

**TOURISM DEVELOPMENT STRATEGY TO INCREASE COMMUNITY
INCOMES SURROUNDING PULANG SAWAL BEACH IN
GUNUNGKIDUL REGENCY**

***STRATEGI PENGEMBANGAN PARIWISATA UNTUK MENINGKATKAN
PENDAPATAN MASYARAKAT SEKITAR PANTAI PULANG SAWAL
DI KABUPATEN GUNUNGKIDUL***

UNDERGRADUATE THESIS

Proposed To Fulfill The Requirements To Obtain A Bachelor's Degree In The Faculty Of
Economics And Business, International Program for Islamic Economics and Finance,
Muhammadiyah University of Yogyakarta



Written By :

**HIKMATUL UMMA
20150430335**

**FACULTY OF ECONOMICS AND BUSINESS
INTERNATIONAL PROGRAM FOR ISLAMIC ECONOMICS AND FINANCE
MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA**

2019

**TOURISM DEVELOPMENT STRATEGY TO INCREASE COMMUNITY
INCOMES SURROUNDING PULANG SAWAL BEACH IN
GUNUNGKIDUL REGENCY**

Hikmatul Umma (20150430335)

**Faculty of Economics and Business
International Program for Islamic Economics and Finance
Muhammadiyah University of Yogyakarta**

ABSTRACT

The purposes of this research are to determine the strengths, weaknesses, opportunities and threats of Pulang Sawal Tourism Object as well as create the best strategies in efforts to developing Pulang Sawal Tourism Object to increase community income. This research used a descriptive approach, by collecting data in the form of primary and secondary data (supporting data). The analysis technique used in this research are observation, interviews, Focus Group Discussion and documentation. The subjects on this research are managers of tourism object such as Government Tourism Office, Head of District, Head of POKDARWIS, and tourism stakeholders such as, restaurant owner, guest house manager, seller of hats and glasses, parking guards, cilok sellers, and clothes sellers. The analysis tool of this research is SWOT analysis.

Based on SWOT analysis identifications of Pulang Sawal Tourism Object development strategies the results of data collected are; 1) internal factors of Pulang Sawal Tourism Object which are strengths and weaknesses that can support and inhibit the development of tourism object. 2) external factors of Pulang Sawal Tourism Object which are strengths and weaknesses that can support and inhibit the development of tourism object. 3) the best strategy can be executed by Pulang Sawal Tourism Object which is SO strategy (Strengths and Opportunities).

Key Words: *Pulang Sawal Tourism Object, Development Startegy, Income, SWOT Analysis.*

INTISARI

Penelitian ini bertujuan untuk mengetahui kekuatan, kelemahan, peluang serta ancaman yang dimiliki Obyek Wisata Pantai Pulang Sawal serta menciptakan strategi terbaik dalam usaha pengembangan Obyek Wisata Pantai Pulang Sawal untuk meningkatkan pendapatan masyarakat. Adapun pendekatan yang digunakan dalam penelitian ini yaitu pendekatan deskriptif dengan mengumpulkan data berupa data primer dan data sekunder (data pendukung). Teknik analisis yang digunakan dalam penelitian ini yaitu observasi, wawancara, *Focus Group Discussion* dan dokumentasi. Subyek dalam penelitian ini adalah pengelola obyek wisata seperti Dinas Pariwisata, Kepala Camat, Ketua POKDARWIS, pelaku wisata yaitu pemilik restoran, pengelola guest house, penjual topi dan kacamata, tukang parkir, penjual cilok, dan penjual baju. Alat analisis yang digunakan dalam penelitian ini yaitu alat analisis SWOT untuk mengetahui strategi yang perlu dilakukan untuk pengembangan Obyek Wisata Pantai Pulang Sawal.

Berdasarkan hasil identifikasi analisis SWOT pada strategi pengembangan Obyek Wisata Pantai Pulang Sawal dapat diperoleh hasil, yaitu: 1) faktor internal Obyek Wisata Pantai Pulang Sawal, berupa kekuatan dan kelemahan yang dapat mendorong serta menghambat pengembangan kawasan wisata. 2) faktor eksternal Obyek Wisata Pantai Pulang Sawal, berupa peluang dan ancaman yang dapat mendorong serta menghambat pengembangan kawasan wisata. 3) strategi terbaik yang dapat dijalankan Obyek Wisata Pantai Pulang Sawal yaitu strategi SO (*Strengths dan Opportunities*).

Kata Kunci: Obyek Wisata Pantai Pulang Sawal, Strategi Pengembangan, Income, Analisis SWOT

INTRODUCTION

The sector that plays a role in the regional development process is tourism. To support the productive economic sector, the tourism sector has a large variety of potential and correlation. Tourism is seen to equalize and expand employment and business opportunities, encourage development and regional income as well as improve people's welfare, namely to contribute to the income of the community around tourism objects as well as buffers in the non-oil and gas sector, with priority activities being directed to become the mainstay of foreign exchange earnings by the perspective of the national economy.

As we have seen, Indonesia has a diverse potential of tourism objects. Indonesian tourism it needs to be given more attention to be optimized and developed because Indonesia is one of the countries that has considerable tourism potential. To increase the local revenue, each region competes and seeks to explore the potential of their natural

resources. This was triggered by the implementation of regional autonomy, which demanded that each region develop regional potential based on the resources possessed by each region. The enactment of regional autonomy forces every region to develop and see every potential that exists and how that potential can be optimized.

The most tourist attractions in Indonesia, one of the tourist attractions is a beach. The beach is a tourist attraction that is in great demand from tourists, both foreign tourists and domestic tourists. In general, beaches must have supporting facilities such as beach management, stalls, security signs, first aid kits, security posts, restaurants, etc (Marpaung, 2002).

Yogyakarta is one of the cities that has become a tourist destination in Indonesia. Besides being known as a student city, Yogyakarta is also known as a city that has many tourist attractions both natural tourism, beach tourism and cultural tourism. One of the beach tourist destinations in Yogyakarta is located in Gunungkidul Regency.

One of the most popular attractions in Gunungkidul Regency is the beach. One of the beaches that needs to be developed in Gunungkidul Regency is the Pulang Sawal beach, usually known as Indrayanti. Pulang Sawal Beach has a beautiful panorama and around the beach environment. In Pulang Sawal beach there are various types of hotels and restaurants that can pamper tourists visiting the beach. To attract tourists to come to the beach, it would be better if the community and local government jointly manage and develop the beach. That way the local community can strengthen its economy by opening a business around the beach. This will also reduce unemployment because it creates jobs for the people around the beach and ultimately creates community welfare.

From this and look back at the problems that exist around the Gunungkidul beach area, whereas we know that the area along the beach in Gunungkidul has become a tourist area. Already many tourists, both domestic and foreign tourists who come to visit the

beaches. However, the problem is that there are still many local communities whose economy is still said to be lagging behind.

Problem Formulation

1. What is the strength of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
2. What are the weaknesses of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
3. What are the opportunities of external tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
4. What are the threats from external tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
5. What is the tourism development strategy around Pulang Sawal Beach in Gunungkidul Regency?

Purpose

1. To find out the strength of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency
2. To find out the weaknesses of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency
3. To find out the opportunities of external tourism factors around Pulang Sawal Beach in Gunungkidul Regency
4. To find out the threats from external tourism factors around Pulang Sawal Beach in Gunungkidul Regency
5. To explore tourism development strategies around Pulang Sawal Beach in Gunungkidul Regency

THEORETICAL FOUNDATION

1. Tourism

Based on (Febriansyah, 2018) Tourism is a series of activities carried out by humans both individually and in groups within other countries. These activities use convenience, services and other supporting factors that are carried out by the government and / or the community, in order to realize the desires of tourists.

2. Tourism Development

Tourism development is a series of efforts to realize integration in the use of various tourism resources integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development (Rahmanto, 2013)

3. Tourism Infrastructure

According to (Rozy, 2017) infrastructure development is a strategy in the provision of facilities and infrastructure. The role of infrastructure not only affects regional development, but also in the tourism sector. Infrastructure plays a very important role in encouraging the quality of tourism itself and the surrounding environment.

4. Community Based Tourism (CBT)

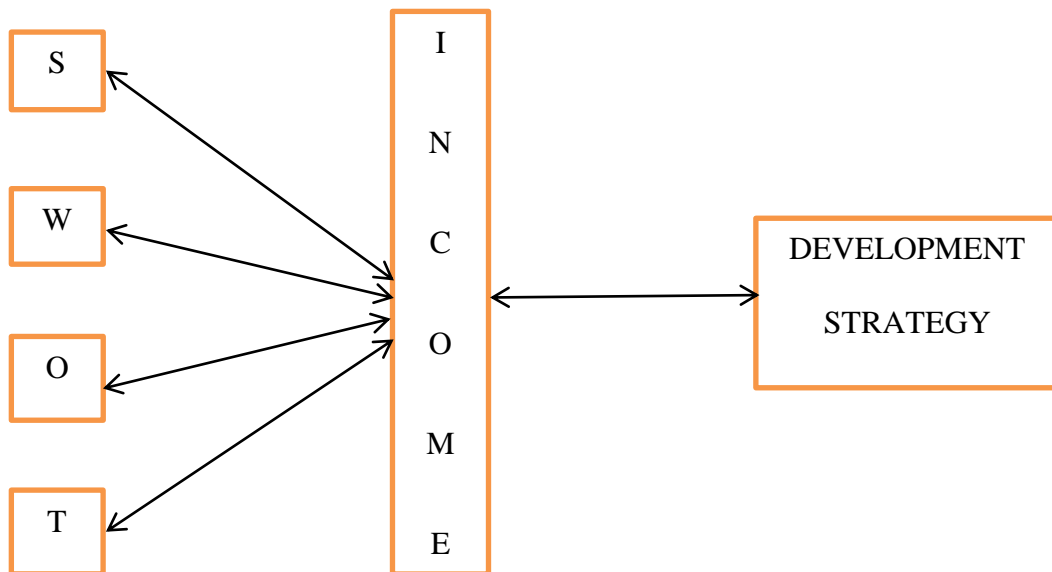
According to (Rizkianto, 2018) community-based tourism is the involvement of the community with certainty of benefits. obtained by the community through mentoring planning efforts that defend local communities. And other groups that have enthusiasm or interest in tourism, with tourism management that gives greater opportunities to realize the welfare of the local community.

5. Income

Income is all receipts in the form of money or in the form of goods originating from other parties or industrial products which are valued on the basis of the amount

of money from the assets prevailing at that time. Revenue is a source of income for someone to meet daily needs and is very important for the survival and livelihood of someone directly or indirectly (Munifa, 2013).

Research Framework



RESEARCH METHODS

A. Objects and Research Subjects

1. Object of Research

This research is located on a natural tourist attraction, namely Pulang Sawal Beach, in Ngasem Hamlet, Tepus Village, Gunungkidul Regency.

2. Research Subjects

The subject is tourism object managers such as the Tourism Office, Head of Sub-District, Chair of POKDARWIS, member of POKDARWIS, business actors around Pulang Sawal Beach, namely street vendors, restaurant and hotel owners.

B. Data Types

The type of data used in this study is a qualitative approach by collecting data in the form of primary data. A qualitative research approach is conducted based on the paradigm, strategy, and implementation of the model qualitatively.

Primary data is data obtained directly from sources related to research on the condition of the attractions of Pulang Sawal Beach. Data were obtained from Focus Group Discussion and direct interviews with respondents in the form of tourism object managers, such as the Tourism Office, Head of Sub-District, Chair of POKDARWIS, member of POKDARWIS, business actors around Pulang Sawal Beach who knew clearly about the strengths, weaknesses, opportunities and threats of these attractions and knew the background tourist attraction.

C. Data Collection Techniques

This study uses data collection techniques including observation, interviews, FGD and documentation.

1. Observation techniques, namely data collection techniques carried out by observing the condition of tourism objects directly and comparing with objects around it.
2. Interview techniques (In-depth interviews), namely by interviewing tourism managers to obtain information that supports tourism development on the Pulang Sawal beach in Gunungkidul Regency. In addition, the researchers also looked at the condition of the people living near the Pulang Sawal beach location in Gunungkidul Regency.
3. FGD (Focus Group Discussion) technique is a kind of qualitative research for a group of people to discuss one particular subject in more depth and focusing. Where participants freely ask questions and talk with other group members.

4. Documentation technique that is as proof of the information as long as researchers conduct research in the form of photographs, literature documents, newspapers, and statistical references.

D. Validity and Reliability Test

In conducting research, the data obtained by the researcher must be true (valid), the researcher must record what the researcher actually saw in the field and not manipulate, because these data are often used as a reference in subsequent studies. In addition, the data in the study must pay attention to its reliability, namely regarding the degree of consistency and stability of data or findings.

A data is declared reliable if two or more researchers in the same object produce the same data or the same researcher in different times producing the same data. To find out whether the data obtained by the researchers are accurate and consistent data, the researchers tested the validity and reliability in this study (Afiyanti, 2018).

In this study, the researcher conducted interviews with three different respondents, at different times, in different places to obtain valid and reliable data. This approach called as triangulation. Triangulation is a technique of checking the validity of data that uses something else outside the data for the purpose of checking or comparing data. Triangulation means as a combination of various methods used to examine interrelated phenomena from different perspectives (Denkin, 2013). The researcher conducted an interview with the tour manager at the Gunungkidul district tourism office, then the researcher conducted an interview with the Tepus District Secretary in the sub-district office, then interviewed the head of the tourism conscious group (POKDARWIS) at the Pulang Sawal Beach, this interview was conducted at a different time. From the results of this interview researchers get valid and reliable data.

E. Data Analysis Test

Internal and External Strategy Factor Analysis

Analysis of internal and external factors of an object of research is the first thing that must be done in the preparation of strategies by using SWOT analysis. This needs to be done so that researchers understand and know what problems exist within the internal and external objects of a tourist.

1. SWOT Research

The next step is to carry out SWOT research, this step is carried out after analyzing internal and external factors. The purpose of this SWOT research is to analyze and classify quantitatively internal and external factors that affect the business of an organization. SWOT research is conducted using the calculation of the results of the FGD (Focus Group Discussion). FGD or Focus Group Discussion is a process of collecting data and information systems, directed and involving several participants (Indrizal, 2014). Therefore, the FGD process involving the local community is the most appropriate approach.

2. IFAS and EFAS Matrix Analysis

To determine the internal and external strategy factor analysis is to process strategic factors in internal and external environmental conditions by giving weight and rating to each strategic factor. Strategic factors used include factors of strength, weakness, opportunity, and threat. Internal factors are included in the matrix called IFAS factor matrix (Internal Strategic Factor Analysis Summary). External factors are included in the matrix called EFAS factor matrix (External Strategic Factor Analysis Summary). In the internal environment (IFAS) are determined, what factors support the existence of strength and inhibit weakness.

3. IE Matrix

IE matrix is a combination of strategies between IFAS and EFAS analysis, which consists of two dimensions, namely the total score of the IFAS matrix on the Y axis and the total EFAS matrix value on the X axis. The purpose of using this model is to obtain a corporate level strategy more detailed.

4. SWOT Matrix

The SWOT Analysis Matrix is the identification of various factors that form the basis for developing tourism product development strategies in an area. SWOT analysis as a situation analysis that examines the conditions of external factors and internal conditions of each object and tourist attraction of an area. SWOT analysis compares internal factors, namely strengths, and weaknesses (weakness) of tourism development, with external factors namely opportunities, and threats. Recognizing strengths and weaknesses will be capable to reduce existing weaknesses and at the same time maximize strength. The same thing applies to challenges and threats, where, when challenges can be minimized, the opportunities that exist are actually enlarged. These results can be used as four SWOT matrix analysis strategies to formulate a tourism development strategy in the tourism sector, especially the Pulang Sawal beach in Gunungkidul Regency.

RESEARCH RESULTS AND DISCUSSION

A. Tourism Development Strategy Around Pulang Sawal Beach Based on SWOT

Analysis

The tourism development strategy around Pulang Sawal Beach is directed at the SWOT analysis. According to Freddy Rangkuti (2016: 19) explained that SWOT analysis is the identification of various factors systematically to formulate a company's strategy.

SWOT analysis (Strength, Weaknesses, Opportunities, Threats) is an analysis based on strengths, weaknesses, opportunities and threats, and constraints faced in development.

Model analysis, SWOT is based on logic that can minimize strengths and opportunities, and simultaneously can minimize weaknesses and threats. By knowing internal factors, namely (strengths and weaknesses) can be reduced weaknesses, but at the same time can maximize strength. Likewise with external factors, namely opportunities and threats, when minimized by threats, it can be enlarged with opportunities.

The following is a condition analysis that includes an analysis of the conditions of internal factors and external factors in developing tourism strategies around Pulang Sawal Beach:

1. Internal Factor Analysis

In Pulang Sawal Beach Tourism, of course, there are strengths and weaknesses that can support development. These strengths include the sand color of the beaches whiter than other beaches and access road to Pulang Sawal beach is easy. Pulang Sawal Beach also has a coral hill tour, where we can see the beauty of the beach from the top of the hill, and this beach includes a clean beach area. Of course, with the tourism of Pulang Sawal Beach, it encourages the growth of community income. The weakness of Pulang Sawal Beach include the panorama of the beach is still less good with beaches located near Pulang Sawal Beach, and the price of food at restaurants around Pulang Sawal Beach is quite expensive. The quality of the workforce in Pulang Sawal Beach is still lacking, and the arrangement of buildings around Pulang Sawal Beach is not appropriate with regional regulations because the beach is managed by the community.

2. External Factor Analysis

In developing tourism in Pulang Sawal Beach there are various opportunities and threats that can drive development. The opportunity that is owned is at Pulang Sawal Beach, many visitors have uploaded the beauty of Pulang Sawal Beach on social media so that this beach becomes famous and booming. After this beach became famous, visitors to Pulang Sawal Beach increased. Tourists from Pulang Sawal Beach are also aware of maintaining cleanliness and environmental sustainability. And the rise of the image of the Gunungkidul tourism area as a leading and cultured nature-based tourist destination and supported by a community that is competitive, advanced, and independent. The threat posed by the beach includes high-level natural disasters that hit buildings around the coast to the streets. After the disaster, there was damage to the environment around the tourist area and resulted in the decline of the visitors of Pulang Sawal Beach. The environment around the Pulang Sawal beach is no longer natural either.

Based on calculation of internal factor, you can find out the following things:

- a. The average strength of Pulang Sawal Beach is 4.33 in the very highest category. This shows that the strength possessed by Pulang Sawal Beach is very large, so it can be used as a reference in its development. From the five internal strength factors possessed, the Pulang Sawal Beach tour encourages the growth of community income as the highest category factor with an average value of 5.00. This shows that the presence of Pulang Sawal Beach greatly helped increase the income of the local community.
- b. The next high strength factor is Pulang Sawal Beach has a coral hill tour that can see the beauty of the beach from the top of the hill and Pulang Sawal Beach Tourism is a clean beach area with an average value of 4.50. This shows that

Pulang Sawal Beach has very interesting natural potential and is one of the tourist destinations for tourists who come to visit.

- c. The strength factor that has the next highest category is Access road to Pulang Sawal Beach is easy with an average value of 4.38. This shows that there are no obstacles for visitors to Pulang Sawal Beach and automatic visitors to Pulang Sawal Beach will often repeat, there because the road access is already good and very easy.
- d. The average weakness value of Pulang Sawal Beach is 2.53 with a low enough category. This shows that not all the statements that the author wrote in the FGD (Focus Group Discussion) that the author can from the results of observations and interviews with the relevant agencies and the chairman of POKDARWIS are justified by businesses around the beach. From the four internal weaknesses possessed, the price of food in restaurants around the beach is quite expensive is a high enough category factor with an average value of 2.88. This shows that it is true that the price of food around Pulang Sawal Beach is quite expensive, this can make visitors in the lower class reluctant to eat in the restaurants around Pulang Sawal Beach so that it can hamper the process of developing Pulang Sawal Beach.
- e. The weakness factor that has high enough category is that the arrangement of buildings around Pulang Sawal Beach is not appropriate with an average value of 2.75. This shows that the arrangement of buildings around the beach is very important to note because if the building around the beach does not comply with the existing local regulations, it will endanger tourists if at any time a disaster occurs at Pulang Sawal Beach. Therefore, this problem needs to be considered so that it can support the development of tourist attractions.

Based on calculation of external factor in the tourism development of Pulang Sawal Beach there are various opportunity factors that are able to encourage development including:

- a. Tourists on Pulang Sawal Beach are aware of maintaining the cleanliness and preservation of the beach environment is a very high category with an average value of 1,12. This shows that with the awareness of tourists in maintaining the environment of Pulang Sawal Beach, it will make the beach always look clean and beautiful and make visitors will always be comfortable on this beach, so there is an opportunity to bring visitors come back to Pulang Sawal Beach again . This has a very positive impact on the development of Pulang Sawal Beach.
- b. The opportunity factor which is included in the very high category is Many visitors of Pulang Sawal Beach have uploaded the beauty of the beach on social media so the beach became famous and booming with an average value of 1,25, followed by a subsequent statement with the same average value that is After this beach became famous, many visitors flocked to Pulang Sawal Beach. This shows that the number of visitors to Pulang Sawal Beach who uploaded the beauty of Pulang Sawal Beach on social media can have a positive impact on the beach development process, because it makes Pulang Sawal Beach better known to the wider community.
- c. Based on table 5.5, the threat factor with a very high category is the occurrence of high waves of natural disaster around the beach until the road with an average value of 1,50. This shows that the natural disasters experienced by Pulang Sawal Beach has caused environmental damage for the beach and become an obstacle to the development process. The next threat factor is After a disaster, the tourist of Pulang Sawal Beach is a decline with a very high category and an average value

of 1,75. This shows that the occurrence of this natural disaster has a negative impact on Pulang Sawal Beach because it has reduced the number of visitors to this beach.

Based on the SWOT analysis matrix above, it can be concluded that the SO, WO, ST, WT strategies is as follows:

1. SO Strategy (*Strength Opportunities*)

- Maintaining the attraction of tourism objects by maintaining the beauty of the attractions of Pulang Sawal Beach by protecting tourist areas such as protecting a unique and beautiful beach area, protecting the coral hill which is one of the characteristics of Pulang Sawal Beach.
- Coordinate and collaborate with tourism actors in the development and promotion of the tourist area of Pulang Sawal Beach to visitors so that Pulang Sawal Beach is growing.
- Improving the comfort and safety quality of the tourist environment to increase the satisfaction of tourists who visit such a beautiful and unique view.
- Appealing to the public and visiting tourists to maintain cleanliness and environmental sustainability so that Pulang Sawal Beach has always been a clean beach tourist area.
- Diversify products typical of Pulang Sawal Beach to increase tourist interest in visiting again, by creating superior tourism products owned by Pulang Sawal Beach tourism objects and cooperating with business partners in their marketing efforts, so that local community participation will increase welfare and income for local community.

2. WO Strategy (*Weakness Opportunities*)

- Improve and increase the quality of the workforce to improve competence in managing the attractions of Pulang Sawal Beach by providing training, courses,

education both formally and informally by collaborating with tourism agencies and academics.

- Guiding the community to become a community that is able to compete, advance, and be independent to support Gunungkidul as a leading and cultured nature-based tourist destination
- Discussing with restaurant owners around Pulang Sawal Beach so that the price of the food is generalized with restaurants on other beaches to attract tourists to return to Pulang Sawal Beach and not mind eating at restaurants around the beach.
- Appealing to beach managers to promote Pulang Sawal Beach not only through the real world, but also on social media because in this globalization era information that is disseminated through social media is more quickly accepted by the wider community, therefore social media is very influential for the beach development strategy Pulang Sawal Beach.

3. ST Strategy (*Strength Threats*)

- Appealing to the community around Pulang Sawal Beach and beach managers to always work together to maintain the cleanliness and beauty of Pulang Sawal Beach so that tourists visiting always feel comfortable when they are at Pulang Sawal Beach and want to visit this beach again.
- Supporting facilities and infrastructure that are comfortable, safe and clean on the attractions of Pulang Sawal Beach by increasing the comfort of quality tourism services.
- Disseminating information to the surrounding community and beach managers about natural disasters such as giving tips on disaster preparedness and how the community and beach managers will respond after the disaster so that if a disaster

occurs at Pulang Sawal Beach, the beauty of this beach is maintained and this beach still looks clean and neat.

4. WT Strategy (*Weakness Threats*)

- Improving facilities at Pulang Sawal Beach, so as not to lose competitiveness with other attractions such as adding lodging facilities, spacious and comfortable parking spaces, and maintaining the cleanliness and comfort of bathrooms and places of worship.
- Improving the quality of local human resources of attractions in Pulang Sawal Beach as a supporter of tourism activities, by increasing foreign language training and training in business creativity that they have.
- Collaborating with the government to improve building arrangement around Pulang Sawal Beach in accordance with regional regulations, because some buildings at Pulang Sawal Beach have a very close distance to the seashore so that when natural disasters occur, such as large waves the buildings are very close to the beach it was hit by waves and damaged.

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

From the results of the SWOT analysis the best strategy used in the business of developing the attractions of Pulang Sawal Beach is the strategy of SO (Strength and Opportunities) or a strategy that utilizes strength to capture the opportunities that exist. The strategy is to maintain the attraction of tourism objects while maintaining the beauty of Pulang Sawal Beach, coordinating and collaborating with business people in the development and promotion of the Pulang Sawal Beach tourist area, improving the quality of comfort and security of tourist environments to increase visiting tourists, appeal to the public and tourists in order to maintain cleanliness and

environmental sustainability, and diversify products typical of tourism products typical of Pulang Sawal Beach tourism objects to increase the interest of tourists to visit again.

And the results of interviews and Focus Group Discussions conducted by researchers, the researchers concluded that the development of Pulang Sawal Beach uses the principle of CBT (Community Based Tourism) which places the community as the main actor through community empowerment in various activities to develop Pulang Sawal Beach. so that the income earned from this beach is for the community for the welfare of the surrounding community. Because from the interviews, the government claimed not to have assets around Pulang Sawal Beach. All assets on this beach are private property of the community and investors managed by the surrounding community. And at the time of conducting the FGD the researchers got a statement that there was no collaboration between the local government and the community for the development of Pulang Sawal Beach. So that the development of Pulang Sawal Beach is really done by the beach manager and the people around the beach itself, so the income earned from this beach is all given to the community. The government only withdraws its retribution tax.

B. Recommendations

Based on the conclusions above, the researcher gives advice to stakeholders as follows:

1. For the Gunungkidul Regency government, especially the Culture and Tourism Office, to contribute more in terms of the development and management of the Pulang Sawal Beach tourist area both in capital, guidance and marketing. And always work with local communities, especially managers of Pulang Sawal Beach and monitor tourism support activities on this beach.

2. For managers of attractions in Pulang Sawal Beach, especially POKDARWIS (Tourism Awareness Group) to play an active role in paying attention to the environment around tourist areas, especially regarding the cleanliness of tourist areas. In addition, it further increases the promotion of Pulang Sawal Beach tourism objects so that more people are known and tourists who visit also increase.

REFERENCES

- Afiyanti, Y. (2018). Validitas dan Reliabilitas dalam penelitian kualitatif. *Jurnal Keperawatan Indonesia Vol.2, No.2*.
- Anne Corden and Roy Sainsbury. (2006). Using Verbatim Quotations in Reporting Qualitative Social Research: Researchers' Views. *Social Policy Research Unit*.
- Anwar, K. (2016). Manajemen Pemasaran Sekolah Salah Satu Kunci Keberhasilan Persaingan Sekolah. *eJournal AIN Jember*.
- Darmardjati, R. S. (2007). *Istilah-istilah Dunia Pariwisata*. Jakarta: Pradnya Paramita.
- Denkin, N. K. (2013). TRIANGULASI DALAM PENELITIAN KUALITATIF.
- Eryani, A. (2013). Faktor-faktor Pengambilan Keputusan Wisatawan Untuk Berkunjung Ke Objek Wisata Istana Siak Sri Indrapura Kabupaten Siak Provinsi Riau. *Journal FISIP Universitas Riau*.
- Febriansyah, R. (2018). Peran Dinas Pariwisata Dalam Mempromosikan Wisata Alam Air TerjunKM 18 Di Kabupaten Bulungan. *eJournal Ilmu Pemerintahan*.
- Gunungkidul, D. P. (2017). *Buku Statistik Kepariwisataaan*. Yogyakarta.
- Gunungkidul, D. P. (2017). *Buku Statistik Kepariwisataaan Kabupaten Gunungkidul* . Yogyakarta.
- Indrizal, E. (2014). DISKUSI KELOMPOK TERARAH Focus Group Discussion (Prinsip-prinsip dan Langkah Pelaksanaan Lapangan). *Jurnal Antropologi*, Vol.16 No.1.
- Marpaung, H. (2002). *Pengetahuan Kepariwisataaan*. Bandung: Alfabeta.
- Marshall, J. (2005). Using Quotes from Qualitative Data. 1-2.
- Munifa. (2013). Analisis Tingkat Pendapatan Masyarakat Sekitar PTPN XI Pabrik Gula Padjarakan Kecamatan Pajarakan Kabupaten Probolinggo.
- Pratiwi, V. A. (2017). Pengaruh Pegadaian, dan Tingkat Inflasi Terhadap Penyaluran Pembiayaan Rahn .
- Rahmanto, A. (2013). Pengembangan Pedagang Di Obyek Wisata Sondokoro Kabupaten Karanganya. *Jurnal Sosialitas Vol.3 No.1*.
- Rangkuti, F. (2016). *Teknik Membedah Kasus Bisnis Analisi SWOT*. Jakarta: PT Gramedia Pustaka Utama .
- Rizkianto, N. (2018). Penerapan Konsep Community Based Tourism Dalam Pengelolaan Daya Tarik Wisata Berkelanjutan. *Jurnal Administrasi Bisnis Vol.58 No.2*.

- Rozy, E. F. (2017). Karakteristik Infrastruktur Pendukung Wisata Pantai Sanggar Kabupaten Tulungagung. *Jurnal Teknik ITS Vol.6 No.2*.
- Suwantoro, G. (2004). *Dasar-dasar Pariwisata*. Yogyakarta: ANDI.
- Syuri, A. R. (2016). Deskripsi Kondisi Sosial Ekonomi Tenaga Kerja Obyek Wisata Pantai Sari Ringgung .
- Wulandari, D. (2015). Kemenpar Rilis Lima Destinasi Wisata Kuliner Unggulan. 17.