



STRATEGY FOR THE DEVELOPMENT OF THE TOURISM SECTOR OF KARANG ASRI BEACH, KENDAL REGENCY, CENTRAL JAVA THROUGH THE PLANTING OF KETAPANG TREES

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ABSTRACT

Karang Asri Beach is a beach tour that should attract a lot of tourists to come. But the potential of the beach is not balanced with adequate beach conditions, instead, some various shortcomings or problems include the cleanliness of the beach that is not optimally managed and the condition of the beach is hot and arid. Efforts to overcome these problems are to carry out garbage clean-up activities and tree planting around the beach. This activity aims to conduct community service so that the community is aware of the importance of cleanliness and greening of the beach to develop tourism in Kendal. Clean-up activities and greening of this beach in the form of cleaning garbage and planting 40 Ketapang Trees. This activity was held on Sunday, September 5, 2021, which was attended by the Secretary of Karangmalang Wetan Village, pokdarwis and service. This activity is carried out using practical methods directly including (1) planning activities, (2) preparation of activities and (3) planting continued with beach cleaning. The results achieved in this activity are the reduced amount of garbage around the beach and the availability of Ketapang trees that serve to prevent winds that are too strong during storms, prevent the effects of waves that abrasive the beach, as a tsunami-holding wall and can improve the coastal tourism sector. To develop Kendal tourism, it is expected that similar activities are needed sustainably to create a shady, beautiful, clean and beautiful beach atmosphere that can support the comfort of tourists.

Pantai Karang Asri merupakan wisata pantai yang seharusnya banyak menarik minat wisatawan untuk datang. Namun potensi pantai tersebut tidak diimbangi dengan keadaan pantai yang memadai, sebaliknya justru ditemui berbagai kekurangan atau permasalahan yang meliputi kebersihan pantai yang kurang dikelola secara optimal serta keadaan pantai yang panas dan gersang. Upaya untuk mengatasi permasalahan tersebut adalah dengan melakukan kegiatan bersih-bersih sampah dan penanaman pohon di sekitar pantai. Kegiatan ini bertujuan untuk melakukan pengabdian masyarakat supaya masyarakat sadar akan pentingnya kebersihan dan penghijauan pantai untuk mengembangkan pariwisata yang ada di Kendal. Kegiatan bersih-bersih dan penghijauan pantai ini berupa membersihkan sampah dan menanam 40 Pohon Ketapang. Kegiatan ini dilaksanakan pada hari Minggu, 5 September 2021 yang diikuti oleh Sekretaris Desa Karangmalang Wetan, pokdarwis dan pengabdian. Kegiatan ini dilakukan menggunakan metode praktik secara langsung meliputi (1) perencanaan kegiatan, (2) persiapan kegiatan dan (3) penanaman dilanjutkan dengan bersih-bersih pantai. Hasil yang dicapai dalam kegiatan ini adalah berkurangnya jumlah sampah di sekitar pantai serta tersedianya pohon Ketapang yang berfungsi untuk mencegah angin yang terlalu kuat saat badai, mencegah efek gelombang yang mengabrasi bibir pantai, sebagai tembok penahan tsunami dan dapat meningkatkan sektor wisata pantai. Dalam upaya pengembangan pariwisata Kendal diharapkan perlu diadakan kegiatan serupa secara berkelanjutan agar menciptakan suasana pantai yang rindang, asri, bersih dan indah yang dapat menunjang kenyamanan wisatawan.

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INTRODUCTION

Tourism is everything related to tourism including the business of objects and tourist attractions and businesses related to the field. Indonesia is a country that has great tourism potential because Indonesia is a country that has a very wide archipelago stretching from Sumatra Island to Papua Island. One of the tourism potentials in Indonesia is its beach tourism which is very widely spread from Sumatra Island to Papua Island (Bahiyah, et. al., 2018).

One of the potential beach tourisms in Indonesia is Karang Asri Beach located in Karangmalang Wetan Village, Kangkung Subdistrict, Kendal Regency, Central Java. The location of this beach can be reached approximately 31 minutes from the city centre by motorcycle. Access to this beach passes a fairly narrow road but can still be traversed by one car. Karang Asri Beach is classified as a new beach in Kendal Regency because it was only inaugurated as a tourist spot in 2019.

Karang Asri Beach is a beach tour that should attract a lot of tourists to come because Karang Asri Beach has black sand, relatively calm waves, can see beautiful sunsets. But in addition to the advantages that are owned, some shortcomings exist on this beach, it needs to be developed by the local government and the support of the local community.

Based on the survey conducted this beach has several shortcomings, among others, it is still unknown by many people because it has only been inaugurated for two years, there are no traders who sell on this beach, the cleanliness of the beach is not optimally managed evidenced by the amount of garbage thrown away by visitors and garbage carried by water waves and then washed up on the beach. According to Darmawi (2017), the composition of the volume of organic waste in the beach tourist area amounted to 63.26% of the leaves and 33.27% of the remaining waste of the restaurant. Among several deficiencies in this coastal area, the problem of garbage is a problem that needs attention from the government and local communities. Garbage strewn on the coast can disrupt the scenery, can endanger living things that live in the sea can even endanger sea transportation. This waste problem resulted in disruption of the community economy such as their tourism activities of them (Nau & Sombo, 2020). Therefore, to improve the tourism sector of Karang Asri Beach, the service is to do community service by doing a clean-up of the beach environment. One of the positive impacts of this activity is that it can reduce abrasion disasters that can aggravate the potential for flooding in residential areas around the coast due to the lack of trees around the beach.

Karang Asri Beach also has shortcomings or other problems, namely many tree seeds that have died, damaged or dried up planting marks that have been done before, and large trees are still few. Because there are at least large trees on this coast and many dead tree seedlings, this beach feels hot, dry, and arid when the dry season arrives. This causes discomfort for visitors who travel to Karang Asri Beach. From this, it is worth remembering the importance of greening as an effort to save the environment in the area around the coast, namely to prevent winds that are too strong during storms, prevent the effect of waves that abrasive the beach lip, as a tsunami-holding wall and can also improve the shady coastal tourism sector (Jamilah, et. al., 2020) (Pratiwi, 2017).

In addition to cleaning the beach from garbage, to improve the tourism sector Kendal service also perform community service by planting trees around Karang Asri Beach. The type of tree that will be planted around the beach is the Ketapang tree (*Terminalia catappa* L.) or commonly known as Sea Braids.

It is hoped that the conduct of community service activities can increase human resources who are aware of the importance of cleanliness and greening of the environment around the beach so that tourism in Kendal can develop. Because by having a clean, beautiful and healthy environment is a right and obligation for all people in Indonesia (Mukson et. al., 2021).

METHOD

The method in the implementation of cleaning and greening activities of this beach is in the form of direct practice. Clean-up and greening activities of this beach include (1) planning activities, (2) preparation of activities and (3) planting continued with the cleaning of the beach.

The planning stages of the activity include: (1) planning the location, (2) planning the needs of the number of seedlings and the number of trash bags, (3) the design of planting and cleaning the beach, (4) arranging the time of the activities contained in the sponsorship proposal. The preparation stage is the preparation and selection of the type of plant to be planted. The next stage is the planting continued to clean the beach, namely the stage of the tree planting process and continued to clean up the environment around the beach (Utama, et.al., 2020).

The location of cleaning and greening the beach is on Karang Asri Beach located in Karangmalang Wetan Village, Kangkung Subdistrict, Kendal Regency. The planting time is Sunday, September 5, 2021. The tools and materials needed to do tree planting are 40 ketapang tree seeds, hoes, bamboo and raffia ropes. Once planted, the tree is watered in need of water,

paddles and buckets. For beach cleaning activities only need 2 large trash bags.

RESULTS AND DISCUSSIONS

In the entire series of community service activities, it is known that participants are very participating in the implementation of tree planting activities. In addition, the community gained experience, knowledge about the state of the environment, so that the community is a little aware and has a sense of concern for the environment. The stages of implementation of the village greening program that has been implemented can be described as follows:

Planning and Preparation of Activities

Before cleaning and greening the beach, the first thing that was done was to conduct a survey and observation of the location, namely at Karang Asri Beach which was conducted on Monday, August 16, 2021. Then take care of licensing activities with the local government, namely the Head of Karang Asri Village so that the activities can run smoothly. The next stage is the selection of tree seedlings. The selection of seedlings is based on the adequacy of annual plant seed adaptation as follows:

1. Normal tree seedling development based on its age,
2. The tree is healthy and the growth is normal,
3. The height of the tree seedlings is between 25 to 35 cm,
4. Tree seedlings have compact roots and have not been removed from polybag
5. Polybags are strong in transporting tree seedlings, and
5. The soil in polybags qualifies as a good growing medium (Karim & Makmur, 2019)



Figure 1.
Survey of planting sites

The next stage is to collaborate with the Environment Service and PDAM Tirto Panguripan in providing Ketapang Laut tree seeds through intensive

communication (Toharudin et al., 2020). Next is to prepare 40 seeds of the Ketapang Laut Tree.



Figure 2.
Coordination with the Environment Agency



Figure 3.
Provision of tree planting assistance funds by PDAM Tirto Panguripan



Figure 4.
Purchase of sea ketapang tree seeds

Planting and Beach Cleaning Activities

The implementation of clean-up and greening activities by planting Sea Ketapang Trees is located on Karang Asri Beach located in Karangmalang Wetan

Village, Kangkung Subdistrict, Kendal Regency, Central Java. This activity is carried out on Sunday, September 5, 2021, from 07:30 to 09:30. After planting, trees continued with the activities of cleaning up the garbage around Karang Asri Beach. The number of participants who participated in this activity was 15 participants consisting of the Secretary of Karangmalang Wetan Village, 4 people from pokdarwis (Tourist Conscious Group) and 10 servants.

The method of implementing greening activities around this beach first there is an opening that contains a welcome from the service representative and also a welcome from the Secretary of Karangmalang Wetan Village continued to sing Indonesia Raya together, then pray together so that the activities run smoothly. After that, the handover of Ketapang seedlings to the Village Secretary continued the technical assistance of tree planting. Next is to plant 40 Ketapang Trees divided into 2 places, namely the area near the entrance and the area that has been done planting trees before. Then the last activity is cleaning up the garbage that is around the beach.

With this activity, the results of the beach have been reduced in the amount of garbage and the availability of Sea Cucumber trees that serve to prevent winds that are too strong during the storm, prevent the effect of waves that abrasive the beach lip, as a tsunami-holding wall and can also increase the shady coastal tourism sector (Jamilah, et. al., 2020). After scientifically testing the Braid tree will grow in turn on less fertile soil, while in fertile soil, the growth of braid stems tends to be straight. As we already know that the land in coastal areas is indeed less fertile than the highland areas (Savenny & Dilliarosta, 2020). It is hoped that the conduct of community service activities can increase human resources who are aware of the importance of cleanliness and greening of the environment around the beach so that tourism in Kendal can develop.



Figure 5.

Delivery of Ketapang Laut Seeds to the Secretary of Karangmalang Wetan Village



Figure 6.

Planting Ketapang Laut Tree Seeds Around Karang Asri Beach



Figure 7.

Watering the Ketapang Laut Tree Seeds



Figure 8.

Cleaning around Karang Asri Beach



Figure 9.

Documentation with POKDARWIS

CONCLUSION

This community service activity is carried out in the form of clean waste activities and planting 40 Sea

Cucumber trees around Karang Asri Beach. This activity was held on Sunday, September 5, 2021, which was attended by the Secretary of Karangmalang Wetan Village, 4 members of pokdarwis (Tourist Conscious Group) and 10 servicers.

To develop Kendal tourism, it is expected that similar activities are needed sustainably with environmental maintenance, training, and socialization about tourist villages. Sustainable coastal environmental maintenance activities are expected to provide benefits continue until the next generation. Professional management with ongoing assistance from community institutions and the surrounding community, especially Karangmalang Wetan Village and Kendal Regency in general can help create a shady, beautiful, shady, clean and beautiful beach atmosphere that can support tourist comfort.

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