

Tourism Evaluation of Derawan Island through Gap Analysis Approach

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Abstract

The tourism potential of East Kalimantan is located in the Berau district, namely Derawan Island that offers charming marine tourism destinations and underwater parks that interest national and foreign tourists. The problem's urgency was collected from the field analysis results by observing, listening and interviewing all tourism actors on Derawan Island. From the results of identifying urgency or problems that occur as phenomena on Derawan Island, it will be the primary instrument in the GAP analysis, which becomes one of the methods to identify the right solution in creating recommendations for solving problems that occur on Derawan Island. The initial step considered in the development of ecotourism on Derawan Island is to determine a clear idea about the object that will be planned as an ecotourism object and strategies are used to develop it, as well as to conduct a feasibility study related to the weaknesses and strengths of the resources available in the area. To be used as the basis for preparing project plans, infrastructure development, operation of Pokdarwis (tourism awareness groups) as local tourism communities, determination of market (marketing) strategies, and product development as activities to increase tourism business capacity.

Keywords

Gap analysis; tourism; Derawan Island



I. Introduction

The tourism potential of East Kalimantan can be developed as a substitute sector for the natural resources owned by East Kalimantan, namely oil and gas and coal. Realizing that these natural resources (SDA) are increasingly limited, the government of East Kalimantan Province realizes Kaltim is 2030 vision, namely Green Growth that is Equitable and Sustainable, a policy thought for Post-Oil and Coal Economic Transformation. The result is that East Kalimantan is no longer dependent on the oil, coal and gas sectors but tourism, agriculture and renewable sectors (Ishak, Rusmadi, & Yusuf, 2013). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism (Amin, 2019). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Tambunan, 2021).

The tourism sector is a sector that can help economic growth for East Kalimantan. In addition to the abundant potential of natural resources (SDA), East Kalimantan has tourism potential to support the community's welfare by creating jobs. Data from the Central Statistics Agency for East Kalimantan Province, the number of foreign tourists visiting East Kalimantan in September 2017 was recorded at 452 visits or an increase of 33 visits compared to the previous month, which reached 419 visits (Ashari, 2018). This data can prove that tourism can be used as a sustainable development destination for East Kalimantan

to transform from natural resources to renewable resources. This is an innovation for local governments to develop tourism in East Kalimantan after post-oil and gas and coal. As an innovation for the region, it needs to be communicated to the people of East Kalimantan because not all receive information about tourism as an optimal substitute for the post-oil and gas economy and coal.

Sustainable tourism development is an innovation principle for East Kalimantan in facing the post-oil and gas and coal economic transformation. The WTO (World Trade Organization) puts forward the principles of development, Ecological Sustainability, Social and Culture Sustainability, and Economic Sustainability, both for current and future generations. In order to accelerate the implementation of sustainable tourism development nationally, Indonesia is committed to awarding sustainable tourism based on Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, which is a reference for the government, local governments and other stakeholders in the development of sustainable tourism destinations and schemes for certification of sustainable tourism destinations (Kristiana & Natalia, 2021).

All of this can be carried out if the focus is on developing facilities and infrastructure as a supporting sector and involving the community's role to be part of tourism development in East Kalimantan by communicating about the principles of sustainable tourism development. The development will become easier and become a joint social movement between the government and the community. The communication strategy carried out by the East Kalimantan Provincial government to implement Sustainable Tourism Development must pay attention to the flow of communication between the community and the local government. Whether the development message has reached the community or not.

For the Province of East Kalimantan, the number of layoffs has also increased; there are around 8,504 people from 220 companies in East Kalimantan. Meanwhile, workers received 1,943 Termination of Employment (PHK) from 118 companies. This was published on October 20, 2020 (<https://kalimantan.bisnis.com>). Companies can perform layoffs due to the Covid-19 Pandemic for reasons of efficiency as stipulated in Article 164 paragraph (3) of Law No. 13 of 2003. The difference is that the severance compensation provided by companies for layoffs on the grounds of loss or force majeure is a one-time provision. Meanwhile, the severance pay for layoffs for reasons of efficiency is two times the provision.

The tourism potential of East Kalimantan is located in the Berau district, namely Derawan Island. Derawan Island has many rare ecosystems in Indonesia, such as whale sharks and coral reefs. In 2005 the Derawan Islands were nominated as a World Heritage Site. In the 2010-2025 National Tourism Development Master Plan (RIPPARNAS), it was stated that the Derawan Islands were designated as a National Tourism Strategic Area (KSPN) and included in the Coral Triangle of The World Coral.

With the potential of Berau Regency, the East Kalimantan provincial government, as an economic transformation in the tourism sector, will implement Sustainable Tourism Development in East Kalimantan by the Regional Tourism Development Master Plan (RIPPERDA) 2013-2023. In this application, it will undoubtedly be seen how the communication strategy between the East Kalimantan Provincial Tourism Office and the Berau Regency Tourism Office is to implement tourism development policies—seeing the impact of the communication process from implementing policies between the two parties to the community and tourism industry players on Derawan Island and knowing the obstacles faced by the tourism industry players in applying the principles of Sustainable Tourism Development.

As a government agency, the East Kalimantan Provincial Tourism Office has a vision and mission in the East Kalimantan Province Tourism Development Master Plan to make East Kalimantan tourism a tourism based on ecotourism and local wisdom, but the facts on the ground show that the East Kalimantan Provincial Tourism Office has not given adequate attention to tourism. The direction of ecotourism, whose principles are the same as Sustainable Tourism Development. Ecotourism is a development target to be achieved in 2025 under the RPJPD (Regional Long-Term Development Plan). Ecotourism will help economic growth in East Kalimantan by relying on public awareness around tourist destinations about the region's potential.

The public awareness program on the potential of regional destinations is assisted by a tourism awareness program by the East Kalimantan Provincial Tourism Office, with the delivery method in the form of socializing to the community to protect the surrounding environment jointly (Abdillah, 2010). In this case, the East Kalimantan Provincial Tourism Office emphasized the socialization of the importance of tourism awareness for the community. The people of Derawan Island have previously adopted innovations or messages in awareness that their area can become a leading destination. This initial awareness was formed before the existence of the tourism awareness extension program. At the awareness stage, some of these have reached the implementation or conative stage. For example, the people of Derawan Island had carried out the habit of protecting the environment before counselling from the government. It is just that this implementation stage is still not consistent in carrying it out, as evidenced by the existence of information gaps on the construction of accommodation facilities on the water on Derawan Island.

The problem's urgency was collected from the field analysis results by observing, listening and interviewing all tourism actors on Derawan Island. From the results of the identification of urgency or problems that occur as phenomena that occur on Derawan Island, it will become the primary instrument in the GAP analysis which then becomes one of the methods to identify the right solution in creating recommendations for solving problems that occur on Derawan Island: Institutions that are not coherent, synergy between tourism actors is less established, lack of Cooperation between tourism actors, There is no public open land specifically for the beach, People are not encouraged in the creative economy, There is no management of public tourism, especially on the beach, The level of cleanliness is still lacking in the beach area, Lighting roads on public roads and each accommodation are still classified as dark, Focused on only 1 segmentation of market priorities, namely free dives, There are no tourist posts or Tourism Information centers, Land tourism has not been explored its potential (although there are), Not packaged story telling on Derawan Island and Attraction of interest kh intestines on the land side and beach tourist attractions on Derawan Island, There is no controlling of price standards in the culinary industry on Derawan Island (so it seems expensive), Parents do not control their children in providing education about being a good host and tourism awareness, There is a social disease from the community aspect regarding crime among young people, There is no access other than the sea to get to Derawan Island.

II. Research Methods

The method used for this article is gap analysis that can measure and determine the gap between the expectations of a variable and the performance of the variable itself. Gap analysis is used in a development aimed at identifying appropriate actions in order to minimize unfavourable conditions (Pansiri, 2014). There are essential elements needed in this gap analysis, namely:

1. List of characteristics of current conditions

2. List of causes of gaps
3. List of future needs

A positive (+) gap will be obtained if the perception score is greater than the expected score, whereas if the expectation score is greater than the perception score, it will fill the gap (-) is negative. The higher the expectation score and the lower the perception score, the more significant the gap. If the total gap is positive, the customer is considered very satisfied with the company's services. Conversely, if the gap is negative, the customer is less / dissatisfied with the service. The smaller the gap, the better. Usually, companies with a good level of service will have a smaller gap.

III. Discussion

The Derawan Islands are a tourist destination that can be called the most well-known by domestic and foreign tourists in Berau Regency and East Kalimantan Province. Derawan itself is the archipelago name; among the group of islands, there is also Derawan Island. The Derawan Islands have three sub-districts, namely, Derawan Island, Maratua and the Big Dipper. At least the Derawan Islands have 4 (four) famous islands, namely Maratua, Derawan, Sangalaki and Kakaban, which are home to endangered, protected animals, namely green turtles, hawksbill turtles and While Shark or Whale Sharks. Geographically, it is located on the northern peninsula of the marine waters of Berau Regency, which consists of several islands, the key of which is 29 islands (Kukman et al. 2021).

Derawan Island Village is located in the Derawan Island sub-district, Berau Regency, East Kalimantan province, which has an area of 43 hectares with a population of 1,539 people. The island has a Muslim majority population and the Bajau ethnic group, followed by other tribes such as the Bugis, Javanese, Banjarese, Malays and Lombok. The climatic conditions of Derawan Island Village have 25 mm of rainfall in 4 rainy months, with an average daily temperature of 40 oC. Derawan Island Village is located at 3 meters above sea level. The village has an archipelagic topography, so that this village is used for its expanse of territory for fisheries and tourism. Based on Manulife investment Management data, Indonesia is a country that has decreased interest rates, decreased major sectors such as tourism sector, aviation transportation, property, and social security (Manulife Investment Management in Susilawati, 2020).

The level of visits to Derawan Island became high when PT owned a luxury resort. BMI called Derawan Dive Resort; the first resort built to organize a jamboree in Berau District. The community also took part in preparing their homes as homestays for the jamboree participants. The livelihoods of residents on Derawan Island are mostly fishers after the arrival of tourism activities. This livelihood shifts towards the tourism industry, which is considered more profitable because of foreign, domestic and local tourists on Derawan Island. The presence of this first resort has motivated the local community to open up business opportunities in the service industry, which is very profitable to add to the economy in the family. Derawan Island is a tourist visit that increases the community's economy, as evidenced by the many homestays and cottages currently standing on Derawan Island. The total number of resorts on Derawan Island is 107, the number of inns is 351 and homestays rented by the local community are 122 rooms. This shows more and more economic development of the Derawan island village community in the tourism sector. Utilizing the conservation area as a livelihood for residents is lodging and a tour guide and travel agent. It also includes opportunities for residents of the Village of Derawan Island to replace their livelihoods in fisheries.

The structure of the gap analysis of tourism development on Derawan Island is as follows.

3.1 Identification of the Current Situation

Identification of the current situation is to understand the position or state of the current condition; it will help to realize a more natural desire.

Identification of the current situation from the results of the problem analysis on Derawan Island are as follows:

Table 1. Identification of the Current Situation

Attractions / tourist attractions	Accessibility/access to tourist trips
<ol style="list-style-type: none"> 1. There is no public open land specifically for beaches 2. Land tourism has not been explored its potential (although there is) 3. The level of cleanliness still lacking in the coastal area 4. Lack of work the same between tourism actors 5. None Public tourism management, especially on the beach 6. Unpackaged storytelling on Derawan Island and Special interest attractions on the land side and beach tourism attractions on Derawan Island 7. Focused on only one market priority segmentation, namely (free dive) <p><i>Keyword</i> urgency on attractions:</p> <ol style="list-style-type: none"> 1. Carrying Capacity does not support 2. Lack of tourism awareness 3. The concept of tourism marketing is not yet maximized 	<ol style="list-style-type: none"> 1. There is no alternative access to air transportation to Derawan Island 2. The lighting of roads on public roads and each accommodation is still classified as dark 3. Information on beach tourist attractions is still not available <p><i>Keywords of</i> urgency on accessibility:</p> <ol style="list-style-type: none"> 1. Alternative Transportation Still Lacks 2. Lighting Access to tourism within the island
Amenity/support facilities	Ancillary/ Additional agency services
<ol style="list-style-type: none"> 1. Lack of TPA (final disposal site) 2. The level of cleanliness still lacking in the inn water area 3. There is no tourist post to the Tourism Information Center <p><i>Keyword</i> urgency in amenities: Lack of availability of cleaning facilities and information centres</p>	<ol style="list-style-type: none"> 1. institutions that are not coherent between the Village Government and Pokdarwis The 2. community is not driven to realize creative economy efforts and is still individual 3. The synergy between tourism actors is not well established 4. Parents do not control their children in providing education about being a master a good home and be aware of tour 5. However, their control regarding price standards in the culinary industry culinary Derawan Island <p><i>Keyword</i> urgency in ancillary:</p> <ol style="list-style-type: none"> 1. Lack of synergy between tourism stakeholders on Derawan Island 2. Management controlling tourism activities

3.2 Identify Gaps

The gap in question is the current position and the position of the destination. If the researcher knows the cause of the gap, then the data collection and findings must be detailed. To get answers to gaps in real and try to answer correctly and honestly. The identification of gaps based on the keyword identification of the current state of tourism Derawan Island is as follows:

Table 2. Gap Analysis (Problem Analysis) In Derawan Island Tourism

Gap Analysis (Problem Analysis) In Derawan Island Tourism				
	Aspects that are reviewed are	Ideal Conditions	Current Conditions	Gaps
Aspects Overview 1	Attractions	Carrying Capacity can support the development of potential tourist attractions.	The carrying Capacity of Derawan Island tourism does not support increasing the potential of tourist attractions.	Not yet maximized the development of potential tourist attractions caused by the lack of carrying capacity aspects.
		People who are aware of tourism can increase tourism development to the fullest.	Lack of awareness Tourism in the community makes tourism development not optimal, not maximal.	The tourism development of Derawan Island is because the level of tourism awareness is still low. Good
		Marketing concepts can increase tourism potential.	Lack of marketing concepts results in in Derawan.	The marketing concept of island tourism that has not been maximized has resulted in not raising tourism potential.
Aspects Overview 2	Ancillary Good	The synergy between stakeholders can accelerate tourism development in an area.	Lack of synergy between tourism stakeholders can hinder the development of. Derawan Island.	No synergistic results in inhibition of the development of tourism Derawan Island.
		Management controlling tourism can stabilize the level of tourist satisfaction.	management controlling tourist activities unfavourable result in a reduced level of tourist satisfaction.	lack of management controlling well on the island Derawan so that the level of satisfaction of tourists decreases.

Aspects Overview 3	Amenities	Provision of sanitation and information centres good.	Lack of sanitation and tourism information centre on the island Derawan.	Unnoticed sanitation and lack of central tourism information on Derawan Island.
Aspects Overview 4	Accessibility	There are several alternative types of transportation to tourist destinations.	Alternative transportation is only deep-sea access to Derawan Island tourist destinations.	lack of choice of transportation types to Derawan Island tourist destinations Good.
		Lighting in tourist access.	Lighting Tourist access within Derawan Island is still not able to illuminate roads and locations of DTW.	Lack of lighting inaccessibility on roads and DTW on Derawan Island.

3.3 Identification of Future Conditions

Various efforts must be undertaken to achieve goals/goals, one of which is to conduct a detailed examination of the strategic plan that has been prepared. Not only inspection but also determine targets, both short-term and long-term targets.

Following the identification of the target state of the popularity gap that has been collected:

Table 3. The Target State of the Popularity Gap

	Gap (Gap)	The state of the (short term)	state of the (long-term)
Aspects Overview 1	Not maximal development potential tourist attraction due to the lacking aspect of carrying Capacity of.	Not growing tourist attraction and the lack of maximizing tourism potential will impact the lack of tourist satisfaction levels, resulting in a negative image that will be widespread to potential tourists who will visit.	The lack of attractions development will reduce the potential rate of return visit travellers on tourist destinations Derawan.
	yet maximal development of tourism Derawan Island because the level of tourism awareness is still low		
	Marketing Concepts Island Derawan tourism has not been maximum results in the tourism potential is not raised.		
▷	Stakeholders who are not	inhibition of development	From an ancillary that is less

	synergistic result in poor Derawan Island tourism development. The lack of management controlling a good on the island Derawan, so the level of tourist satisfaction decreases.	and the reduced level of tourist satisfaction will result in a shift of interest in visits from Derawan Island tourist destinations to other tourist destinations or competitors.	than optimal in the future, it can be predicted to reduce the level of people's economic income or the multiplier effect.
Aspects Overview 3	Three unnoticed sanitation and tourism information centres on the island Derawan.	Means of hygiene unnoticed and the absence of information service centres can reduce the quality of tourism services Assurance Derawan Island.	The unattended amenity in the future can reduce tourist expectations and the high value of Derawan Island tourism itself.
Aspect Overview 4	Lack of choice of transportation types to Derawan Island tourist destinations. Island. Lack of lighting inaccessibility on roads and DTW in Derawan Island.	Accessibility that is less varied and has no alternative will map the types of tourists who will visit, and the lack of lighting on the accessibility in the island will cause increased crime.	The impact of mapping the types of tourists that arise due to accessibility is not varied. The crime rate is increasing; in the future, the tourist destination of Derawan Island will not be able to absorb a comprehensive segmentation of the market share.

3.4 Identify the Right Solution

From the identification results of future-state predictions concluded from the results of gaps/problems, the following method is to analyze solutions. This analysis will later become a solution that can become a recommendation that can be done to achieve the goal.

Table 4. Identification the Right Solution

	Identification of future conditions	Identification of recommendations
Aspects Overview 1	The lack of development of tourist attractions and the lack of maximizing tourism potential will impact the lack of tourist satisfaction levels, resulting in a negative image that will be spread widely to potential tourists who will visit. So that the lack of development of attractions will reduce the potential rate of tourist visits to Derawan Island tourist destinations.	Develop tourist attractions by maximizing all hidden tourism potential by: <ol style="list-style-type: none"> 1. Maximizing the development of potential tourist attractions from the aspect of carrying Capacity that is still available. 2. The development of tourism-aware communities can increase the tourism development of Derawan Island to the maximum. 3. Develop the right marketing concept to all tourism industry players so that it can raise the tourism potential of Derawan Island.

Aspects Overview 2	<p>The Delay in development and the reduced level of tourist satisfaction will result in the shift of interest in visits from Derawan Island tourist destinations to other tourist destinations or competitors.</p> <p>From an ancillary that is less than optimal in the future, it can be predicted to reduce the level of people's economic income or the multiplier effect.</p>	<p>Increase the synergy <i>stakeholders</i> between and between tourism industry players and the community in jointly developing Derawan Island tourism by:</p> <ol style="list-style-type: none"> 1. Increasing good synergy between stakeholders to accelerate tourism development in an area. 2. Improve management controlling tourism to stabilize the level of tourist satisfaction.
Aspect Overview 3	<p>Cleanliness facilities The lack of attention and the absence of an information service centre can reduce the quality assurance indicator of Derawan Island tourism services.</p> <p>So that from the unattended amenity in the future, it can reduce tourist expectations and the high value of Derawan Island tourism itself.</p>	<p>Paying attention to cleanliness facilities and tourism information centres on Derawan Island by:</p> <ol style="list-style-type: none"> 1. Revitalizing local cultural values as a basis for practical scientific and technological innovation in overcoming management problems waste in Derawan Island. 2. Providing tangible facilities in tourist information services.
Aspect Overview 4	<p>Less varied accessibility that has no alternative will map the types of tourists who will visit.</p> <p>So that the impact of mapping the types of tourists that arise due to accessibility is not varied, in the future, the tourist destinations of Derawan Island will not be able to absorb a comprehensive segmentation of the market share.</p>	<p>Maximizing accessibility in order to gain an impression and increase tourist satisfaction in indicators of <i>assurance</i> or security trust by:</p> <ol style="list-style-type: none"> 1. Adding alternative access to tourist destinations Derawan Island. 2. Develop access facilities within the island, in particular, street lighting and DTW Derawan Island.

Activity Indicators from appropriate solutions to increase tourism development Derawan Island are as follows:

Table 5. Activity Indicators from appropriate solutions to increase tourism development
Derawan Island

	Identification of recommendations	Recommendations Development activities
Aspects Overview 1	Develop tourist attractions by maximizing all hidden tourism potentials by: <ol style="list-style-type: none"> 1. Maximizing the development of potential tourist attractions from the aspect of carrying Capacity that is still available 2. Development of tourism-aware communities so that they can increase the development of Derawan Island tourism to the fullest 3. Develop the right marketing concept for all tourism industry players so that they can raise the tourism potential of Derawan Island to the fullest. 	<ol style="list-style-type: none"> 1. Promote Cooperation between <i>stakeholders</i> and coastal landowners who still have the potential to be developed. 2. Maximize coastal land as a carrying capacity to be managed by the community in activating coastal tourism attractions. 3. Training and community assistance in improving human resources for business management of tourism and culinary destinations.
		<ol style="list-style-type: none"> 1. Conduct in-depth identification studies on social mapping problems in improving the economy of local communities. 2. Carrying out routine development and training to assisting <i>Pesona brainstorming</i> tourism awareness with the application of <i>Sapta Elements</i>.
		<ol style="list-style-type: none"> 1. Conducting appropriate tourism marketing planning studies. 2. Creating legal products regarding the regulation of the flow of tourism activities on Derawan Island. 3. Conducting marketing training to tourism service business managers about the concept of good tourism. 4. Linking the concept of Controlling periodically from the village government regarding tourism travel business activities. 5. Conducting integrative studies for beneficiaries Dealing with issues abrasion and marine debris.

Aspects Overview 2	<p>Increase the synergy <i>stakeholders</i> between and between tourism industry players and the community in jointly developing Derawan Island tourism by:</p> <ol style="list-style-type: none"> 1. Increasing good synergy between stakeholders to accelerate tourism development in an area. 2. Improve Management controlling tourism so that it can stabilize the level of tourist satisfaction. 	<ol style="list-style-type: none"> 1. Conduct sustainable tourism development studies on ecotourism in a focused manner. 2. Establish rules in the form of laws or regulations of the Village Government within the boundaries of tourism service business development. 3. Establish rules in the form of laws or regulations of the Village Government within the limits of the activities of tourism actors such as Pokdarwis and groups – other tourism community groups.
		<ol style="list-style-type: none"> 1. Conduct quantitative identification studies on the influence of service quality on visitor satisfaction in tourism services Derawan island. 2. Develop aspects of service quality management in the tourism industry on Derawan Island.
Aspects Overview 3	<p>Pay attention to hygiene facilities and tourism information centres on Derawan Island by:</p> <ol style="list-style-type: none"> 1. Developing science and technology in overcoming waste management problems on Derawan Island. 2. Providing tangible facilities in tourist information services. 	<ol style="list-style-type: none"> 1. Conducting an environmental impact analysis study that focuses on how much pollution is caused by the waste generated by the industry in accommodating tourists. 2. They are establishing legal products regarding regulations regarding waste management for tourism service businesses on Derawan Island. 3. Building a post, <i>Tourism Information Center</i> as an information centre <i>Guess Walking</i> can function as an office operational Pokdarwis.
Aspects Overview 4	<p>Maximizing accessibility in order to get an impression and increase tourist satisfaction indicators <i>assurance</i> or confidence security by:</p> <ol style="list-style-type: none"> 1. adding alternative access to tourist destinations on Derawan Island. 2. Develop access facilities within the island, in particular, street lighting and DTW Derawan Island. 	<ol style="list-style-type: none"> 1. Revitalization of <i>Helly Pad Airport</i> on the Kiani beachside of Derawan Island. 2. Procurement of street lights and lighting in coastal tourist areas that will be used as a community tourism industry. 3. Adding boards signposts on all accesses as information for directions. 4. Establish village regulations regarding the cleanliness and beauty of people's yards on the side of public roads.

IV. Conclusion

This method focuses on how the ability of the data to reflect a picture of how to think and act realistically before setting goals. This identification can give birth to activity indicators to solve the problem solving formulated from the identification above in-depth. It can lead to changes that will undoubtedly have an impact on Derawan Island tourism destinations.

The initial step that needs to be considered in the development of ecotourism on Derawan Island is how to determine a clear idea about the object that will be planned as an ecotourism object and how the strategy is used to develop it, as well as conducting a feasibility study related to the weaknesses and strengths of the resources available in the area. To be used as the basis for the preparation of project plans so that infrastructure development, operation of Pokdarwis (tourism awareness groups) as local tourism communities, determination of market (marketing) strategies, and product development as tourism business capacity building activities can be broken down into the following groups of activities which for developers can be adjusted to the improvements by the condition of the object.

Increasing and exploring the potential for creative economy awareness that is becoming a trend in local communities needs to be encouraged, particularly moving the entrepreneurial economic sector by adding a touch of advantages that are different from usual. In the coastal business sector, some opportunities still can be developed into community business areas by maximizing Carrying Capacity or aspects of carrying Capacity on Kiani Beach, which is now still the prima donna of tourists in beach tourism.

Public awareness must also be increased, such as maintaining minimal cleanliness in the yard of the house on the side of a public road and paying attention to the aesthetic value of the beauty of the place where they live. Material things that are not tangible must also be considered, especially regarding public awareness as the host. There are tourist complaints about children playing on the roadside with a bad attitude, so awareness of a friendly attitude and good manners must be encouraged from an early age.

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