



# SEMUKUK INDAH BEACH MANAGEMENT STRATEGY FOR OPTIMIZING REGIONAL INCOME AND EMPOWERING THE COMMUNITY OF PAUH TANJUNG IMAN VILLAGE

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## Abstract

*Semukuk Indah Beach is a source of regional income for the community in Pauh Tanjung Iman Village, but currently the beach rarely receives maintenance such as cleaning up rubbish and maintaining existing facilities and infrastructure. The aim of the service is to analyze the management strategy for Semukuk Indah Beach to optimize regional income and empower the people of Pauh Tanjung Iman Village. The method for the community service program implemented in Pauh Tanjung Iman Village is by coordinating and discussing with village officials and community leaders in the village both online and offline. The research results show that the management strategy for Semukuk Indah Beach to optimize regional income is carried out by promoting tourist attractions through social media, namely Tiktok and Instagram. Then, to increase the number of visitors at Semukuk Indah Beach, the beach location was repaired and cleaned so that it was clean, orderly and beautiful. Furthermore, community empowerment is carried out by maintaining the cleanliness of the beach environment by completing the necessary facilities and infrastructure such as providing trash bins.*

**Keywords:** Strategy, Regional Income, Community Empowerment.

## INTRODUCTION

Tourism is a sector that plays an important role in efforts to increase income. Tourism plays a major role as a mainstay sector in improving the country's economy (Mokoginta & R.J. Poluan, 2020). One form of tourism development is tourism development that involves the local community and other personnel such as students. Tourism development is one of the alternatives in overcoming the local economy and also an effort to support government policies. Tourism development is currently starting to become one of the flagship programs in regional development (Rusyidi & Fedryansah, 2018). Public policies in this sector are made based on deliberation and involve the community at large. Where the government is a facilitator so that the community can make policy decisions in a man-in-person manner and the impact will be directly felt by them.

The impact of tourism development provides job and business opportunities for the community. Business fields that provide opportunities for the community to develop their economy can be done in various ways, including building souvenir stalls, selling food and beverages and job opportunities in the field of hotel or lodging services. (Widya et al., 2018).

The diversity of tourist attractions from natural, cultural and artistic tourism, as well as artificial tourist attractions such as tourist parks can actually be used as one of the pillars of the country's economy and can also absorb a lot of labor so that human resources and natural resources can also be used optimally (Amin et al., 2023). Tourism development can have a huge influence on the socio-economic aspects of the local community. Because it can absorb labor so as to reduce existing unemployment, there is a fixed livelihood. improving the skills of the local community and providing opportunities for the community to be entrepreneurial. A person's income or income also influences, because the greater the producer, the more prosperous the life of the community around the tourist attraction (Iwan Nugroho, 2019).

Pauh Tanjung Iman Village is located in Kalianda District, South Lampung Regency. This village has a population of around 1,376 people. The occupation of residents in villages/sub-districts is generally farmers and fishermen. The potential of the village/sub-district that is observed is tourism which is the place of the flagship destination of Pauh Tanjung Iman Village such as Semukuk Indah Beach. The utilization of the potential of Pauh Tanjung Iman Village in the tourism sector to increase regional and community income has not been so maximized. It is evident from observations in the area, beach tourism destinations are still far from the impression of community involvement.

Among the delays/lags in the development of the Semukuk Indah Beach tourist attraction is generally caused by the factor of lacking/low concern and the strategy of the local government and local government in seeking the development of tourist attractions to be more advanced. Another factor is the lack of creativity of tourist attraction managers in managing beaches to be more beautiful and attractive for visitors/tourists and the low understanding and concern of the community for the development of tourist attractions. This is where the role of students in this community service program is to educate in the field of tourism. For this reason, together with the people of Pauh Tanjung Iman Village, students made promotional videos for the beautiful Semukuk Beach tourist attraction, made posters and videos about caring for waste around the beach. In addition, this community service also educates the public to take advantage of the tourism sector to improve regional income and local community income, both through independent efforts and developing MSMEs in Pauh Tanjung Iman Village.

According to community service activities or programs in the form of beach cleanup actions

in coastal pollution control that have been carried out can increase knowledge and increase public awareness. The results of this action are expected to be useful to increase enthusiasm in combating coastal pollution, especially marine debris. One of the ways to support beach cleanliness is the existence of active activities by the community.

The community in this case is the community around the beach and beach users, both from local tourists and from outside. Students as one of the elements of society must also take part in cleaning up charity beaches. argued that routine waste cleaning service work is an important step in maintaining coastal sustainability. Beach cleanliness in Indonesia must be done by the local community.

The cleaning process must be carried out thoroughly and continuously. Based on the results of the study, it is stated that Indonesia is the number two country contributing plastic waste to the world's oceans. Seeing this, it is necessary to hold socialization, activities and regulations related to waste to the community around the beach. Based on this, student empowerment was carried out in cleaning up waste on Semukuk Indah Beach. This activity is expected to be able to reduce the impact of waste pollution on Semukuk Indah Beach, so that the sustainability of the ecosystem on the beach is maintained.

After a thorough cleaning of tourist destinations, it is also important to carry out promotions. Promotion is a form of marketing communication that seeks to disseminate information, influence, and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. A good promotion is one that can attract as many consumers as possible to switch to the product or service offered. Activities affect consumers so that the products and services offered by marketers are in accordance with their needs and desires, and the most important thing to do in carrying out promotional activities.

Education or also known as education is any effort that is planned to influence other people, whether individuals, groups, or society, so that they do what is expected of education actors. PLH (Environmental Education) is an effort to change the behavior and attitude carried out by various parties or elements of society which aims to increase public knowledge, skills, and awareness about environmental values and environmental issues which can ultimately move the community to play an active role in efforts to preserve and protect the environment for the benefit of present and future generations.

## SERVICE METHODOLOGY

Bet the implementation method that was carried out a presentation on the situation in the Pauh Tanjung Iman village area, members of the KKN group 40, data collection *Online* through interviews with village heads and field supervisors, work program planning, public relations, and others. The solution to the problem of steps in this case is to promote Semkuk Indah Beach which is a tourist attraction that is often visited. For supporting activities, the implementation is carried out in the form of making promotional videos for tourist destinations. The process of implementing tourism management strategy activities is carried out by means of work planning, preparation of work plans, and implementation of work plans with field supervisors, village heads, village officials, and village communities.

## RESULTS AND DISCUSSION

## Results of Service Activities

### Management

Management of tourist destinations Semuku Indah Beach It is an implementation in the form of planning, implementation/implementation of policies and supervision to manage tourist destinations that are able to increase regional income and empower the community. The definition of management itself is the process of carrying out certain activities by mobilizing the energy of others (Tumija & P, 2022). Management is always related to management, because management is also the process of moving the organization to achieve effective and efficient goals that have been set.

The management of Semuku Indah Beach tourism in increasing regional income and community empowerment that must be done is that data collection has gone well, so there are regulations that must be complied with so that everything related to development and how to maintain the building aims to ensure the management and development of Semuku Indah Beach tourist destinations properly and correctly.

### Planning

Planning is a supportive thing in managing a tourist attraction because with planning, there are steps that must be taken to achieve a goal that has been set predetermined (Kotler, 2019).

Planning is a support in managing tourist destinations, the first thing that must be done in planning is to know the uniqueness or characteristics of tourist destinations in Pauh Tanjung Iman Village, South Kalianda, Lampung. Then in the planning process, the South Lampung Tourism Office invites the community to come together to prepare a plan, management, and development of tourist destinations, but the obstacle in this planning process is in terms of the budget that is considered to be insufficient to support the management and development of Semuku Indah Beach tourist destinations.

### Implementation of Tourist Destination Maintenance

Implementation or implementation is a continuation of planning where all plans that have been previously determined will be applied in managing and developing a tourist destination effectively and efficiently (Wahab, 2004). Managing and developing the potentials possessed by tourist destinations Semuku Indah Beach namely maintaining, preserving, and developing tourist destinations to be more attractive to visit by local and foreign tourists and this is what the South Lampung Regency Tourism Office continues to do in carrying out its role to carry out the maintenance of tourist destinations Semuku Beautiful Beach.

The implementation or implementation of tourist destination maintenance is a continuation of the planning that has been previously determined and will be applied in managing and developing Semuku Indah Beach tourist destinations effectively and efficiently. In the management and development of Semuku Indah Beach tourist destinations, all parties, both the community, NGOs, Pokdarwis and government agencies, can be involved in implementing policies based on appointment letters from the local government, the obstacles faced by KKN 40 in carrying out their duties that are not optimal, these obstacles are the limitations of experts or human resources and the lack of knowledge about how to manage tourist destinations makes KKN 40 slow in terms of the implementation of tourism sustainability.

Table 1. Tourism Education Related to Regional Revenue Optimization and Community Empowerment

It	Day/Date	Activities	Performers
1	July 29, 2024	Interview with the Tourism Office and the community regarding the management and development of Semuku Indah Beach tourist destinations.	Di'a Pujiyanto, Puri Handayani, Putri Anggraini, Retno Ayu Pratiwi, Rian Tasaka, Ridha Syafiqah Zahra, Shara Sandra Sari, Tri Wulan Aprillia Ningrum
2	July 30, 2024	Making a video of Semuku Indah Beach tourist destination	Di'a Pujiyanto, Puri Handayani, Putri Anggraini, Retno Ayu Pratiwi, Rian Tasaka, Ridha Syafiqah Zahra, Shara Sandra Sari, Tri Wulan Aprillia Ningrum
3	August 14, 2024	Improvement/Cleaning of Semuku Indah Beach	Di'a Pujiyanto, Puri Handayani, Putri Anggraini, Retno Ayu Pratiwi, Rian Tasaka, Ridha Syafiqah Zahra, Shara Sandra Sari, Tri Wulan Aprillia Ningrum
4	August 08, 2024	Making an Educational Video on the Importance of Maintaining Environmental Cleanliness with the Theme "LET'S CARE ABOUT WASTE"	Di'a Pujiyanto, Puri Handayani, Putri Anggraini, Retno Ayu Pratiwi, Rian Tasaka, Ridha Syafiqah Zahra, Shara Sandra Sari, Tri Wulan Aprillia Ningrum

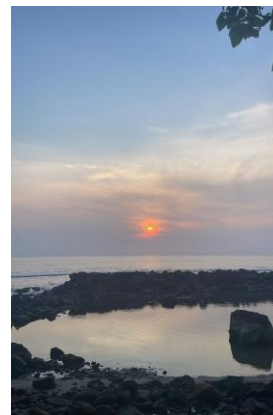


Figure 1. Semuku Indah Beach Tour



Figure 2. Waste Care Video Education

The following are some attachments to interviews with the Tourism Office and the community regarding the management and development of Semuku Indah Beach tourist destinations, which can be seen in the table below.

Table 2. Some of the results of interviews with the Tourism Office and the community regarding the management and development of Semuku Indah Beach tourist destinations

Sources	Question	Answer
Tourism	What is the tourism potential in Pauh Tanjung Iman Village and what are its advantages when compared to tourism in other areas?	The tourism potential in Pauh Tanjung Iman Village is very large because, the potential of some beach ecotourism has been developed such as beach recreation, beach panorama, lodging, swimming, sunbathing, beach sports, boating, fishing, and mangrove tourism.
	Does the tourism sector in Semukuk Indah Beach play a very important role in terms of increasing the original income of the Pauh Tanjung Iman Village area?	Yes, it plays a role. Because, tourism at Semukuk Indah Beach from time to time is always growing and the number of tourist visits is also increasing. Therefore, the tourism levy will also always increase its income, plus the tourism sector at

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		Semukuk Indah Beach which is always growing rapidly over time.
	What steps will be taken by the government of South Lampung Regency in developing the tourism sector in South Lampung Regency?	Efforts are carried out in developing the tourism sector through marketing, promotion, and involvement in the world of education in knowledge development.
	And what is the form of cooperation between the South Lampung Regency government and the community in terms of managing tourism places?	The Tourism Office provides guidance to the community to participate in managing and developing tourism objects by establishing a community group.
Community	Does the existence of tourist attractions in Pauh Tanjung Iman Village provide great benefits for you?	Yes, that's right. Because this is where we have income, so we feel very benefited by the tourism office that has empowered the community.
	Do you need to get special training related to the empowerment of tourism objects in Pauh Tanjung Iman Village?	Yes, it is very necessary. Because some people do not understand about mutual empowerment related to tourism objects in Pauh Tanjung Iman Village.

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## Discussion

Community service is an effort to disseminate science, technology, and art to the community. These activities must be able to provide added value to the community, both in economic activities, policies, and behavior change (social).

The implementation of community service activities with KKN students of Raden Intan State Islamic University Lampung was carried out in Pauh Tanjung Iman Village, South Kalianda Lampung starting from July 17 to August 18, 2024. In its implementation, there are several steps taken, the first is the promotion of tourist attractions that are crowded with visitors, namely Semukuk Indah Beach. On July 30, 2024, the production was in the form of a short video about the beauty of Semukuk Indah Beach. The creation of a promotional video for the crowded tourist attraction was carried out by representatives of the KKN 40 group in Pauh Tanjung Iman Village, the results of the

video were then uploaded on Instagram.

The strategy in increasing regional income and community empowerment by promoting crowded tourist attractions is carried out by making videos that show the available facilities and natural beauty at Semukuk Indah Beach so that with this step, visitors can increase. This is expected to increase regional income and the community around the coast of Pauh Tanjung Iman Village. The result of this step is to make people aware of the importance of maintaining and managing beach tourist destinations in their area. This is an effort to increase community income through tourism.

This promotion was also conveyed about the need for visitors to maintain the cleanliness of the beach environment by not littering and so on during a visit to the beach in Pauh Tanjung Iman Village. From this, we can learn that making all aspects of the economy, especially in terms of regional finance and the surrounding community, have experienced a very significant decline. The promotion of beach tourism in Pauh Tanjung Iman is expected to continue to revive the economic condition of the community. Because the efforts made by the KKN 40 Group are expected to be one of the best solutions to restore the regional economy and the community around the coast to increase and the community to become prosperous.

The next strategy in the management of tourist destinations to increase regional income and community empowerment is to carry out improvements/cleaning around Pauh Tanjung Iman Beach which will be carried out on August 14, 2024 which will be carried out at 15.00-17.45 or about 3 hours. Those involved in the improvement around Pauh Tanjung Iman Beach are representatives of the KKN 40 group of Pauh Tanjung Iman Village who are members who live quite close to the location or who are domiciled quite close to Maja Village.

This activity was carried out by a direct cleaning method around Semuku Indah Beach because in some areas of the beach there was a lot of garbage scattered, as well as fallen tree trunks that had been cut down. After being cleaned, Semuku Indah Beach now looks cleaner and neatly arranged. This has a positive impact on visitors to Semuku Indah Beach, because it creates a comfortable and clean atmosphere on the tour when improvements and cleaning have been carried out.

The last strategy is to provide education about the importance of maintaining cleanliness around Semuku Indah Beach. This activity will be held on August 8, 2024. This education was carried out by showing a short video with a duration of 43 seconds. All participants of the UINRIL KKN Group 40 Pauh Tanjung Iman Village were also involved in this educational stage. This educational method is carried out through Instagram social media with a poster titled "LET'S CARE ABOUT WASTE" and an Instagram video that discusses the three steps of waste disposal. This educational poster about cleanliness around the beach is designed by displaying the right ways for the community to be more concerned about the garbage scattered on Semuku Indah Beach.

Based on some of the strategies and steps above, it is hoped that it can increase public awareness about the importance of caring for waste around, especially around Semuku Indah Beach by implementing three steps of garbage disposal action made in the form of educational posters. This poster also provides information about the importance of preserving nature, not only on the beach, but also wherever the community is. From this, a lesson can be learned that if the habit of maintaining cleanliness has been implemented, awareness of beach cleanliness will increase. In addition, these measures are expected to encourage other public awareness to maintain beach cleanliness. If these measures are carried out regularly, the cleanliness and comfort of the beach will increase, making it a greater attraction for tourists who visit the beach.



## CONCLUSION

Semuku Indah Beach tourism management strategy for Optimizing Regional Income and Community Empowerment of Pauh Tanjung Iman Village, in this final part the author can conclude that the attraction of this tourist destination has great potential to be developed because of the beautiful natural beauty so as to add to the attractiveness of Semuku Indah Beach tourist destinations, but in managing and developing this tourist destination is considered to be still lacking in implementation It is not optimal, due to the limited availability of experts or human resources, and the lack of knowledge on how to manage and develop these tourist destinations, making the relevant agencies slow in terms of the implementation of tourism development.

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