

CHAPTER IV

GENERAL DESCRIPTION

A. General description of the object of research

1. Geographical Condition of Indramayu Regency

Indramayu Regency is a district in West Java Province. The capital is Indramayu, a crowded spot in Indramayu located in Jatibarang, Indramayu Regency is one of the districts included in *Ciayumajakuning* (Cirebon – Indramayu – Majalengka - Kuningan) Development Area located in the northern part of West Java Province. This district is located on the north coast of West Java Province. Geographically, Indramayu Regency is at position 107° 52' - 108° 36' East longitude and 06° 15' - 06° 40' South latitude with an area of Indramayu Regency covering an area of approximately 209,942 ha, with a length of coast approximately 147 km that stretches along the north coast of the Java Sea between Cirebon Regency - Subang Regency, where as far as 4 miles from the coast is the authority of the Regency:

- a. Northern: Java Sea
- b. Southern: Majalengka Regency, Sumedang and Cirebon
- c. Western: Subang Regency
- d. Eastern: Java Sea and Cirebon Regency

2. The Socio-Demographics Characteristics.

Based on the results of population registration at the end of 2009, the population of Indramayu Regency was recorded at 1,744,897 people, with a population density of 849 people/Km². Sub districts with the highest population density are Karangampel Sub

district with 1,916 inhabitants/Km², while the lowest is Cantigi Sub district with 242 people/Km².

Population Growth Rate in Indramayu Regency from 2005 - 2009 was fluttered. The largest Population Growth Rate occurred in 2007-2008, which was equal to 0.87, while the smallest Population Growth Rate occurred between of 2006-2007, which was 0.51. The 2008-2009 Population Growth Rate was 0.7%. The declining Population Growth Rate shows the success of the population control program which in addition is also caused by several other factors, namely the large number of migration out of Indramayu Regency such as Indonesian Workers (*Tenaga Kerja Indonesia*).

The number of people classified as poor in Indramayu is still relatively high, but has decreased by 14.94% over the past 4 years. In 2005 the poverty rate was 50.15% to 35.21% in 2009. The decline in the percentage of poor people is high if compared with other regions in West Java.

The number of unemployed in 2005 was 8.21% and in 2009 it was 10.25%. This means that it has increased by 2.04%. The number of unemployed is the proportion of the population who are actively seeking employment for the total workforce. At present the government continues to carry job the field of employment, so that in the end it can provide decent and ethical employment options and types of business for the community.

a. Population composition based on Gender

The population of male is slightly more than women with a ratio of 103.81. The male population is 888,579 individuals while the female population is 856,318 individuals.

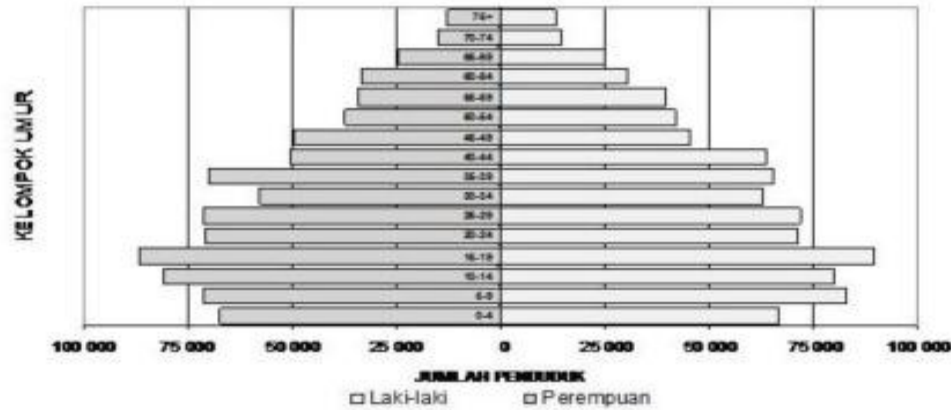


Figure 4. 1 Population Composition Based on Gender

Source: Indramayu Regency Central Bureau of Statistics, 2009

b. Composition of population based on age group

The composition of the population according to the age group is classified into 2 groups; productive and non-productive ages. The productive age group is a group of people between 15-64 years, while non-productive groups are people that are not productive and anymore. Including the non-productive age group, namely the age of toddlers (0-5 years), school age (6-14 years), and those over 64 years.

Indramayu Regency is dominated by productive age with the range of school age (6-19 years), 35-55 years and 55-64 years.

3. General description of Tirtamaya beach tourism

Tirtamaya Beach is one of the beaches in Indramayu Regency, West Java Province, this beach is located in Juntinyuat District. This beach is very popular in Indramayu Regency, for transportation to this beach we can use cars, motorbikes and other vehicles. Tirtamaya Beach also has a very beautiful sea view, wave movements that are so unique and also the beauty of the sunset, with its shallow sea, various sea anemones.



Figure 4. 2 Tirtamaya beach tourism object

Photo Source: <http://andromedocahyo.blogspot.co.id>

Indramayu is not only famous for its mangoes but also with tourism objects, culinary, cultural arts and customs. The beach, which is approximately 200 meters from street of Indramayu-Cirebon via Balongan, is located in Juntinyuat Village, Juntinyuat District, and Regency. It has a sloping beach so it is suitable for you and your family who want to enjoy the sea waves or walk on the beach. Indramayu beach also has several facilities and infrastructure that can be used by visitors, the following are:

Table 4. 1 Facilities for Tirtamaya beach tourism objects in Indramayu

Beach Tourism	Culinary Tourism
Ticket Post	Restaurant
Toilet	Menu Typical Food
Cleaning Facilities	Musholla
Shelter	Toilet
Parking area	Cleaning Facilities
Food stalls	Food stalls

Source: Manager of Tirtamaya Beach Area, Indramayu Regency 2016

B. The Characteristics of Respondents

This research was conducted on Tirtamaya beach attractions in Indramayu which began on **January 2019** to **March, 2019**. This study uses primary data by conducting interviews based on questionnaires.

1. Age of respondents

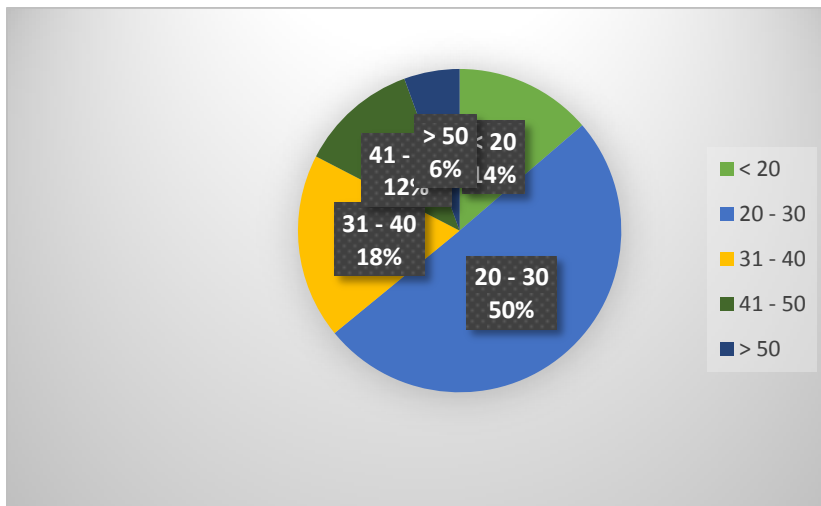


Figure 4. 3 Age of Tirtamaya Beach Visitors

Source: Primary Data, processed (2019)

The results of this research that have been done using a questionnaire indicate that the highest number of respondents is obtained at the age of 20 years to 30 years with a percentage of 50 percent. Then, respondents aged 31 years to 40 years with a percentage of 18 percent. Next, the respondents were less than 20 years old with a percentage of 14

percent. After that, the respondents aged 41 years to 50 years with a percentage of 12 percent and the lowest are the respondents aged over 50 years that have a percentage of 6 percent.

2. Gender

Based on 270 respondents, there were 131 male respondents and 139 female respondents.

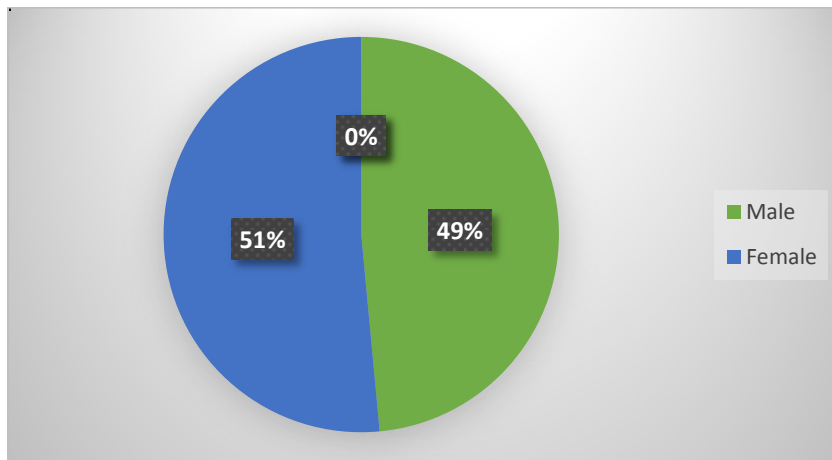


Figure 4. 4 The sex of visitors to Tirtamaya Beach

Source: Primary Data, processed (2019)

Figure 4.4 define that the visitors most likely is female (51%) compare to male (49%).

3. Marriage status

Based on 270 respondents, the number of married respondents was 87 people and unmarried as many as 182 people.

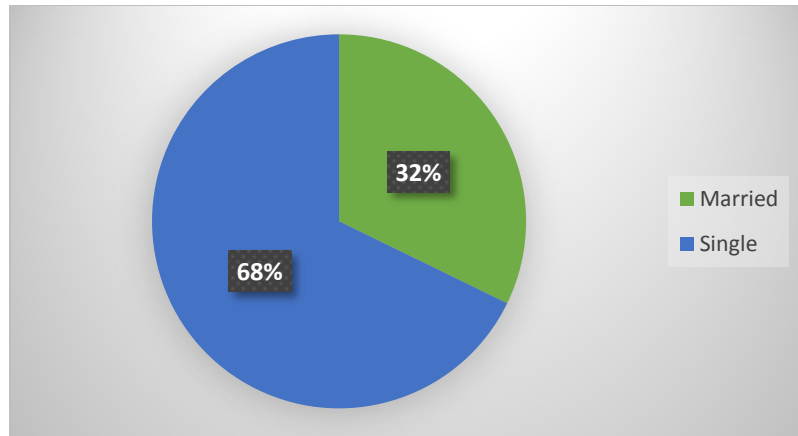


Figure 4. 5 Marital status of visitors to Tirtamaya Beach
 Source: Primary Data, processed (2019)

According to the data of the 270 respondents, the marital status of visitors in Tirtamaya beach as show in figure 4.5 illustrate that 32% of respondents are married and 68% are unmarried yet. Thus, the average age of unmarried respondents is less than 26 years old.

4. Frequency of visits

From the results of the study respondents from 270 respondents on average the respondents first came to the Tirtamaya Beach in Indramayu and can be given a statement in the following picture:

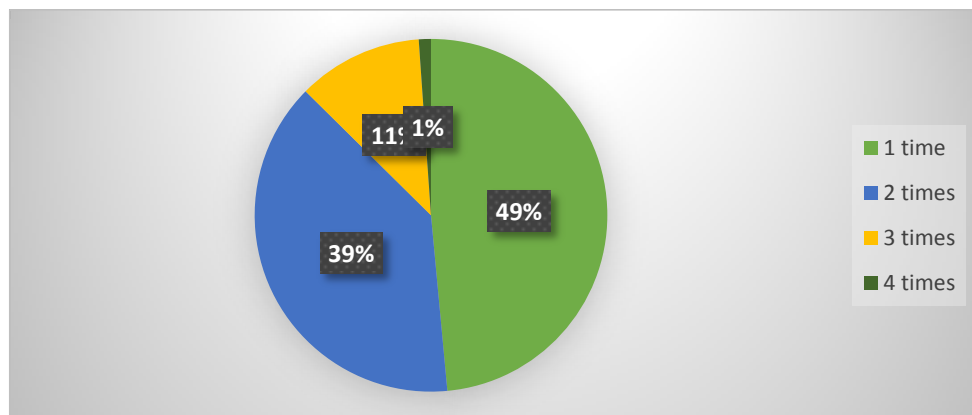


Figure 4. 6 The visit of the respondents from the Tirtamaya Beach
 Source: Primary Data, processed (2019)

Figure 4.6 illustrated the frequency of visitor's visits to the attractions of Tirtamaya beach in the past one year. The least number of visits is once and at most four times a year for each visitor. The first visit was 49%, then to visit twice was 39%, after that the visit to three times was 11% and for visits four times was only 1%.

5. Income

From the results of the study, respondents' income ranged between IDR 1,000,000 to IDR 2,500,000.

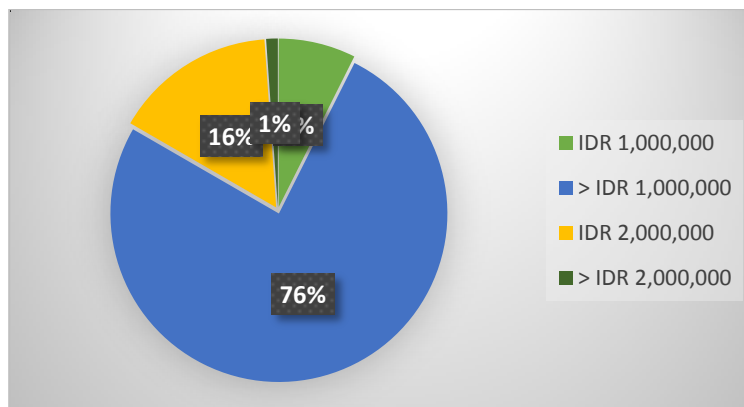


Figure 4. 7 The income of respondents in Tirtamaya Beach
Source: Primary Data, processed (2019)

Figure 4. Above described about 7% of respondents with an income of IDR 1,000,000. Thus, most of the respondents earning more than IDR 1,000,000 amounted to 76%, while respondents who received IDR 2,000,000 were 16% and those who earned more than IDR 2,000,000 only had 1% in the chart.

6. Education

From the results of the study respondents have an education level from elementary to S1.

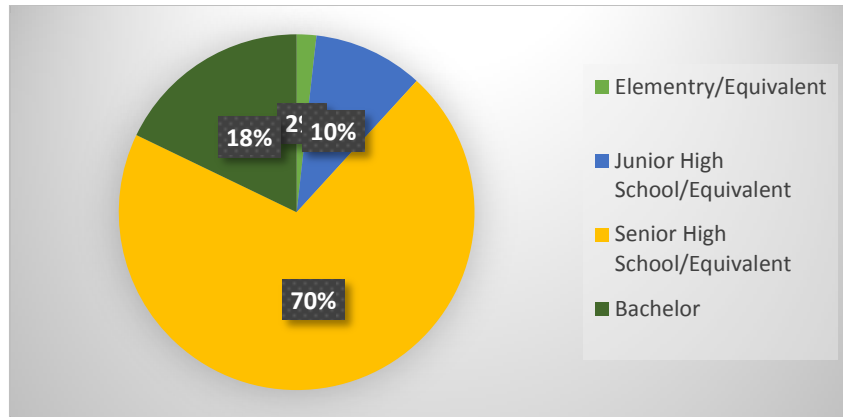


Figure 4. 8 Educational level of respondents in Tirtamaya beach
 Source: Primary Data, processed (2019)

It was found that 2% of respondents graduated from elementary education, 10% were owned by junior high school graduates while 70% of respondents graduated from high school, and 18% of the remaining respondents had bachelor's degrees.

C. Perception of respondents of visitors to Tirtamaya beach in Indramayu

1. Road conditions to Tirtamaya beach in Indramayu

This picture below presents the percentage of road conditions to Tirtamaya beach:

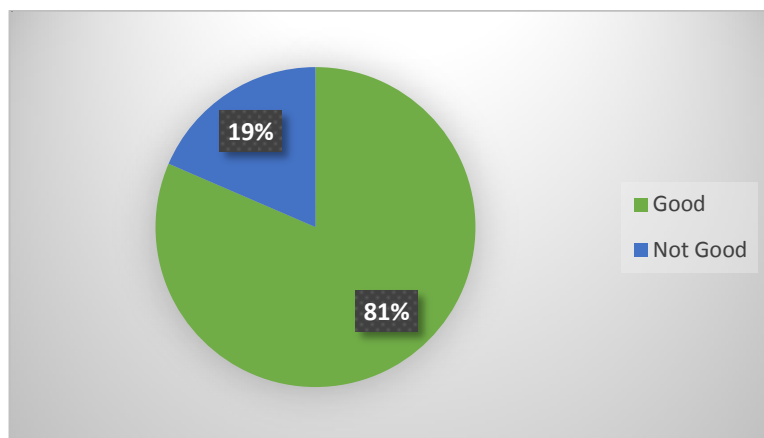


Figure 4. 9 Road Conditions towards Tirtamaya beach
 Source: Primary Data, processed (2019)

Obtained from the interviews, 81% of respondents stated that the road condition to Tirtamaya Beach was smooth. Then, the remaining 19% mentioned that the road to Tirtamaya Beach was not good yet and damaged.

2. Facilities of Tirtamaya beach in Indramayu

From the results of the 270 respondents, the average respondent stated that the completeness of the facilities available at the tourist attraction of Tirtamaya beach in Indramayu. Can be seen in the following picture:

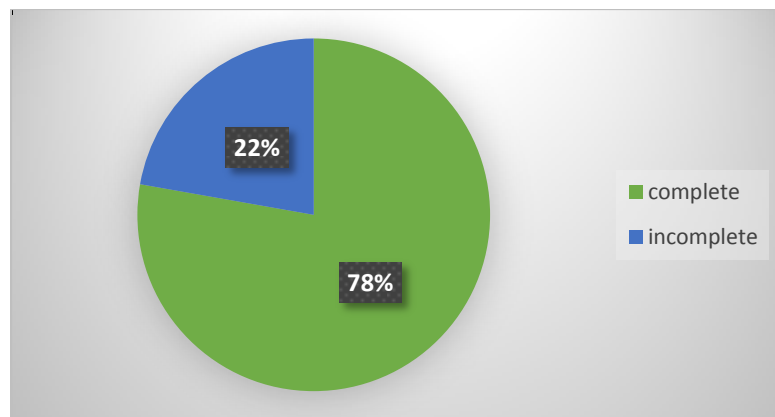


Figure 4. 10 Facilities in Tirtamaya beach in Indramayu

Source: Primary Data, processed (2019)

The facilities such as mosques, toilets, canteens or restaurants and other facilities need to be considered for the convenience of visitors. Figure 4.10 showed that as much as 78% facilities provided at Tirtamaya beach attractions in Indramayu are complete and adequate. The thing to be considered is the limitation of the number of toilets, perhaps it is necessary to add several toilets for the convenience of Tirtamaya beach attractions in Indramayu.

3. Cleanliness of tourist attractions in Tirtamaya beach Indramayu

The respondents' opinion concerning the cleanliness of tourist attraction in Tirtamaya beach described as follows:

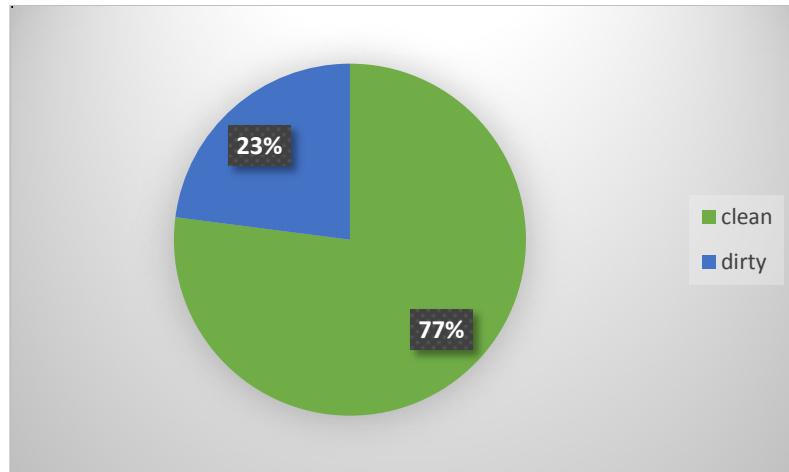


Figure 4. 11 Cleanliness of tourist attraction in Tirtamaya Beach in Indramayu

Source: Primary Data, processed (2019)

Derived from questionnaire, 77% of respondents stated the cleanliness of Tirtamaya beach was good. Meanwhile, 23% others claimed otherwise cause of there were still lots of cigarette waste left over around the beach. Besides, they suggested that it would be better if the trash around the beach was multiplied so that the cleanliness of the Tirtamaya beach tourist attraction is maintained.

4. Responder satisfaction of tourist attractions in Indramayu Tirtamaya Beach

The result of this research found there were 222 respondents feel satisfied to visit the tourist attraction of Tirtamaya beach in Indramayu while 48 respondents stated that they were not satisfied to visit Tirtamaya beach attractions in Indramayu. The graphic of this point is below:

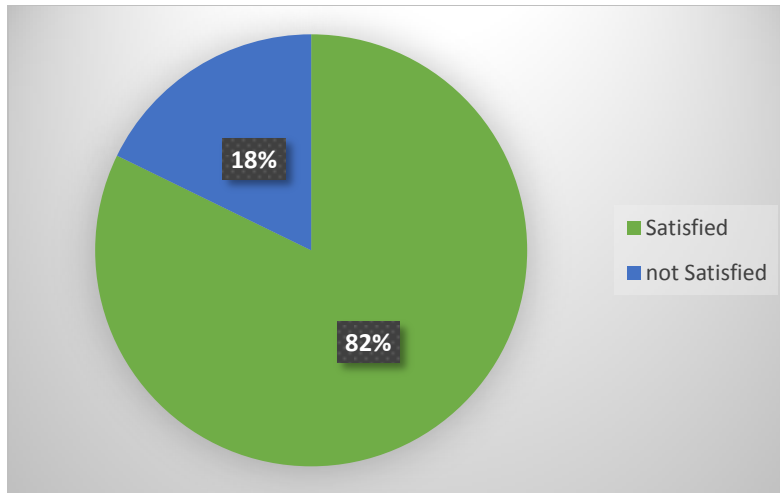


Figure 4. 12 Satisfaction of visitors to Tirtamaya beach attractions

Source: Primary Data, processed (2019)

Figure 4.12 define the satisfaction of visitors towards Tirtamaya beach. Eighty two percent of visitor state satisfied by the attractions given by Tirtamaya beach. Meanwhile, eighteen percent did not agree.

D. Willingness To Pay improvement in the quality and development of tourist attractions in Tirtamaya beach

Willingness To Pay for improving the quality and development of tourist attractions in Tirtamaya Indramayu beach is an analysis to find out how much willingness to pay visitor retribution for improving the quality and development of tourist attractions in Indramayu Tirtamaya Beach. In this case the amount of the fee for willingness to pay retribution to enter the tourist attraction of Tirtamaya Indramayu beach is IDR 10,000. Of the 270 respondents interviewed, the results of willingness to pay were as follows:

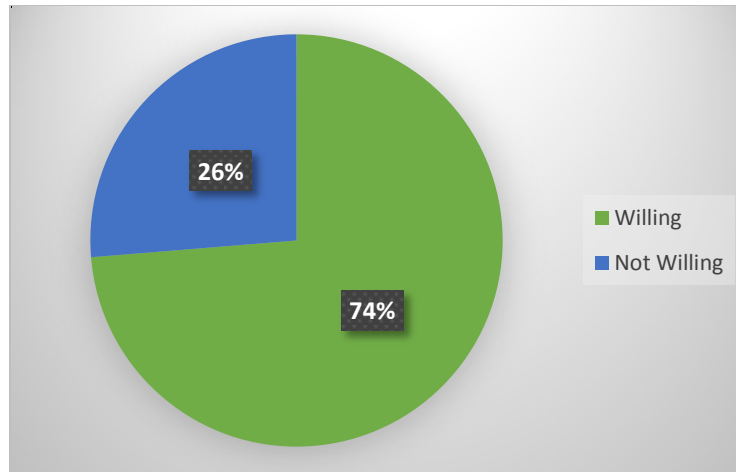


Figure 4. 13 Willingness To Pay levy on the object of the Tirtamaya beach

Source: Primary Data, processed (2019)

In figure 4.13 showed the willingness of visitors to pay towards Tirtamaya beach in Indramayu. There were 74 percent of respondents were willing to pay a fee of IDR10.000 in profits to improve the quality and development of the Tirtamaya beach in Indramayu while 26 percent were unwilling to pay. In addition, the reason of respondents who willing to pay is because costs are not a significant problem for them as long as the purpose is to improve the quality and development of Tirtamaya beach, such as adding the less facilities on that beach. Whereas those who were unwilling to pay reasoned that they did not need extra facilities because they already feel satisfied with the beach. Also, they prefer to pay the applicable retribution because they thought that IDR 5.000 was quite expensive to get into the Tirtamaya beach in Indramayu.