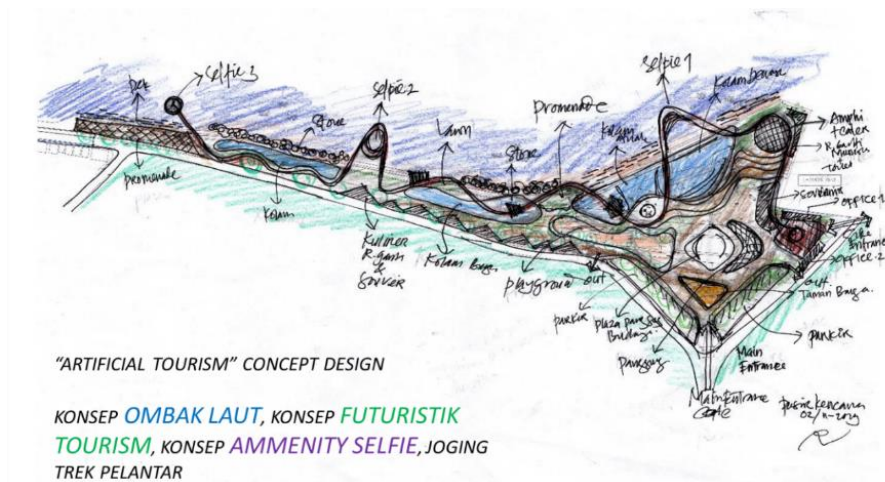


Figure 5. Pasir Kencana Beach Design Concept (figure by Author)

The area of Pasir Kencana Beach is 29.62 ha, there are 9 tourist zones, so it is necessary to carry out a study and management system for this tourist area.

The Pekalongan City Government in developing beach tourism objects must involve various parties who are related to each other and cannot be separated, namely the surrounding community, the government and the private sector, [4].



Figure 6. Perspective of the Pasir Kencana Marine Tourism Park Masterplan
(figure by Author)

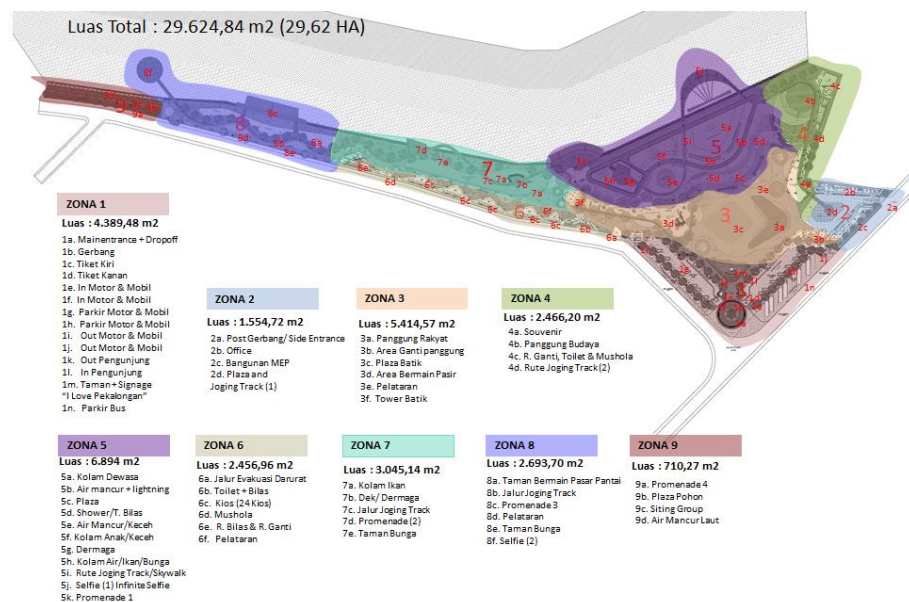


Figure 7. Zone Division Masterplan at Pasir Kencana Beach
(figure by Author)

However, it is also necessary to look at the capabilities and factors of Human Resources (HR), namely the lack of awareness of the community which still requires a lot of guidance, natural factors, there are also obstacles because it is located in a lowland coastal area, management, there are differences in policies regarding which is more prioritized. to infrastructure as well as constraints in terms of inadequate funding so that promotional activities for tourist destination areas are hampered, [5].

3.2. Management System Plan

a. Institutional Management System Plan

In institutional management, there are several scenarios in planning, namely as follows:

1) Management Plan by the Pekalongan City Tourism, Culture, Youth and Sports Department

In this scenario, tourism is expected to be fully managed by government agencies in terms of capital, tickets, parking, tourism support facilities and infrastructure, building maintenance, management staff and promotion.

The positive (+) things from this management perspective are:

- a) The government and agencies have full authority in running tourist attractions
- b) Ticket prices tend to be cheap
- c) The Pekalongan City tourism, culture, youth and sports department is more familiar with the characteristics of regional conditions and tourism management so that it is more familiar with the potential and problems of tourist attractions
- d) The selection of personnel is expected to be more focused and trustworthy
- e) Human resources can be obtained from PNS/ASN
- f) Profits go directly to regional treasuries

The negative (-) things from this management perspective are:

- a) The need for large funding or capital to build rides, social facilities and public facilities needed by tourist attractions while the budget provided each year is limited
- b) Management from the department generally tends to have small benefits
- c) The cost burden borne by the APBD/APBN will be greater and swell
- d) There is no special supervisory board, resulting in a lack of budget transparency.
- e) Management of tourist attractions by the government tends to lack innovation in ride management

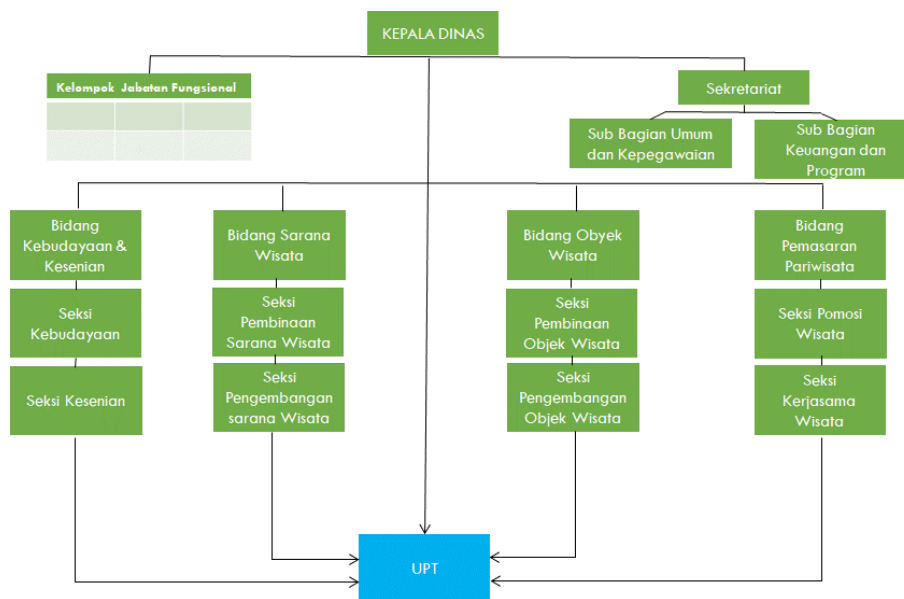


Figure 7. Management Chart by the Pekalongan City Tourism, Culture, Youth and Sports Department (figure by Author)

2) Management Plan by Regional Company (Perusda)

From the results of the discussion, it was agreed that management would be managed by the government by creating an organization in the form of a regional company or (perusda). In Government Regulation Number 54 of 2017 concerning Regional Owned Enterprises, it is explained that Law 5 of 1962 concerning Regional Companies was repealed by Law 23 of 2014 concerning Regional Government. Regional Companies are regulated by new government regulations and have a new name, namely Regional Owned Enterprises or BUMD. BUMD is a business entity whose capital is wholly or largely owned by the Region. BUMD was established with the aim of providing benefits for the development of the regional economy in general, providing public benefits in the form of providing quality goods and/or services to

fulfill people's livelihood in accordance with the conditions, characteristics and potential of the region concerned based on good corporate governance.

The positive (+) things from this management perspective are:

- a) Funding is separated from the APBD, so that income can be spent directly for operational needs
- b) Income can be directly spent for operational purposes
- c) Legal entity
- d) It is hoped that there will be Cash Flow, there will be a Financial Statement
- e) There are shares, owned by the regional government/municipal government, not divided into shares
- f) Management from outside (non civil servants)
- g) There is a Supervisory Board, there is a Program reference based on the RKAP, Examples: Drinking Water, Market, Real Estate.

The negative (-) things from this management perspective are:

- a) It is necessary to select qualified and responsible human resources
- b) Proper supervision and appropriate cost planning
- c) Appropriate financial management is needed to avoid losses

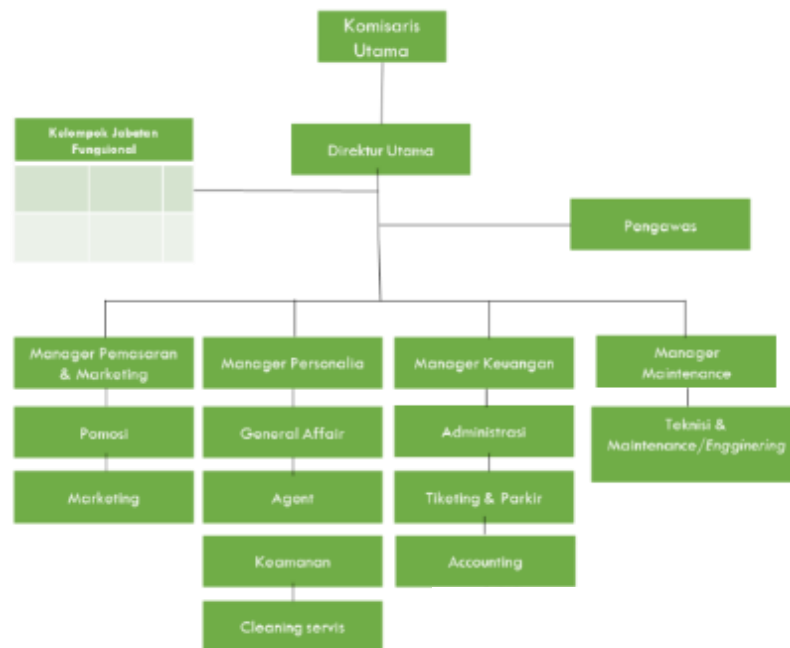


Figure 8. Management Chart by Regional Companies (Perusda)
(figure by Author)

3) Management Plan by Government (70%) and Private (30%)

This management system is a collaborative management system between the government and the private sector. With the main control portion being 70%, the government takes over the management of parking tickets and kiosk rentals, while the private sector accounts for 30%, taking over the management of ride entrance tickets and facilities. This is intended to avoid fraud so that the main controller and supervisor remains with the government and the private sector as the developer.

The positive (+) things from this management perspective are:

- a) The government is not burdened by the budget for development, maintenance or management

- b) The government still makes a profit from ticket sales, although not as much as the private sector.
 - c) The development of rides managed by the private sector will tend to be more varied and innovative
 - d) Able to market products with a wider reach
 - e) Have targets and deadlines for meeting budgets and profits so that income and expenses are controlled to minimize bankruptcy
 - f) Expert in management, marketing and promotion
 - g) Able to filter and easily invite investors in developing tourist attractions
- The negative (-) things from this management perspective are:

- a) Ticket prices tend to be a bit expensive
- b) Control of tourist attractions by the government is limited, the government only acts as a supervisor
- c) More profits are owned by the private sector

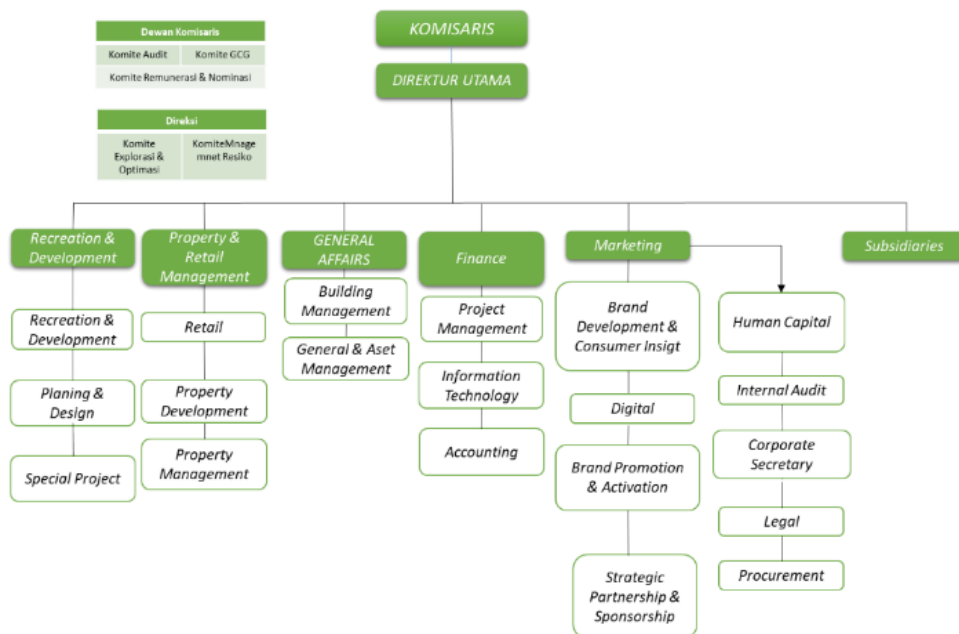


Figure 9. Management Chart by Government (70%) and Private (30%) (figure by Author)

4) Management Plan with Collaboration between Related Services

Inter-departmental cooperation was chosen as an alternative option in institutional management of tourist attractions. With collaboration between service sectors, it is hoped that there will be synergy and harmonious cooperation in developing tourist attractions.

The positive (+) things from this management perspective are:

- a) Management is handled directly by the relevant department according to their expert field
- b) Personnel according to their field of expertise
- c) Human resources can be obtained from PNS/ASN officials

The negative (-) things from this management perspective are:

- a) It is necessary to select qualified and responsible human resources
- b) There needs to be strict, precise supervision and appropriate cost planning

- c) Construction, care and upkeep depend on the amount of the annual APBN/APBD budget
- d) There is a need for a Supervisory Board because it involves many related parties.

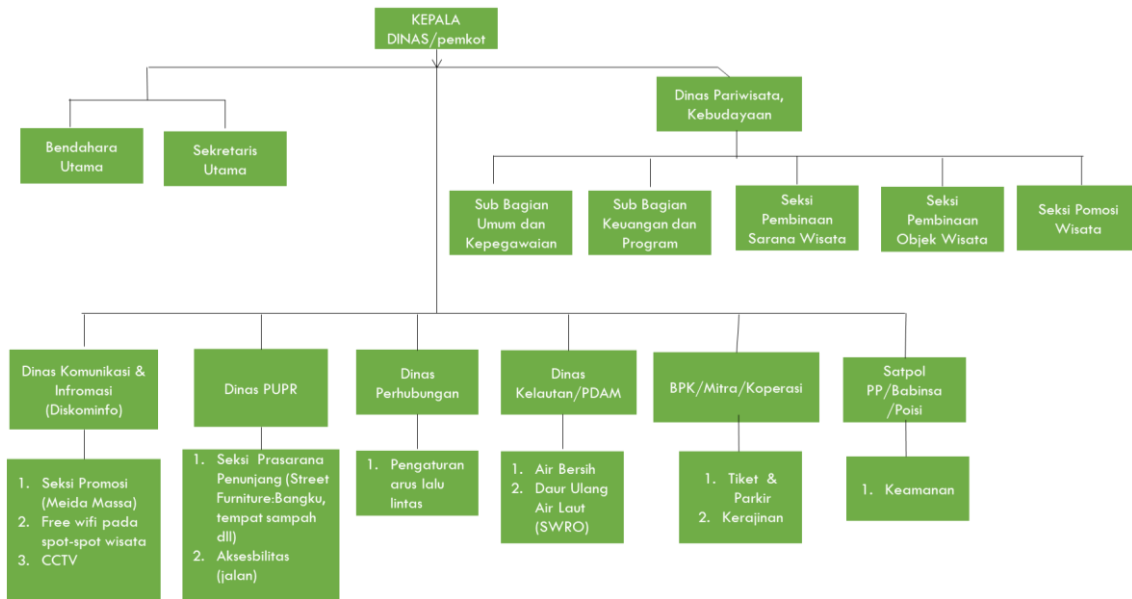


Figure 10. Management Chart by Collaboration between Related Services (figure by Author)

Conclusions

Conclusions and recommendations for the Pasir Kencana Beach Management System in Pekalongan City include the following the management system has 4 management alternatives consisting of Department of Tourism, Culture, Youth and Sports; Regional Government; Private, and Cooperation between related agencies

Then, after weighing the positive and negative impacts, the following priority selection can be used Priority 1 (Tourism, Culture, Youth and Sports Department); Priority 2 (Private); Priority 3 (Perusda); and Priority 4 (inter-departmental cooperation).

Management Recommendations by the Department of Tourism, Culture, Youth and Sports because management by the "Tourism Service" is in first place because it is considered to be more knowledgeable and familiar with the regional asset management system; ticket prices will be more affordable and popular; complete institutional, management and financial control by the government; the Department can form UPTD as a supporting organization for the activities of the Department of Tourism, Culture, Youth and Sports; regional Technical Implementation Unit or abbreviated as UPTD is an organization that carries out operational technical activities and/or certain supporting technical activities at a Regional Service or Agency; operational Technical Tasks are tasks to carry out certain technical activities that are directly related to community services; and supporting Technical Tasks are tasks to carry out certain technical activities in order to support the implementation of the tasks of the parent organization.

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