

## CHAPTER IV

### GENERAL DESCRIPTION

#### A. General Profile of the Tourism Object of Pulang Sawal Beach

Pulang Sawal Beach is one of the beach tourism objects in Gunungkidul Regency located in Ngasem Hamlet, Sidoharjo Village, Tepus District, Gunungkidul Regency, Yogyakarta Special Province. It is about 70 km from the city of Yogyakarta and is about 25 km from the city of Wonosari.

Pulang Sawal Beach is located right on the East side of Sundak Beach. Both are limited by coral hills. Pulang Sawal Beach has a beautiful and unique panorama compared to other beaches in Gunungkidul. Not only has the dazzling white sand and the magnificent hills of coral rock, the clear sea water looks blue and clean like inviting tourists to swim and mingle inside. Facilities available include seafood stalls, comfortable Homestays, spacious parking lots, clean bathrooms, and mushalla.

The developments that took place on the Pulang Sawal beach were supported by the private sector. Pulang Sawal Beach is now known as Indrayanti Beach because the private sector built a restaurant named Indrayanti Restaurant. The famous name of Indrayanti Beach previously reaped a lot of controversy because the government named this beach by the name of the Pulang Sawal Beach. But the name Indrayanti is far more popular and is more often referred to than Pulang Sawal. The establishment of the Indrayanti Restaurant by the private sector of Pulang Sawal Beach now also draws controversy, especially the problem of violations of the buildings on the

beach. Based on the Gunungkidul District Spatial Plan for 2010-2029 in the Regional Regulation of Gunungkidul Regency No.6 of 2011 Article 30 letter A states that a coastal area of approximately 770 hectares is located along the South Coast of Gunungkidul with a minimum area of 100 meters from the highest tide landward. Whereas based on the DIY Province Zoning Plan for Coastal Areas and Small Islands in 2011-2030 in DIY Regulation No. 16 of 2011 the directives of management of the coastal zone are set with a minimum width of 100 meters for Gunungkidul Regency and a minimum of 200 meters for Bantul and Kulon Progo Regencies. When measurements are created, the Indrayanti Restaurant building is located right on the beach and of course this violates the local government regulations mentioned before.

This conflict left the Gunungkidul district government hands-off in the process of developing the Pulang Sawal beach, in contrast to other beaches in Gunungkidul whose planning concepts were carefully planned where the funding also used local government budgets such as Sundak Beach, Kukup Beach and Krakal Beach. So Pulang Sawal Beach is the first beach in Gunungkidul Regency whose development is only carried out by the private sector and the local community without any interference from the government.

The first time when the private sector took care of opening a business, they were only permitted to develop a jet ski game business and this was approved by the district government, but over time the business developed into a restaurant and the private sector began to build buildings in the coastal area. For the Gunungkidul Regency government, tourism development is

community-based. The community gradually participated and benefited from the efforts developed by the private sector. For this reason, the local government has difficulty imposing sanctions on the private sector and does not intervene in the development of the Pulang Sawal beach. On the one hand the development of Indrayanti Restaurant is a violation, but on the other hand it also benefits the community.

In this case the private sector succeeded in growing its business while changing the culture of the community which previously only seasonal farmers turned to the sector of goods and services. Now tourism at the Pulang Sawal beach has evolved enough, this can be viewed from the empowerment of local people who form tourism conscious groups to manage Pulang Sawal beach tourism.

To reach Pulang Sawal Beach, you should use a private vehicle or you can rent a car because there is no public transportation that can reach this beach location. The condition of the road to Pulang Sawal Beach has been paved quite well, but full of twists and turns. The condition of road is surrounded by limestone hills, and palawija fields. The route to Pulang Sawal Beach is Wonosari, going towards Tepus, then Sidoharjo Village and then arriving at Pulang Sawal Beach. The length of destination from Yogyakarta takes around 3 hours.

To go to Pulang Sawal Beach, there will be a levy or entrance ticket fee of 10,000 per person. The entrance ticket fee is only charged once at Pos Tepus, by paying 10,000 we can enjoy the various beaches around it. The

parking fees for motorbikes are around 2,000 Rupiah, while cars are 5,000 Rupiah. Facilities available at Pulang Sawal Beach are fairly complete, such as toilets, mushalla, lodging, parking for motorbikes, cars, and buses as well as restaurants and stalls selling food and drinks, sunset and sunrise view spots.

## B. Respondent Profile

The sources of information obtained in this study were obtained from several respondents, including Tourism Office, Head of Sub-District, chair of POKDARWIS (tourism conscious group) in Pulang Sawal Beach, POKDARWIS member, and Pulang Sawal Beach businessman. The following is an overview of the profiles of all respondents who provided information to researchers:

### 1. Profil of Respondent

**Table 4. 1 Respondent**

No	Respondent	Age	Gender	Implementation date
1	Head of the Object & Tourism Attraction Section, Gunungkidul Regency Tourism Office	49 years old	Male	November, 8-2018
2	Secretary of the Sub-District Office of Tepus Subdistrict	50 years old	Male	November, 8-2018
3	POKDARWIS Advisor / Owner Indrayanti Restaurant	42 years old	Male	November. 11-2018
4	Manager of Walet Guest House and Resto Walet (POKDARWIS Member)	45 years old	Male	November, 11-29018

5	Owner of a Warung Makan next to a Mushalla at Pantai Pulang Sawal (POKDARWIS Member)	34 years old	Male	November, 11-2018
6	Glasses and Hat Seller (POKDARWIS Member)	36 years old	Male	November, 11-2018
7	Motorcycle Parking Guard (POKDARWIS member)	32 years old	Male	November, 11-2018
8	Cilok Seller (POKDARWIS member)	32 years old	Male	November, 11-2018
9	Car Parking Guard	43 years old	Male	November, 11-2018
10	Clothes Seller	44 years old	Male	November, 11-2018

### **C. The Role of Gunungkidul Tourism Against Gunungkidul Economy (PDRB)**

The development of tourism and culture in Gunungkidul Regency has a very important and strategic role, because tourism is a sector that can be counted on considering that in Gunungkidul area there are various kinds of tourist objects that are very interesting, especially the beaches that are famous for white sand. The development of the tourism sector will be expected to be able to support the development of regional development with the economic efforts of the Gunungkidul region in various sectors, as well as empowering and improving the welfare of the community. Although most of the Gunungkidul people work in the agricultural sector, but with developments in the tourism sector, the community can increase their income by trading goods

or special foods on the roadside or in tourist attractions. In addition, the Gunungkidul community can also move in the service sector, such as umbrellas and mat rentals on beaches, parking services and tour guide services which are certainly very needed by tourists so that their holidays are more interesting.

Gross Domestic Product (GDP) of the region is one reflection of the economic progress of a region, one of which is Gunungkidul Regency which is defined as the overall value added goods and services produced within one year in the region. Although it is realized that GDP is not enough to indicate the level welfare of the people. Economic growth will be even more meaningful if the increase in GDP per capita can be distributed to increase the per capita income of the population.

**Table 4. 2 The GDP of the Region of Gunungkidul Regency on the Basis of Prices applies according to business regulations in 2011-2017 (Rupiah Millions)**

GDP Sector	YEAR			
	2011	2013	2015	2017
Agriculture, Forestry and Fisheries	2 553 058.74	3 046 994.52	3 535 656.69	3 968 199.99
Mining and excavation	157 131.02	170 194.54	188 772.46	201 918.48
Processing industry	980 901.57	1 086 106.30	1 284 288.37	1 535 319.35
Procurement of Electricity and Gas	7 898.52	7 563.44	10 404.22	15 436.38
Water Procurement, Waste Management, and Recycling	17 154.87	19 538.62	23 520.71	26 247.69
Construction	907 213.68	11 09 379.30	1 298 853.07	1 563 746.84
Large and Retail	853 292.64	1 002 567.08	1 218 309.87	1 519 918.39

Trade; Car and Motorcycle Repair				
Transportation and Warehousing	522 613.54	603 119.36	707 694.97	805 655.12
Provision of Accommodation and Eating, Drinking	511 066.06	628 770.21	813 608.14	958 922.02
Information and Communication	752 243.42	855 560.31	963 597.56	1 156 954.92
Financial and Insurance Services	186 581.39	243 579.49	322 775.27	361 953.96
Real Estate	319 618.35	385 700.52	474 733.53	578 583.44
Company Services	47 475.87	49 472.54	60 222.32	70 298.36
Government Administration, Defense and Mandatory Social Security	821 091.33	1 048 848.14	1 289 112.25	1 564 517.25
Education Services	598 781.79	678 669.50	876 367.33	997 908.63
Health Services and Social Activities	186 776.45	227 171.61	277 851.25	324 943
Other Service	316 195.18	367 105.33	452 888.89	556 517.97
Gross Domestic Product by Region	9 739 094.42	11 530 340.81	13 789 656.90	16 207 041.79

*Source : Badan Pusat Statistik Kabupaten Gunungkidul*

**Table 4. 3 Distribution of GDP at current prices, according to the business field in Gunungkidul Regency in 2011 - 2017 (%)**

GDP Sector	Year			
	2011	2013	2015	2017
Agriculture, Forestry and Fisheries	26.21	26.43	25.62	24.48
Mining and excavation	1.61	1.48	1.37	1.25
Processing industry	10.07	9.42	9.31	9.47
Procurement of Electricity and Gas	0.08	0.07	0.08	0.10
Water Procurement, Waste Management, and Recycling	0.18	0.17	0.17	0.16
Construction	9.32	9.62	9.41	9.65
Large and Retail Trade; Car and Motorcycle Repair	8.76	8.70	8.83	9.38
Transportation and Warehousing	5.37	5.23	5.13	4.97
Provision of Accommodation and Eating, Drinking	5.25	5.45	5.90	5.92
Information and Communication	7.72	7.42	6.98	7.14
Financial and Insurance Services	1.92	2.11	2.34	2.23
Real Estate	3.28	3.35	3.44	3.57
Company Services	0.49	0.43	0.44	0.44
Government Administration, Defense and Mandatory Social Security	8.43	9.10	9.34	9.65
Education Services	6.15	5.89	6.35	6.16
Health Services and Social Activities	1.92	1.97	2.01	2
Other Service	3.25	3.18	3.28	3.43
Gross Domestic Product by Region	100	100	100	100

*Source : Badan Pusat Statistik Kabupaten Gunungkidul*

Gunungkidul Regency's Gross Domestic Product (GDP) according to the business field on the basis of current prices in 2011 amounted to 9 739,094.42 million rupiah with the largest contribution given by the agriculture, forestry and fisheries sector which amounted to 26.21%, followed by the processing sector of 10 , 07%. The GDP of Gunungkidul Regency increases every year. It can be seen in 2013 that the GDP of Gunungkidul Regency experienced an increase of 11,530,340.81 million rupiah, with the largest contribution being the agriculture, forestry and fisheries sector, namely 26.43% but the second largest contribution in 2013 was construction sector which is 9.62%.

Likewise, experienced in 2015 Gunungkidul's GDP increased by 13,789,656.90 million rupiahs, but the contribution of the agriculture, forestry and fisheries sector decreased by 25.62%, and the construction sector also decreased by 9.41%. In 2017 Gunungkidul's GDP on the basis of current prices increased by 16,207,041.79 million rupiah with contributions from agriculture, forestry and fisheries which decreased by 24.48%, but for the construction sector in 2017 this increased by 9.65%.

We can see from the contribution of each business sector to the formation of the Gunungkidul Regency Gross Domestic Product (GDP) on the basis of current prices always experiencing a very significant increase, this shows that the contribution of business sectors from various sectors is very supportive and influences the economic progress Gunungkidul area. The most contributing sectors were the agriculture, forestry and fisheries sectors because most of the Gunungkidul people worked in these fields, watched by the processing and construction sectors. Other sectors are also very influential, such as the Electricity and Gas Procurement Sector, Retailing and Retailing, Provision of Accommodation and Drinking Food, Real Estate, and Government Administration, Defense and Obligatory Social Security sectors which are also increasing every year.

#### **D. Focus Group Discussion Process**

Focus Group Discussion or FGD is a method and technique for collecting qualitative data by conducting group interviews to obtain data. FGD can be defined as a method and technique in collecting qualitative data where a group of people discuss a particular problem or topic focus guided by a facilitator or moderator.

In this study the author first interviewed the local government specifically the tourism department to obtain data on SWOT (Strength, Weakness, Opportunity, and Threats) from Pulang Sawal Beach. Furthermore, after obtaining SWOT from the tourism object, the researcher conducted a focus group discussion by gathering 8 business people who were also tourism conscious groups or POKDARWIS around Pulang Sawal Beach. Before that, researchers had prepared the material to be discussed. In this study focus group discussions were used to discuss strength, weakness, opportunity, and threats at the Pulang Sawal Beach that was used for this coastal development process. The researcher conducts direction by explaining the topic of the discussion, and notes the results of the discussion from this group. The results of this focus group discussion were then processed so as to obtain the conclusions used for the process of developing Pulang Sawal Beach.