



The Development Strategy of Kartini Beach Recreation Park in Rembang Regency

Fauziah Fitriyani¹✉

Economics Development Department, Economics Faculty, Universitas Negeri Semarang

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Abstract

Tourism sectors can be develop as a source of local income, it is expected to support economic development. The tourism development can be acquired from every tourist attraction revenue. This study aims to describe the condition of Kartini Beach Recreation Park in Rembang Regency; Identify the internal and external factors to develop Kartini Beach Recreation Park in Rembang Regency; and Explain the development strategy in developing Kartini Beach Recreation Park in Rembang Regency. This research uses qualitative descriptive method and SWOT analysis. The result of SWOT analysis in Matrix Grand Strategy indicates that Kartini Beach Recreation Park in Rembang Regency supporting diversification strategy. Diversification in Kartini Beach Recreation Park can be carried out with renewal of the rides that do not exist yet, augment some events, souvenir shops and food stalls typically from Rembang accompanied by an increasing in promotions advertised in television and through social media.

INTRODUCTION

Tourism is a sector that can be developed as one source of local revenue, so it is expected to support economic development (Fitriani, 2014). Tourism development strategies play an increasingly important role, representing parts of those documents that aim to socio-economic development, undertaken at local, zonal, county, regional, or national level (Gaman, 2016). Development of this tourism industry requires extensive research and planning. Without proper strategy, the benefit from this industry cannot be equally distributed among all segments of tourism related stakeholders (Mondal, 2017).

Central Java is one of the provinces in Java Island located on the crossing line between West Java and East Java, so many tourists only passes Central Java without traveling. Currently, the contribution of tourism sector that has been given by Central Java to Gross Regional Domestic Product (GRDB) is not optimize. Therefore, it is

necessary to develop tourism sector in order to increase contribution of tourism sector to Central Java. The development of the tourism sector will increase the GRDP of Central Java by increasing in each regency / city.

Rembang Regency is the regency with the lowest GDRB per capita comparing to the five regencies included in the residency of Pati. In addition, Rembang Regency regional incomes occupies the second lowest position after Blora is only about Rp182.191.000.000,00 from the five regencies included in the ex residency Pati. So it is necessary to find regional potential to increase the local income of Rembang Regency. There are 26 potential attractions in Rembang. Many of these potentials have not been explored and it is necessary needs to laid out. It proves that the Rembang regency needs development in the tourism sector. Today the income of tourism sector in Rembang tends to decrease, probably in the next year will decrease continuously.

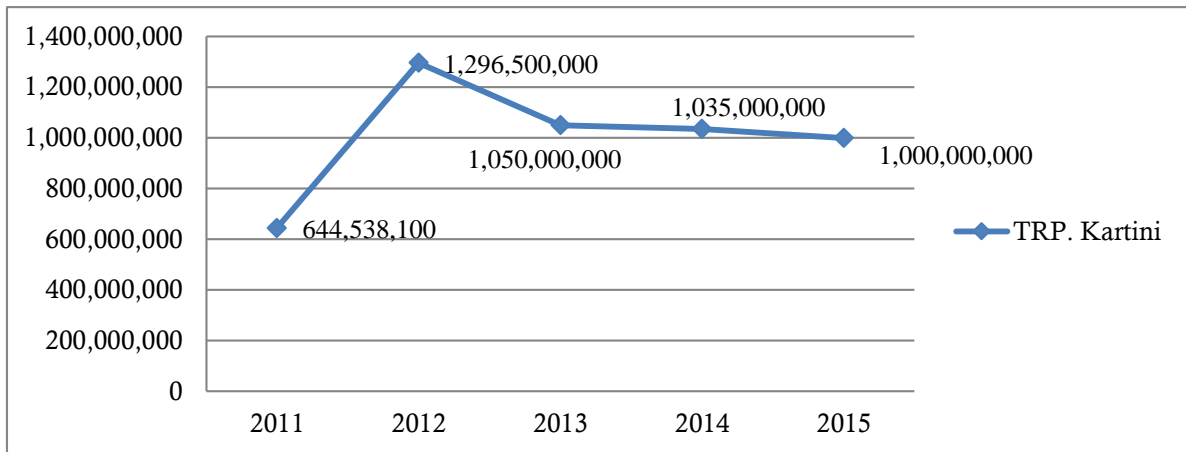
Tabel 1. The Regional Income from Tourism Spot in Rembang Regency

Year	Tourism spot			Amount
	TRP. Kartini	RA. Kartini Muzeum	WW.Kartini Mantingan	
2011	Rp 644.538.100,00	Rp 6.054.000,00	Rp14.812.140,00	Rp 665.404.240,00
2012	Rp1.296.500.000,00	Rp14.188.000,00	Rp15.070.920,00	Rp1.325.758.920,00
2013	Rp 1050.000.000,00	Rp12.062.000,00	Rp15.604.000,00	Rp1.077.666.000,00
2014	Rp1.035.000.000,00	Rp12.922.000,00	Rp 7.813.560,00	Rp1.055.735.560,00
2015	Rp1.000.000.000,00	Rp12.000.000,00	-	Rp1.012.000.000,00

Source : Tourism, Sport and Cultural Office, Rembang Regency, 2016

The revenue of tourism sector of Rembang Regency experienced a downward trend from 2012 amounting to Rp1,296,500,000.00 until 2015 decreased to Rp1.000.000.000,00. This is inversely related to the income of the Central Java tourism sector which experienced an upward trend which originally from 2011 was Rp. 20.608.478.000,00 increased in 2012 to Rp 22.358.360.000,00 and in the year 2013 reached

Rp 24.581.307.000,00. There was a change in 2014 to Rp 27.991.032.000,00 (Pocket Book Culture And Tourism Central Java 2016). In fact, if we take a look from the tourist who visited in Rembang Regency, there are slightly increasing in 2014 to 2015. The decrease in the number of visits on these attractions will makes the income on these attractions also decreased.



Figures 1. Income From Kartini Beach Recreation Park

Source : Tourism, Sport and Cultural Office, Rembang Regency, 2016.

From the above description it is known that Kartini Beach Recreation Park need to be developed for a coastal tourism object. However, this tourism spot needs the arrangement of the area and built supporting facilities. Therefore, it is necessary arrange a strategy to develop the Kartini Beach Recreation Park.

RESEARCH METHOD

The type of this research is quantitative research. The data obtained through questionnaires, direct observation and interviews. Data analysis method used is SWOT analysis method.

RESULT AND DISCUSSION

The condition of Tourism Object Kartini Beach Recreation Park in Rembang Regency is lack of infrastructure facilities including the existing rides in it, but has long existed so many people who are familiar with the Tourism Object Kartini Beach Recreation Park.

Internal factors on Tourism Object Kartini Beach Recreation Park consists of strengths namely: strategic location; affordable admission price; one of the typical Rembang Regency icon;

has a lot of manpower; to be better since privately managed; known to the public; has a quality workforce that provides good service to visitors. However, the weaknesses are: less promotion through internet; lack of development programs; lack of budget for tourism facilities and infrastructures; the existing highway still need improvement; there is no souvenirs related to Rembang identity; lack of parking area; change of branding of tourism object; the location is not large; lots of trash on the beach.

While the external factors Tourism Object Kartini Beach Recreation Park consists of opportunities namely: regional autonomy to provide the breadth of developing tourism potential; accessible; improvement of tourism products and attractions by utilizing existing potentials; add new events; working with communities and travel agencies; government regulation of Rembang Regency to increase budget allocation in tourism sector; Establish cooperation with surrounding communities. However, the threats are: Develop the other attractions; lack of tourism awareness to keep the cleanliness; the existence of the same tourism potential adds competition; a more modern lifestyle; lack of technology to sell the tourism spot; lack of investment; lack of government

support in terms of management and development. From the results of identification, can be analyzed internal strategic factors as follows:

Table 2. Internal Factors Analysis

No	Internal factors	Average rating	Weight average	Amount
Strengths				
1.	The location is in the city center.	3,5	0,065	0,228
2.	The price of admission is still cheap and affordable by visitors.	3,5	0,038	0,133
3.	One of the attractions that have become typical Icon Rembang Regency.	3	0,045	0,135
4.	Has a large quantity of manpower.	4	0,064	0,256
5.	It's managed by the private sector and is better than managed by the local government	4	0,059	0,236
6.	Given the wider community because it has long been managed and developed.	3,5	0,064	0,224
7.	Having a quality workforce that provides good service to visitors with S3 priority is Smile, Polite, and Kind to make visitors feel comfortable.	3,5	0,043	0,151
	A number of strength		0,378	1,362
Weaknesses				
1.	Less promote towards internet	2	0,068	0,136
2.	The development program of Kartini Beach Recreational Park is quite simple.	1	0,078	0,078
3.	Budget limitation for the cost of facilities and infrastructure of the sights.	1	0,069	0,069
4.	The existing vehicles still need improvement and change new innovations in each period to reduce the saturation level of visitors.	1	0,083	0,083
5.	Less various of souvenirs that representing Rembang	1	0,071	0,071
6.	Parking is less tidy and orderly because there is no parking space and vehicles can enter and park anywhere.	1	0,079	0,079
7.	Changes in Branding of tourism since managed by private sector confusing the visitors (why Kartini Beach Recreation Park became Dampo Awang Beach).	1,5	0,041	0,062
8.	The location is relatively narrow and less extensive because it is close to the settlement and close to government offices making it difficult to develop.	1	0,080	0,080
9.	Lots of trash on the beach because it is close to the residential area.	1,5	0,054	0,081
	A number of weaknesses		0,623	0,739

Source: primary data, processed

Based on table 2, the next step is weighting rating and the weight of internal strategic factors score the multiplication result from the average of Tourism Object Kartini Beach Recreation

Park. The results show how the Tourism Object Kartini Beach Recreation Park reacts to its internal strategic factors. This total score can be used to compare Kartini Beach Recreation Park

with Other Tourism Objects in Rembang Regency in the same group. The external strategic factors are as follow.

Table 3. External Factors Aalysis

No.	External factors	Rating average	Weight average	Amount
Opportunity				
1.	Regional autonomy provides the breadth to develop the existing tourism potential	3	0,064	0,192
2.	Easy accessibility	4	0,086	0,344
3.	Improved products and attractions by exploring the potential	2	0,051	0,102
4.	Adding events that help increase tourists to visit the tourist attractions of the kartini beach recreation park	2	0,053	0,106
5.	Cooperate with communities and travel agencies so as to help increase the visiting tourists	3	0,066	0,198
6.	The Rembang regency government regulation that makes the tourism sector as the leading sector after the fishery sector adds budget allocation in the tourism sector	2,5	0,047	0,118
7.	Cooperating with youth can help the development of tourism object of Kartini Beach.	3	0,071	0,213
	Number of Opportunity		0,438	1,273
Threat				
1.	The development of other attractions that increase competition between tourism object	4	0,091	0,364
2.	Lack of tourism awareness to keep the cleanliness	3	0,072	0,216
3.	The similarity of tourism potential with other areas	4	0,090	0,360
4.	The lifestyle of the more modern society demands needs new innovation	4	0,082	0,328
5.	Not been able to follow the development of technology in marketing the attractions.	3,5	0,071	0,249
6.	The absence of other parties' investment to the tourism object.	4	0,091	0,364
7.	Lack of Government support in management and development both morally and materially.	2,5	0,065	0,163
	Number of Threat		0,562	2,043

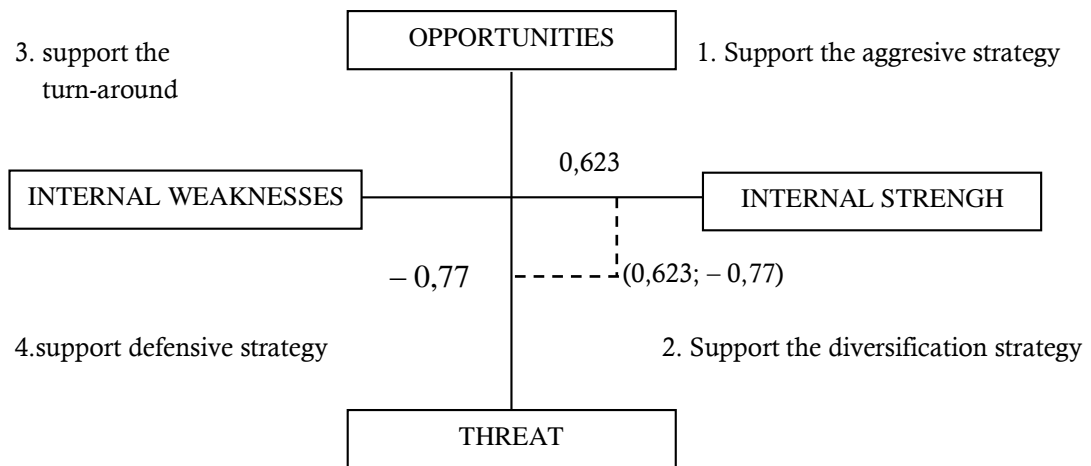
Source: Primary data, processed, 2017

Therefore, the factors calculation are follows :

Internal factors : strength – weaknesses = $1,362 - 0,739 = 0,623$

External factors : opportunity - threat = $1,273 - 2,043 = - 0,77$

If the calculation results are included to the matrix. Therefore, it can be seen that the development of Kartini Beach Recreation Park is in second quadrant. Which despite facing various threats, Tourism Object Kartini Beach Recreation Park has internal strength.



Source: Primary data, processed

Figures 2: SWOT Analysis

Based on Figure 2. shows that the intersection point (0.623; - 0.77) is in second quadrant which means that support the strategy used is to use the power for long-term opportunities by means of diversification strategy (product / service) to increase income Tourism Object Recreation Park Kartini Beach.

Product Diversification in Kartini Beach Recreation Park can be done in various ways that is by renewing the rides that have not been there. However, it adds some events that do not exist in Tourism Object Kartini Beach Recreation Park, and add souvenirs shop and food stalls ethnically of Rembang as new products for promotional enhancements. It can be advertised in television and through social media (instagram, twitter, and facebook).

Tourism diversification on Kartini Beach Recreation Park can be done with the renewal of existing tourism object who less visits. Replaced with new tourism object that are more innovative to avoid saturation and to attract visitors. Existing facilities such as swimming pool, bathing ball, helly train, playground, electric train, outbound kids, 3-dimensional cinema, and rickshaw rides are important to attract young visitors. These visitors would be dare with playground facilities like kora - kora, roller coasters, haunted houses, and *bianglala*.

The rides will be in great demand by adolescent and adult visitors and fit perfectly into the Kartini Beach Recreational Park because youth and adult visitors will be challenged with things is like kora - kora, roller coaster, and *bianglala*. Young visitors will also be attracted to the Ghost House. Then, childrens playground are already a lot of rides around the Kartini Beach Recreation Park but it still needs improvement that has not been there likes kiddy land vehicle. Which is a vehicle of education that stimulates the intelligence of children with a variety of games that are very fun, mini bumper car like bombom car but this vehicle specially designed for children.

It can also be included in the game pool. Such as fiber and tube coaster is a large pipe that is used to glide that will attract tourists who visit.

It would increase tourist arrivals to Kartini Beach Recreation Park because of new rides.

Adding events that is found in Tourism Object Kartini Beach Recreation Park is necessary. Therefore, adding the event will increase the number of tourist visits. During this event that already existed in the Kartini Beach while islamic new year event held on the seventh day after the Eid al-Fitr. The event is crowded and greatly increase the revenue in Recreation Park, which can commemorate the anniversary event of Rembang Regency. The commites held several races in Kartini Beach Recreation Park, and commemorate the Kartini day by holding event theater and or story performances about the figure of RA Kartini. It will attract more tourists to visit the Kartini Beach Recreation Park.

Some shops and stalls around the Kartini Beach Recreation Park is selling food but there has been no unique innovation for businesses and did not represent Rembang food uniqueness. Therefore, it needs differentiation of food innovation products so that tourists will feel interested to visit the Kartini Beach Recreation Park. The typical food in Rembang for example sate srepeh, lontong Tuyuhan, legen, siwalan fruit, kawis fruit, syrup kawista. Also by the typical, for example: Lasem batik or by by like a keychain, t-shirts, hat that is inscribed or patterned and symbolizes Rembang Regency or Tourism Object Kartini Beach Recreation Park itself.

Innovation of existing rides, adding some events that have not yet existed in the Kartini Beach Recreation Park, and adding souvenirs shop, food stalls can be done in the effort of product differentiation strategy. Secondly, increasing promotion through social media and television to support the strategy is neccessary. Therefore, it can increase the number of tourist visits and government revenue.

Governments have the opportunity to strengthen tourism by providing infrastructure, services and financial resources, but also have the ability to control production resort, in order to ensure the product quality, the services required by tourist development and set different criterions to the establishment and the operation

of business tourist common interest with the aim of tourists and the local community (Proda, 2017).

CONCLUSIONS

Internal factors on Kartini Beach Recreation Park consists of strengths namely: strategic location; affordable entrance ticket price; one of the typical Rembang Regency icon; has a lot of manpower; to be better since privately managed; known to the public; has a quality workforce that provides good service to visitors. The weaknesses are: lack of promotion through internet; lack of development programs; lack of budgeted for tourism facilities and infrastructures; the existing rides still need improvement; there is no Rembang ethnical souvenirs; lack of parking area; change of branding of tourism object; the location is not large; lots of trash on the beach. While the external factors consists of opportunities namely: regional autonomy to provide the breadth of developing tourism potential; easy accessibility level; improvement of tourism products and attractions by utilizing existing potentials; add new events; working with communities and travel agencies; government regulation of Rembang Regency to increase budget allocation in tourism sector; Establish cooperation with communities. Therefore, the threats are: the development of other attractions; lack of awareness for keeping the cleanliness; the existence of the same tourism potential; a more modern lifestyle; lack of technology to advertise the tourism object; absence of investment; lack of government support in terms of management and development.

The strategy used in the development of the Kartini Beach Recreational Park is a diversification strategy. Product Diversification in Tourism Object Kartini Beach Recreation Park can be done in various ways that is by renewing the rides that have not been there. Next, adds some events that do not exist in Kartini Beach Recreation Park, and add souvenirs shop and food stalls accompanied by an increase in promotions that can be advertised

in television media and through social media (instagram, twitter, and facebook).

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