

CHAPTER V

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.

Table 5. 1 Internal Factor Matrix of Pulang Sawal Beach

Strength	Weakness
1. The color of the sands at Pulang Sawal Beach is whiter than other beaches	1. The Panorama of Pulang Sawal Beach is less good compared with other beach
2. Access road to Pulang Sawal Beach is easy	2. The price of food in restaurant around Pulang Sawal Beach is quite expensive
3. Pulang Sawal Beach has a coral hill tour that can see the beauty of the beach from the top of the hill	3. The quality of the management of Pulang Sawal Beach is Lacking
4. Pulang Sawal Beach Tourism is a clean beach area	4. The arrangement of buildings around Pulang Sawal Beach is not appropriate
5. Pulang Sawal Beach Tourism encourages the growth of community income	

Source: Data researcher

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.

Table 5. 2 External Factors Matrix of Pulang Sawal Beach

Opportunities	Threats
<ol style="list-style-type: none"> 1. Many visitors of Pulang Sawal Beach have uploaded the beauty of the beach on social media so the beach is famous and booming 2. After this beach became famous, the visitors of Pulang Sawal Beach increase 3. Tourists on Pulang Sawal Beach are aware of maintaining the cleanliness and preservation of the beach environment 4. The superior image of the Gunungkidul tourism area as a leading and culture's nature-based tourist destination and supported by a competitive, advanced, and independent community 	<ol style="list-style-type: none"> 1. The occurrence of high waves of natural disaster that affect buildings around the beach until the road 2. After a disaster occurs, there is damage to the environment around the tourist area 3. The environment of Pulang Sawal Beach is no longer natural 4. After a disaster, the tourist on Pulang Sawal Beach is declining

Source: Data researcher

B. SWOT Research

To find out how much influence internal and external factors have on the development of Pulang Sawal Beach tourism, the researchers used SWOT research. According to (Rangkuti, 2008) SWOT research is very important to do with the aim of analyzing and classifying quantitatively the internal and external factors that affect the organization's business. The results of SWOT research are numbers. Each question answered by the respondent from internal factors and external factors in the form of a scale will be calculated, so that a certain number is obtained. The scale used is between 1 - 5. The values for internal factors (Strengths and Weakness), namely 1 means low and 5 means very high. While for external factors (Opportunities and Threats), that is 1 means very high and 5 means low.

Because each factor is calculated using numbers, to simplify the calculation process researchers use intervals. The interval determination is as follows:

1. Highest Score (X_t) = 5

$$\text{Lowest Score } (X_r) = 1$$

2. Determining the Range

$$\text{Range} = X_t - X_r$$

$$= 5 - 1$$

$$R = 4$$

3. Determining Class Length

$$P = R / X_t$$

$$= 4/5$$

$$P = 0.80$$

By using a class length of 0.80 and the lowest score is 1, the following criteria can be made:

Table 5.3 Interval Criteria

No	Interval	S-W	O-T
1	1,00-1,80	Low	Very high
2	1,81-2,60	Low enough	High
3	2,61-3,40	High enough	High enough
4	3,41-4,20	High	Low enough
5	4,21-5,00	Very high	Low

1. Calculation of Internal Factors

Table 5. 4 Calculation of Internal Factors

No	Internal Factor	FGD Respondent								Average	Note
		1	2	3	4	5	6	7	8		
Strength											
1	The color of Sands on Pulang Sawal Beach is relatively whiter than other beaches	3	2	3	5	3	3	4	3	3,25	HE
2	Access road to Pulang Sawal Beach is easy	3	5	4	5	5	4	5	4	4,38	VH
3	Pulang Sawal Beach has a coral hil tour that can see the beauty of the beach from the top of the hill	4	5	4	5	4	4	5	5	4,50	VH
4	Pulang Sawal Beach Tourism is a clean beach area	4	4	4	5	5	4	5	5	4,50	VH
5	Pulang Sawal Beach Tourism encourages the growth of community income	5	5	5	5	5	5	5	5	5,00	VH
Total Average of Strength										4,33	VH
Weakness											
1	The Panorama of Pulang Sawal Beach is less good compared with other beach	1	3	3	1	2	3	3	2	2,25	LE
2	The price of food in restaurants around Pulang Sawal Beach is quite expensive	4	4	2	2	2	4	3	2	2,88	HE
3	The quality of the management of Pulang Sawal Beach is lacking	2	3	2	1	2	3	2	3	2,25	LE
4	The arrangement of buildings around Pulang Sawal Beach is not appropriate	2	3	3	3	2	3	3	3	2,75	HE
Total Average of Weakness										2,53	LE

Source: Primary Data Processed, 2018

Based on table 5.4, 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.

2. Calculation of External Factors

Table 5. 5 Calculation of External Factors

No	External Factor	FGD Respondent								Average	Note
		1	2	3	4	5	6	7	8		
Opportunity											
1	Many visitors of Pulang Sawal Beach have uploaded the beauty of the beach on social media so the beach became famous and booming	1	3	1	1	1	1	1	1	1,25	VH
2	After this beach became famous, many visitors flocked to Pulang Sawal Beach	2	1	1	1	1	1	2	1	1,25	VH
3	Tourists on Pulang Sawal Beach are aware of maintaining the cleanliness and preservation of the beach environment	1	1	2	1	1	1	1	1	1,12	VH
4	The superior image of the Gunungkidul tourism area as a leading and cultured nature based tourist destination and supported by a competitive, advanced, and independent community	1	4	1	2	2	1	1	1	1,62	VH
Total Average of Opportunity										1,37	VH
Threat											
1	The occurrence of high waves of natural disaster that affect buildings around the beach until the road	2	1	1	3	1	1	2	1	1,50	VH
2	After a disaster occurs, there is damage to the environment around the tourist area	3	4	1	3	1	2	1	1	2,00	H
3	The environment of Pulang Sawal Beach is no longer natural	2	5	1	2	1	2	2	1	2,00	H
4	After a disaster, the tourist on Pulang Sawal Beach is declining	2	3	2	3	1	1	1	1	1,75	VH
Total Average of Threat										1,82	H

Source: Primary Data Processed, 2018

Based on table 5.5 above 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.

C. Factor Internal Strategy Matrix and External Strategy

Before compiling the SWOT matrix, IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) were carried out by giving bobot and rating to each of the strategic factors.

Table 5. 6 Internal Strategy Factor

Internal Strategy Factor	Bobot	Rating	Score
Strength			
a. The color of Sands on Pulang Sawal Beach is relatively whiter than other beaches	0,05	3	0,15
b. Access road to Pulang Sawal Beach is easy	0,10	3	0,30
c. Pulang Sawal Beach has a coral hil tour that can see the beauty of the beach from the top of the hill	0,15	4	0,60
d. Pulang Sawal Beach Tourism is a clean beach area	0,15	4	0,60
e. Pulang Sawal Beach Tourism encourages the growth of community income	0,20	4	0,80
Total			2,45
Weakness			
a. The Panorama of Pulang Sawal Beach is less good compared with other beach	0,05	3	0,15
b. The price of food in restaurants around Pulang Sawal Beach is quite expensive	0,15	4	0,60
c. The quality of the management of Pulang Sawal Beach is lacking	0,05	3	0,15
d. The arrangement of buildings around Pulang Sawal Beach is not appropriate	0,10	3	0,30
Total			1,20
Total Overall	1,00		3,65

Source: Primary Data Processed, 2018

Based on table 5.6 above the total score produced by the strength factor is 2,45 and the weakness factor is 1,20. Thus, the total score of the overall factor analysis of the internal strategy of Pulang Sawal Beach is 3,65. This means that the strength and weakness factors are very strong.

Table 5. 7 External Strategy Factor

External Strategy Factor	Bobot	Rating	Score
Opportunity			
a. Many visitors of Pulang Sawal Beach have uploaded the beauty of the beach on social media so the beach became famous and booming	0,15	4	0,60
b. After this beach became famous, many visitors flocked to Pulang Sawal Beach	0,15	4	0,60
c. Tourists on Pulang Sawal Beach are aware of maintaining the cleanliness and preservation of the beach environment	0,10	3	0,30
d. The superior image of the Gunungkidul tourism area as a leading and cultured nature based tourist destination and supported by a competitive, advanced, and independent community	0,20	4	0,80
Total			2,30
Threat			
a. The occurrence of high waves of natural disaster that affect buildings around the beach until the road	0,10	4	0,40
b. After a disaster occurs, there is damage to the environment around the tourist area	0,05	3	0,15
c. The environment of Pulang Sawal Beach is no longer natural	0,05	3	0,15
d. After a disaster, the tourist on Pulang Sawal Beach is declining	0,20	4	0,80
Total			1,50
Total Overall	1,00		3,80

Source: Primary Data Processed, 2018

Based on table 5.7 above the total score produced by the opportunity factor is 2,30 and the threat factor is 1,50. So that the total score of the overall factor analysis of the external strategy of Pulang Sawal Beach is 3,80.

Based on the results of the weighting and rating carried out through IFAS and EFAS SWOT analysis, the final value of strengths, weaknesses, opportunities and threats can be obtained as follows:

Table 5. 8 Recapitulation of Calculation of IFAS and EFAS

No	Description	Total Value
1	Internal Factor a. Strength b. Weakness	2,45 1,20
2	External Factor a. Opportunity b. Threats	2,30 1,50

From the table above it can be seen that the results of the acquisition of strength scores are greater than their weaknesses. Likewise, the acquisition of opportunity scores is greater than the threat.

$$\text{Strengths} - \text{Weakness} = 2,45 - 1,20 = 1,25$$

$$\text{Opportunities} - \text{Threats} = 2,30 - 1,50 = 0,80$$

D. SWOT Analysis

The results obtained above are used as a reference for the formation of a SWOT analysis to see the position of Pulang Sawal Beach as follows :

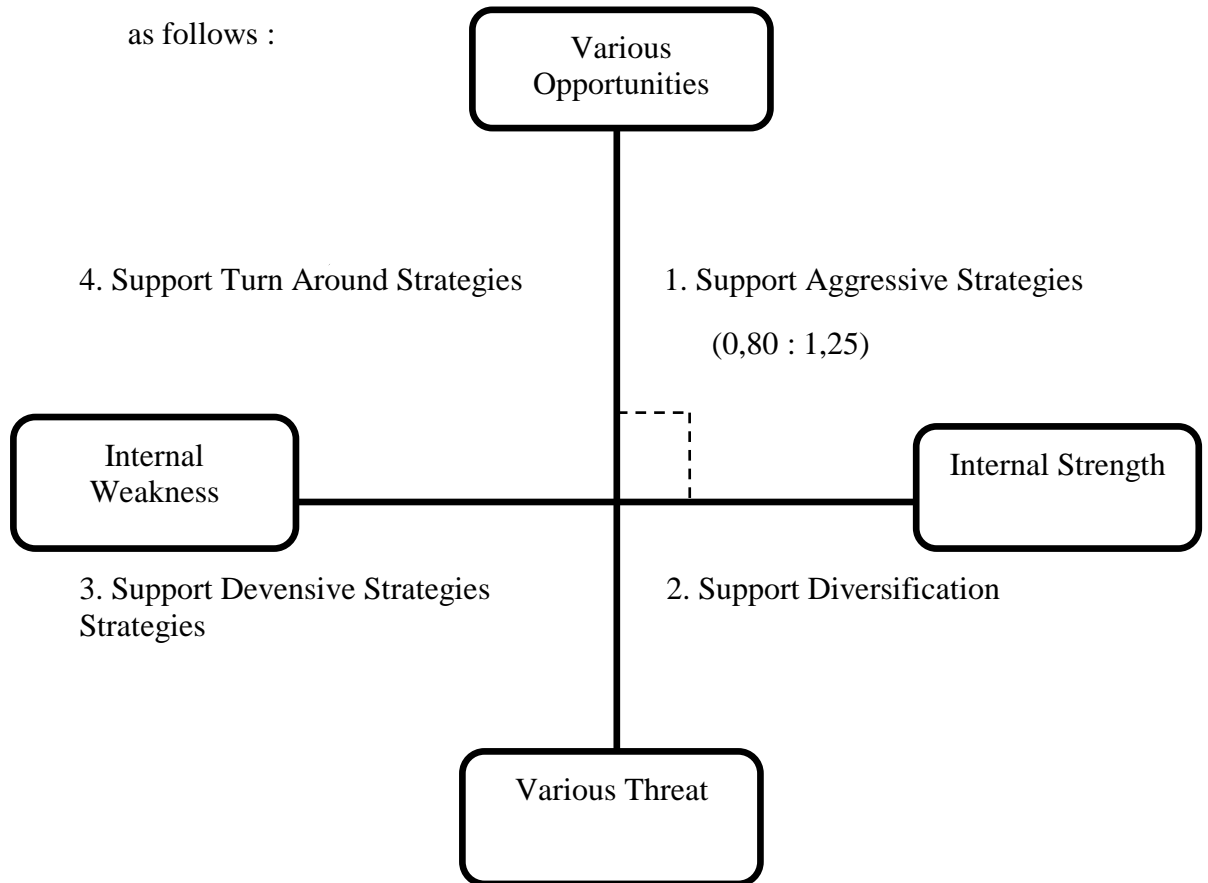


Figure 5. 1 SWOT Analysis Chart of Pulang Sawal Beach

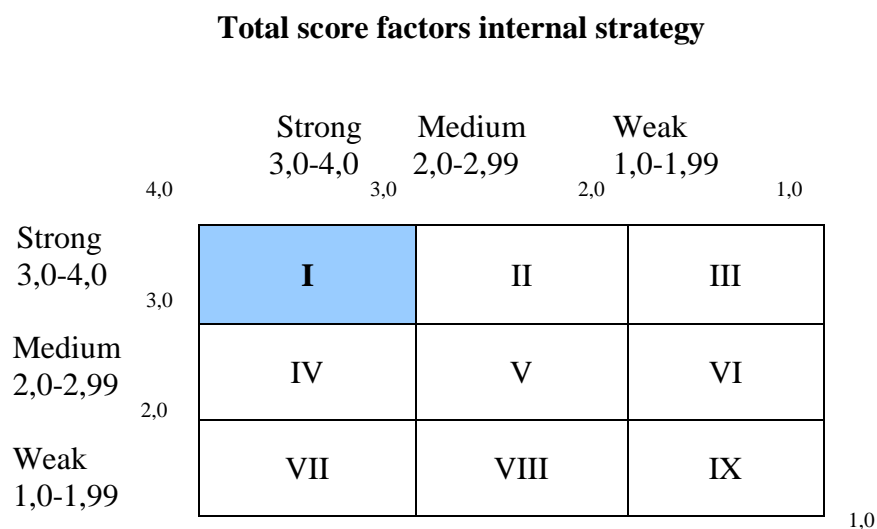
Based on Figure 5.1 above shows that the position of Pulang Sawal Beach is in quadrant I, which is in a very favorable situation. The Tourism Destination of Pulang Sawal Beach has opportunities and strengths so that it can take advantage of the opportunities that exist. The strategy must be established in this quadrant is to support aggressive growth policies (growth oriented strategy).

E. IE Matrix (Internal External)

Furthermore, so that the resulting strategy is more accurate, the researcher uses the Internal External analysis method or the IE matrix. The results of testing using the IE Matrix are as follows:

The Internal Overall Score of IFAS = 3.65

The External Overall Score of EFAS = 3.80



Source: Research Data Results

Figure 5. 2 IE Matrix (Internal External)

From the results of testing the IE Matrix above, it can be seen that the position of the development of Pulang Sawal Beach is in quadrant I with a number of internal and external weighting scores of 3,65 and 3,80 respectively. This situation means that Pulang Sawal Beach is in Growth position or developing. The development strategies that can be applied in this strategy include the development of coral hill tour owned by Pulang Sawal Beach and maintaining the beach as a clean beach tourism area.

F. SWOT Matrix

The following is a table that shows the tourism development strategies of Pulang Sawal Beach. The strategy is analyzed by the SWOT Matrix. The SWOT matrix is a matrix that can describe how (external) opportunities and threats faced can be adjusted to existing strengths and weaknesses (internal) as can be seen in the following table:

Table 5. 9 SWOT Matrix

	Strengths	Weakness
IFAS <i>(Internal Factor Analysis Strategy)</i> EFAS <i>(External Factor Analysis Strategy)</i>	1. The color of the sands at Pulang Sawal Beach is whiter than other beaches 2. Access road to Pulang Sawal Beach is easy Pulang Sawal Beach has a coral hill tour that can see the beauty of the beach from the top of the hill 4. Pulang Sawal Beach Tourism is a clean beach area 5. Pulang Sawal Beach Tourism encourages the growth of community income	1. The Panorama of Pulang Sawal Beach is less good compared with other beach 2. The price of food in restaurant around Pulang Sawal Beach is quite expensive 3. The quality of the management of Pulang Sawal Beach is lacking 4. The arrangement of buildings around Pulang Sawal Beach is not appropriate
Opportunities	SO Strategy (Strengths Opportunities)	WO Strategy (Weakness Opportunities)
1. Many visitors of Pulang Sawal Beach have uploaded the beauty of the beach on social media so the beach is famous and booming 2. After this beach became famous, the visitors of Pulang Sawal Beach increase 3. Tourists on Pulang Sawal Beach are aware of maintaining the cleanliness	1. Maintain the attraction of tourism objects by maintaining the beauty of Pulang Sawal Beach 2. Coordinate and cooperate with business people in the development and promotion of the tourist area of Pulang Sawal Beach 3. Improve the quality of	1. Improve and increase the quality of the workforce to improve competence in managing attractions in Pulang Sawal Beach 2. Guiding the community to become a competitive, advanced and independent society 3. Discuss with restaurant owners around Pulang

<p>and preservation of the beach environment</p> <p>4. The superior image of the Gunungkidul tourism area as a leading and culture's nature-based tourist destination and supported by a competitive, advanced, and independent community</p>	<p>comfort and safety of the tourist environment to increase visits tourists</p> <p>4. Encouraging the community around Pulang Sawal Beach and tourists to maintain cleanliness and environmental sustainability</p> <p>5. Diversify products typical of Pulang Sawal Beach tourism objects, to increase the interest of tourists to visit again</p>	<p>Sawal Beach so that the price of food in the restaurant is generalized to the price of food at other beach restaurants to increase the interest of tourists to visit again</p> <p>4. Appealing to beach managers to promote Pulang Sawal Beach on social media, because social media is very influential in the development of Pulang Sawal Beach</p>
Threats	ST Strategy (Strength Threats)	WT Strategy (Weakness Threats)
<p>1. The occurrence of high waves of natural disaster that affect buildings around the beach until the road</p> <p>2. After a disaster occurs, there is damage to the environment around the tourist area</p> <p>3. The environment of Pulang Sawal Beach is no longer natural</p> <p>4. After a disaster, the tourist on Pulang Sawal Beach is declining</p>	<p>1. Appealing to the community around Pulang Sawal Beach and the beach manager to always work together to maintain the cleanliness and beauty of Pulang Sawal Beach</p> <p>2. Supporting facilities and infrastructure that are comfortable, safe and clean on the attractions of Pulang Sawal Beach</p> <p>3. Disseminate to local communities and beach managers about natural disasters</p>	<p>1. Improving facilities owned by Pulang Sawal Beach, so as not to lose competitiveness with other tourism objects</p> <p>2. Improve the quality of local human resources as a supporter of tourism activities</p> <p>3. Collaborating with the government to improve building arrangement around Pulang Sawal Beach, so that it complies with regional regulations (PERDA)</p>

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.

G. Discussion

Based on previous research, research conducted by Aditya Pramono and Ida Hayu Dwimawanti (2017) on the strategy of developing beach tourism objects in Gunungkidul Regency listed in chapter 2 that the results of the formulation of SO, WO, ST, and WT strategies state the same thing as the strategy concluded by researchers. In the results of research by Aditya Pramono and Ida Hayu Dwimawanti as for the SO strategy formulated,

namely increasing coordination with various sectors in Gunungkidul Regency in developing beach tourism, this was also stated by researchers in its SO strategy, namely coordinating and collaborating with tourism actors in development and promotion tourist area of Pulang Sawal Beach. Likewise with the results of the WO strategy formulated by the researchers, namely 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 also stated by previous researchers. The results of the ST strategy in the previous study were to increase public awareness to manage the cleanliness of beach tourism objects, this was also stated by researchers in the ST strategy, namely to urge the community around Pulang Sawal Beach and beach managers to always work together to maintain the cleanliness and beauty of Pulang Sawal Beach. And also for WT strategy which was stated by researchers and previous researchers, namely to cooperate with local governments for the development of tourism objects.

From the results of discussions between researchers and business people, some of whom were POKDARWIS members, the researchers received a statement that there was no good cooperative relationship between the beach manager and the local government. The POKDARWIS Advisor (2018) said that:

"The government does not have assets here, so they have never interfered in the process of developing Pulang Sawal Beach. Even for the signpost to the beach this direction is not provided by the government. The absence of government support for the development of this beach. The development of Pulang Sawal Beach was truly developed by the beach managers and the communities around the beach. All activities aimed at developing the

Pulang Sawal Beach are done by ourselves. So that all the income from this beach is for us, for the welfare of the community around this Pulang Sawal Beach. The government only withdraws its retribution tax." (Male, 43 yo, 11 November 2018).

This is one of the problems that arises from the development of this Pulang Sawal Beach. According to the POKDARWIS Advisor (2018) this happened because the local government did not have assets around the beach, so there was no government intervention in the process of developing Pulang Sawal Beach.