



GOVERNMENT POLICY STRATEGY IN THE DEVELOPMENT OF MARINE TOURISM IN PANGANDARAN REGENCY, WEST JAVA PROVINCE,

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ABSTRACT

Pangandaran Regency is a division of Ciamis Regency on October 25, 2012 according to Law No. 21 of 2012 concerning the Establishment of the Regency of Pangandaran. Pangandaran Regency itself is one of the districts with superior tourism potential in West Java. As one of the districts that has considerable tourism potential, as with the vision & mission of Pangandaran Regency according to the Tourism and Culture Office of Pangandaran Regency which is making Pangandaran as a world-class tourist destination, Pangandaran Regency is expected to be able to excel in all sectors, especially the tourism sector. Marine Tourism is a tourism activity that is oriented to the territorial waters and the sea by utilizing the potential available for recreational activities and other marine activities. What is done under the sea or at sea level, such as snorkeling, banana boat, or just enjoying the beauty of the beach. Therefore a regional government policy strategy is needed to improve the welfare of coastal communities in Pangandaran district. This research aims to describe the profile of local government policy strategies in the past five years as an effort to develop marine tourism in Pangandaran Regency and to analyze the policies that have been implemented so that they can be recommended in the field of marine tourism. The research method used in this research is a descriptive method on the basis of case studies. Analysis of the data used in this study uses the Soft System Methodology approach. Based on the problem approach, the unstructured problem illustrates the exiting condition. Exiting conditions include technical or non-technical aspects, aspects of governance, and aspects of Human Resources.

Keywords: Pangandaran, Policy, Marine Tourism, *Soft System Methodology*.

1. INTRODUCTION

Pangandaran Regency is a division of Ciamis Regency on October 25, 2012 according to Law No. 21 of 2012 concerning the Establishment of the Regency of Pangandaran. Pangandaran Regency itself is one of the districts with superior tourism potential in West Java. As one of the districts that has considerable tourism potential, as with the vision & mission of Pangandaran Regency according to the Tourism and Culture Office of Pangandaran Regency which is making Pangandaran as a world-class tourist destination, Pangandaran Regency is expected to be able to excel in all sectors, especially the tourism sector.

The development of tourism itself has quite a strong influence on the development of the region in the area around the tourist attraction, because it can act as a major industrial sector, namely the leading sector that is able to improve the regional economy, especially for regions that are new autonomous regions as according to Law No. 21 of 2012 concerning the Establishment of the Regency of Pangandaran (Ripparda Regency of Pangandaran).

Marine Tourism is a tourism activity that is oriented to the territorial waters and the sea by utilizing the potential available for recreational activities and other marine activities. What is done under the sea or at sea level, such as snorkeling, banana boat, or just enjoying the beauty of the beach (Akhyaruddin 2010).

The policy of the regional government in the development of the marine tourism sector has become an important spotlight on the economy of the Pangandaran district community, especially the coastal communities. Coastal communities are a group of residents who live in coastal areas who live together and fulfill their living needs from coastal resources. Communities that live in cities or coastal settlements have socio-economic characteristics that are strongly related to economic resources from the sea area (Prianto 2005). Likewise the types of livelihoods that utilize natural resources or environmental services in coastal areas such as fishermen, fish farmers, and owners or workers of the maritime industry. Coastal communities that are dominated by fisheries in general are still on the poverty line, they have no choice of livelihood, tend to have a low level of education, do not know and are aware of the preservation of natural resources and the environment (Lewaherilla 2002).

The success of a policy if in one program that really follows the rules that exist in the policy. Then the development in the field of marine tourism will be more insightful in improving welfare and a better quality of life and it is very feasible to be developed.

The local government of Pangandaran Regency has implemented a number of policies as an effort to improve the welfare of coastal communities in the marine tourism sector in Pangandaran beach, but no one has described or conducted research on what policies have been implemented. Therefore, the authors are interested in raising the topic and formulating it into thesis research with the topic "Local Government Policy Strategy in the Development of Maritime Tourism (Case Study in Pangandaran Regency, West Java)"

2. RESEARCH METHOD

2.1 Time and Place

This research will be carried out in Pangandaran Regency, while the research will be carried out for eight months, starting in March 2019 until November 2019. The collection of data and other information related to this research activity is carried out by observation and interview with the Department of Tourism, Bappeda, the Department of Maritime Affairs and Fisheries of Pangandaran Regency and to the coastal communities.

2.2 ResearchThe research

Methodsmethod used in this study is a descriptive method on the basis of case studies. The definition of the descriptive method is as follows: A problem statement regarding the question of the existence of an independent variable, whether only on one or more variables (the independent variable is a stand-alone variable, not an independent variable, because if the independent variable is always paired with the dependent variable) (Sugiyono 2013).

The research method used in this research is a case study. Case studies are a form of in-depth research on an aspect of the social environment including humans in it. Case studies can be carried out on individuals, groups of individuals (for example a family), a group of people (teachers, tribes), human environment (rural urban sector) or social institutions (Nasution 2009).

Data and information were collected from respondents through questionnaires. The questionnaire is a number of written questions that are used to obtain information from the respondent in the sense of a report about his personality. Questionnaires can also be defined as a list of questions that researchers will use to obtain data from their sources directly through the communication process or by asking questions / interviews (Widodo 2011).

2.3 Data Sources and Types Data

sources are divided into two, namely primary data and secondary data. Primary data is data obtained by researchers directly (from the first hand), while secondary data is data obtained by researchers from existing sources. Examples of primary data are data obtained from respondents through questionnaires, focus groups and panels, or also data from researchers' interviews with resource persons. Examples of secondary data such as company records or documentation in the form of absences, salaries, financial statements of company publications, government reports, data obtained from magazines, and so forth. (Kurniawan 2012).

The type of data used is qualitative data. Qualitative data is data from verbal word explanations that cannot be analyzed in the form of numbers or numbers. In research, qualitative data is in the form of a description of the object of research. Qualitative data provides and shows the quality of the object of research conducted. (Kurniawan 2012).

2.4 DataMethods Data

Collectioncollection is done by sampling. The sampling technique used is using a *purposive sampling method* to government officials as policy authorities and coastal communities as objects of the policy. Samples are taken according to the desired criteria, meaning that the technique of taking samples is not based on random, regional or stratum, but based on the existence of considerations that focus on specific objectives or techniques to determine research samples with certain considerations aimed at making the data obtained later more representative (Sugiyono 2010). While the questionnaire given to government officials is to the authorities concerned with the development of marine tourism in the Department of Tourism, the Department of Maritime Affairs and Fisheries of Pangandaran Regency and to coastal communities that meet the desired criteria.

This study uses a sampling method that fits the criteria of all coastal communities in Pangandaran Regency, West Java, which matches the desired criteria, then has the same opportunity to be taken as a sample, based on the location, anyone, anywhere and anytime when found later. serve as respondents in this study.

2.5 Data Analysis

This research uses descriptive qualitative analysis methods. Descriptive method aims to interpret data relating to situations that occur systematically, factually and accurately about the facts and relationships between variables to get the truth, while the quantitative method aims to raise facts, variable states and phenomena that occur now and present what existence (Sugiyono 2003).

Analysis of the data used in this research is descriptive qualitative data analysis. Qualitative descriptive data analysis is an analysis that describes the general description of Pangandaran regency government policy strategy and analyzes policies that can be recommended in the development of marine tourism in Pangandaran Regency from the perspective of local government policy authority and the perspective of coastal communities.

Analysis of the data in this researcher uses the Soft System Methodoogy approach. Checkland and Scholes 1990 in Alamsyah 2012 emphasized that Soft Systems Methodology (SSM) is an ongoing process but the stages in SSM are not rigid so they can be adapted to the situation in their implementation. Brocklesby 1995 in Alamsyah 2012, stated that in its use it is not fixed that the process must be partially advanced, but the movement of each stage in the SSM can go forward or back to each stage. Maqsood et al 2001 in Alamsyah 2012, stated that research can begin at any stage with literacy and retrieval as important components. The seven stages according to (Checkland & Scholes 1990 in Alamsyah 2012) are:

- (1) Assessing unstructured problems.
- (2) Express the problem situation.
- (3) Building a problem definition relating to the problem situation.
- (4) Building conceptual models
- (5) Comparing conceptual models with problem situations.
- (6) Establishing appropriate and desired changes
- (7) Performing corrective actions to the problem.

3. RESULTS AND DISCUSSION

3.1 Analysis of Soft Systems Methodology in Government Policy in the Development of Maritime Tourism

Soft systems methodology (SSM) is a systemic research process that in its implementation uses system models (Chekland 1990). Soft System Methodology analysis will provide a form of marine tourism

development strategy in Pangandaran Regency. SSM will provide a form of effort to improve the development of marine tourism so that the development is more feasible to continue to be developed. Soft Systems Methodology analysis conducted on the development of marine tourism consists of several stages.

3.1.1 Describing the Situation of UnstructuredUnstructured

Problems in an object are obtained through information collected from primary and secondary data. The information collected will illustrate several issues. Unstructured problems are obtained from interviews and document study summaries from respondents.

Based on information obtained from respondents through interview techniques namely the Regional Government of Pangandaran Regency, the Department of Tourism and Culture, the Department of Maritime Affairs, Fisheries and Food Security Pangandaran Regency, Kompepar Pangandaran Regency and marine tourism business operators in Pangandaran Regency, it can be concluded that the main problems in marine tourism development activities in Pangandaran Regency, all policies between related institutions as policy makers and implementing programs with coastal communities or local marine tourism businesses have not been achieved as an object of these policy programs. The program description can be seen in table 1.

Table 1. Government Program

No	Name of Activity	Description
2014		
1.	Structuring of the West Coast Tourism Market Area Pangandaran	Arrangement of Traders Around the Coast, aiming not to impede the Beauty of the West Coast Pangandaran Marine Tourism.
2.	Improvement of Sasara Development and Tourism Infrastructure	Planning Process of Trader Area Development from the West Coast of Pangandaran, Improvement of Road Access to Tourism Sites, Construction of Places of Worship, Public Toilets.
2015		
1.	Increasing the Development of Tourism Facilities and Infrastructures	Accelerating the process of building tourism facilities and infrastructure, especially the development of the beautiful Tanjung Market for the relocation of coastal traders to achieve tourist comfort.
2.	Development of Tourism Destination Areas The	opening of new tourism destinations, namely Madasari Tourism Beach in Cimerak District, Pangandaran Regency (Not yet part of PEMDA).
3.	Structuring of the Pangandaran West Coast	The Process of Structuring Traders Around the Coast, aims to not obstruct the Beauty of the West Coast Pangandaran Marine Tourism.
2016		
1.	Development of Tourism Facilities and Infrastructure	Development Planning Merchant Area of the West Coast of Pangandaran, Improvement of Road Access to Tourism Sites, Construction of Places of Worship, Public Toilets.
2.	Maintenance of Tourism Sites The	establishment of a special organization for the maintenance of environmental locations around tourism, especially garbage cleaners.
3.	Structuring of Madasari Beach Tourism Destination Areas	The Planning Process for Improvement of Facilities and Infrastructure and access to roads in Madasari Beach Tourist Destination Areas (not yet part of the management of PEMDA).
4.	Structuring of Pangandaran Beach Tourism Destination Areas	Construction of the Pangandaran Beach's distinctive monument, construction of the Pangandaran Enchantment Park, Relocation of Traders that obstruct the beauty of the beach, the long process of moving traders to the places that are already available.
5.	DED Structuring of Batuhui Beach Tourism Destination Areas	The Planning Process for Improvement of Facilities and Infrastructure as well as access to the Batuhui Beach Tourist Destination Areas.
6.	DED Development of Tourism Destination Areas	DED Development of Tourism Destination Areas, especially marine tourism, is part of the local government, namely Pangandaran Beach, Batuhui Beach, Batukatas Beach, Karapyak Beach.
7.	DED Structuring of Karapyak Beach Tourism Destination Areas	DED Structuring of Karapyak Beach Tourism Destination Areas covers the construction of tourism support facilities and infrastructure, aiming at equitable distribution of marine tourism areas in Pangandaran Regency.
2017		
1.	DED Structuring the Tourist	Planning the Development of a Tourist Village as a Culinary and

Village Area	Entertainment Tourism Container in the Pangandaran Beach Tourism Area in order to facilitate the convenience of tourists (Not including the local government).
2018	
1. Maintenance of Facilities and Infrastructure of Tourist Object Objects	Maintenance of Facilities and Infrastructure of Tourist Object Object such as increasing trash bins and environmentally friendly actions around the Tourist Attraction area.
2. Structuring of the West Coast and the East Coast of Pangandaran -	Management Around the coast, it is cleared of trading activities, only available for marine tourism activities to facilitate and make tourists comfortable. -pembagian zoning of tourism, fisheries and aquaculture, in order to facilitate the access of tourists and travelers mempernyaman tourism process so that tourists are not bothered for Establishing Water Tourism Rescue Task Force as Life Guard in order to minimize and help if the accident traveled
3. Rescue Task Force Water Tourism	
2019	
1. Structuring Beach Tourism Karapyak	Development and Arrangement of Road Access to Karapyak Tourism Beach, Development of a typical icon of Karapyak Beach to advance and level maritime tourism in Pangandaran Regency
2. Structuring of the West Coast and East Coast of Pangandaran	Development Plan and Development Process and Facilities for Supporting Tourism Infrastructure, such as being built to increase Public Toilets , A rinse on the beach, Parkis, Coastal Gazebo, Pedestrian, making green open spaces, making beachside docks, and culinary plazas, making life guard towers, and view towers, to support special tourism activities destinas i managed by Pemda, namely Batukaras Beach, Batuhui Beach, and Karapyak Beach and Pangandaran Beach.
3. Improvement of Tourism Services The	opening of tourist communication and complaints channels at www.disparbudpangandaran.com

Government policy programs that are in proportion will be one of the success factors that will provide the best results on the development of tourism in Pangandaran Regency in particular Marine Tourism. The current implementation of the policy program in Pangandaran Regency can be seen in Table 2.

Table 2. Application of the Policy Program

Year	No	Program	Information on the Implementation of the Program
2014	1	Structuring of the West Coast Pangandaran Tourism Market Area	In 2014 the local government planned to restructure the west coast tourism market in Pangandaran to tidy up the traders on the beach and make it easier for tourists to enjoy the beauty of the beach without being hindered by traders. Currently in 2019 this program is appropriate because it is seen that in 2016 the local government has realized and moved the traders to the places that have been provided by the government.
	2	Increased Development of Sasara and Tourism Infrastructure Tourism Facility and Infrastructure	Seen from the Development Program in 2014, although it went through a long process and the pros & cons of seaside traders had refused to be moved, but in 2019 or now, right in January 2018, the program was in accordance with the realization of the government's program to build a place or art market in the beach area for traders who originally sold along the beach that obstruct the beauty of the beach and the comfort of the tourists.
2015	1	Increased Development of Tourism Facilities and Infrastructure Tourism Facilities and Infrastructure	Judging from the Development Program in 2015, although it went through a long process and the pros & cons of seaside traders had refused to be moved, but in 2019 or now, right in January 2018, the program has already been in accordance with the realization of the government's program to build a place or art market in the beach area for traders who originally sold along the beach that obstruct the beauty of the beach and the comfort of tourists.
	2	Development of Tourism	opening of Madasari Tourism Beach which can be used as a New

	Destinations The	Tourism Reference Place in Pangandaran Regency, but this beach has not been managed by the Regional Government.
3	Structuring of the Pangandaran West Coast	Seen from the Tourism Facility and Infrastructure Development Program in 2015, although it went through a long process and the pros & cons of seaside traders had refused to be moved, but in 2019 or now, right in January 2018, the program was in line with the realization government program to build a place or art market in the beach area for traders who originally sold along the beach that obstruct the beauty of the beach and the convenience of tourists.
2016	1 Development of Tourism Facilities and Infrastructure	Judging from the Development Program in 2016, although it went through a long process and the pros & cons of seaside traders had refused to be moved, but in 2019 or now, right in January 2018, the program was appropriate with the realization of the government's program to build a place or art market in the beach area for traders who originally sold along the beach that obstruct the beauty of the beach and the comfort of the tourists.
	2 Maintenance of Tourism Locations	Seen from the government program, namely the formation of a special organization for the maintenance of the location of the environment around tourism, especially garbage cleaners, currently in 2019 the environment around the beach has not been realized yet cleanliness can be seen from the amount of rubbish around the beach when conducting research. In this case, all parties including the government, surrounding communities and tourists should be involved because cleanliness is their personal responsibility.
	3 Structuring of Madasari Beach Tourism Destination Areas	Viewed from the Planning Process for Improvement of Facilities and Infrastructure and access to the Madasari Beach Tourist Destination Areas, until now in 2019, has been realized can be seen from the list of tourist visits (Figure 4.3), it's just that the Madasari beach has not administered by the Pangandaran Regency Government.
	4 Structuring of Pangandaran Beach Tourism Destination Areas	Seen from the Building Process of the Pangandaran Beach's distinctive monuments, the construction of the Pangandaran Enchantment Park, Relocation of Traders that obstruct the beauty of the beach, the long process of moving traders to the places that have been available, in 2019 this has been realized.
	5 DED Structuring of Batuhiu Beach Tourism Destination Areas	Viewed from the Planning Process Program for Improvement of Facilities and Infrastructure as well as access to the Batuhiu Beach Tourist Destination Areas in 2016, the current highway access is appropriate.
	6 DED Development of Tourism Destination Areas	DED Development of Tourism Destination Areas, especially marine tourism, a part of PEMDA, namely Pangandaran Beach, Batuhiu Beach, Batukatas Beach, Karapyak Beach in 2016, at the moment the main focus for local government improvement is Karapyak Beach because it is not appropriate network access, facilities and infrastructure to support tourists such as hotels, homestays, and comfortable toilets on the Karapyak beach (according to Mr. Dudung, Head of Sub-Destinations, Disparbud)
	7 DED Structuring of Karapyak Beach Tourism Destination Areas	Not yet appropriate for network access, supporting facilities and infrastructure such as tourists hotels, homestays, and comfortable toilets at karapyak beach (according to Mr. Dudung, Head of Sub-Destinations, Disparbud)
2017	1 DED Structuring the Tourist Village Region	In 2017 Planning the Development of a Tourist Village as a Culinary and Entertainment Tourism Container in Pangandaran Beach Tourism Area to facilitate comfort the tourists, now it has been realized, but p This program does not include the local

		government domain because the Tourist Village is in Harim Laut. Until now the central government has not issued regulations related to tourist village construction permits.
2018	1	Maintenance of Facilities and Infrastructure of Tourist Objects Objects Seen from the program in 2018 namely Maintenance of Facilities and Infrastructure of Tourist Objects Objects such as increasing waste bins and environmentally friendly actions around the Tourist Attraction area, to date the program has not been well realized because all parties including the public and tourists are still many who litter and cause the environment around the beach tends to be dirty even if only in certain places.
	2	Structuring of the West Coast and East Coast of Pangandaran When viewed from the government program on the Arrangement of Surrounding the beach, cleared of trade activities, there is only for marine tourism activities in order to facilitate and comfort tourists, this program has been implemented as seen from the removal of the beachside traders to the place that has been provided is Pasar Nanjung Elok. However, in the government program not only that, there is also a zoning program for the distribution of tourism, fisheries and aquaculture activities, in order to facilitate tourist access and make the tourist tourism process comfortable so that tourists are not disturbed, this program has not been felt by all parties, both coastal communities, marine tourism businesses, and tourists themselves. For example fishing or fishing activities often clash with tourist water sports activities, swimming activities on the west coast also often clash with yachts going to the white sand, and floating net karamba aquaculture activities clash with water sport activities on the east coast.
	3	Tirta Tourism Rescue Task ForceTirta Tourism Rescue Establishment of Task Force such as Life Guard in order to minimize and assist in the case of a travel accident very well for the comfort and safety of tourists, but for the time being personnel are inadequate, due to the difficulty in finding competent human resources.
2019	1	Arrangement of Karapyak Beach Tourism Not yet appropriate network access, facilities and infrastructure to support tourists such as hotels, homestays, and comfortable toilets on karapyak beach (according to Pak Dudung, Head of Sub-Destinations, Disparbud)
	2	Structuring of the West Coast and East Coast Pangandaran Development Plan and the Process of Building Supporting Facilities and Infrastructure, such as building more public toilets, rinse areas on the beach, Parkis, Coastal Gazebo, Pedestrian, making green open spaces, making beachside docks, and culinary plazas, making life guard towers, and tower of view, Not all is done yet. The relatively new planning process makes the development process not finished.
	3	Improvement of Tourism Services The opening of tourist communication and complaints channels at www.disparbudpangandaran.com , apparently has not been able to establish good communication and information sources for all parties, be it coastal communities, business actors, and tourists due to the delay or the length of time the response from the relevant government especially the web.

Based on information obtained from respondents, namely the Regional Government of Pangandaran Regency, the Department of Tourism and Culture, the Department of Maritime Affairs, Fisheries and Food Security of Pangandaran Regency, and Kompepar Pangandaran explained that the main problems in tourism development activities especially marine tourism in Pangandaran Regency consisted of three main permasalahan. These problems consist of problems in aspects of human resources, technical and non-technical aspects, and government aspects. The description of the problem can be seen in Table 3.

Table 3. Descriptions of Unstructured Problems According to Institutions

Problem Descriptions
1. Facilities and Infrastructure supporting tourism activities that are still under construction and improvement. And the problem of rubbish and waste that has not been overcome and has not been addressed.
2. The number of tourists who are erratic, can increase or decrease every year. This has an effect on local income.
3. The number of natural disaster issues that affect tourist visits.
4. The lack of good readiness from the community and tourism businesses in Pangandaran tourism area
5. The mindset of the undeveloped community.
6. Lack of understanding of the surrounding community on environmental awareness or maintenance of natural resources.
7. Lack of assistance from the central government to implement the programs that have been designed.

Meanwhile, based on information obtained from respondents, namely marine tourism business operators in Pangandaran Regency explained that the main problems in the development of marine tourism activities in Pangandaran Regency consisted of three main problems. These problems consist of problems in aspects of government, aspects of society / human resources, as well as technical and non-technical aspects. Descriptions of problems can be seen in Table 4.

Table 4. Descriptions of Unstructured Problems According to Business Actors

Descriptions of Problems
Facilities and Infrastructure supporting tourism activities that are still under construction and repair. And the problem of rubbish and waste that has not been overcome and has not been addressed.
2. The number of tourists who are erratic, can increase or decrease every year. This has an effect on local income.
3. The number of hoax issues of natural disasters that affect tourist visits.
4. The government program on zoning and time distribution for tourism, fisheries and aquaculture activities has not really been implemented, as a result, clashes often occur and tourist comfort is disrupted.
5. Assistance from the government is still very limited.
6. Lack of information and communication resources with the government.
7. Means and infrastructures supporting tourism are still under construction, the effect of which is the comfort of tourists being disturbed. Cleanliness issues that have not been resolved and there is no solution from the government.
8. Lack of awareness from many parties. From the local community, from the government, and tourists.

Based on the problem approach, the unstructured problem illustrates the existing condition. Existing conditions include technical or non-technical aspects, aspects of governance, and aspects of Human Resources.

1. Technical or Non-Technical Aspects.

The technical aspect is something related to the project development process technically and its operation after the project is built. While the non-technical aspect is something that is not related to the development process. Based on this analysis, the initial design and investment costs can be known. The implementation of this aspect evaluation is often unable to provide a standard decision, or in other words alternative answers are still available. Therefore, it is very important to pay attention to one or several experiences in other similar development projects in other locations that use similar techniques and operations. Similar technical successes elsewhere helped in final decision making. In the marine tourism development project, the local government of Pangandaran Regency has certainly paid attention to marine tourism development projects in other locations that use similar techniques and operations as a reference in the process of developing marine tourism in Pangandaran Regency. The development of marine tourism in Pangandaran Regency has been achieved successfully in development, is still in the development process, and is still in the planning stage. Whether it is in terms of facilities and infrastructure such as access roads, public toilets, rinse areas on the beach, parkis, beachside gazebos, pedestrians, making green open spaces, making beachside docks, and culinary plazas, making life guard towers, and tower. Thus, tourists can continue to arrive and experience increased tourist area visits to improve the original income of the Pangandaran Regency itself.

Table 5. Data on Tourist Visits to Marine Tourism Destinations Managed by Non-Local Governments

Attractions	Number Tourists and Tourists			
	2016	2017	2018	2019
Pantai Pangandaran	1.402.960	2.061.547	2.789.905	1.845.538
Pantai Batuhiau	89.349	156.102	218.076	129.374
Pantai Batukaras	298.242	455.552	595.245	364.864
Pantai Karapyak	48.945	126.176	276.582	193.218
Jumlah	1.839.496	2.799.377	3.879.808	2.532.994

Table 6. Data on Tourist Visits to Marine Tourism Destinations Managed by Non-Local Governments

Attractions	Number of Foreign Tourists and Tourists			
	2016	2017	2018	2019
Karang Nini Beach	10,056	10,182	7,285	7,076
Madasari Beach	52,442	58,148	49,622	35,716
Total	62,498	68,330	56,907	42,792

2. Government Aspects Government

aspects are an important component in an area, besides having a function or a role as an agent for the socialization of planned change that grows out of the community and is initiated by the government or related stakeholders. More than that it can act as a glue and reinforcement of the success of the sustainable development of marine tourism development in Pangandaran Regency.

3. Aspects of Human Resources The

community plays a very large role in the success or failure of a development process in an area. Readiness and Cooperation from all elements of society can facilitate the development process of an area. The aspect of human resources is an important asset in efforts to improve the quality of a community in the process of developing marine tourism development in Pangandaran Regency. Communities around the coast or known as coastal communities play an important role, because the process of development and development of an area aims to prosper the local community, a positive effect and useful for the survival and economy of the local community. For this reason, there needs to be a prior study so that the government knows what is needed by the community, what benefits the community, so that the development and development process can be fast and on target. In addition, the community also needs to receive counseling or training from the local government on how important it is to maintain development assets that have already been built, are being built and will be built so that a common goal, namely "Pangandaran as a world-class tourist destination, is achieved".

3.1.2 Stateing the Problem Situation The

rich picture method in the development of marine tourism can be seen in Figure 1. The rich picture depicted in Figure 1, shows that the marine tourism development activities in Pangandaran Regency are not yet fully effective and appropriate due to technical and non-technical aspects, namely technical access such as access to the road which is sometimes hampered by the construction stage so that tourists are lazy to traffic jams, lack of sanitation facilities at tourist sites, while non-technical aspects are lack of information or valid sources of information for tourists so as not to be consumed by hoax issues considering Pangandaran Regency itself is located in a disaster-prone location, it requires an emergency response handling that can provide convenience and security for tourists. Another problem illustrated in the rich picture is the aspect of government where the government policy program has not been fully implemented, such as zoning division between marine tourism activities, fishery activities involving fishermen, and aquaculture activities such as floating net cages in the sea that can disturb tourist comfort when play water games such as water sports, and zoning the division of time between the process of fishing, the process of water sport activities, and the process of swimming or recreation on the beach. In addition, government programs should be well targeted, aiming that all communities can feel the positive impact of a development and the government should establish communication and information that is easily accessible by all communities. Other problems depicted in rich picture are aspects of human resources, namely the lack of understanding from coastal communities and businesses regarding the policies of the local government of Pangandaran Regency, the lack of public awareness of the maintenance of existing natural resources, and the lack of communication and

Figure 1. Methods of Maritime Tourism Development



	regulations regarding the arrangement of the zoning of time between tourism, cultivation and capture activities to prioritize tourist comfort. (6) increase and recruit human resources as a tourism rescue unit for the safety of tourists. (7) improve tourism services by opening access to communication between communities, tourists and the government to determine the needs of the community and tourists.
W (World-view)	Understanding between government and business actors must cooperate in the implementation of marine tourism development.
O (Owner)	West Java Provincial Government, Pangandaran Regency Government, Tourism and Culture Office, Maritime, Fisheries and Food Security Service, Public Works Service, Environment and Hygiene Service, Trade Service, Licensing Service of Pangandaran Regency.
E (Environment)	-Weather and uncertain sea conditions that affect tourism activities as well as invalid information that affects the psychological tourist to visit tourist attractions.

3.1.4 Presenting the Conceptual Model of the System in accordance with the Definition

To be able to express the conceptual model that will be built is by describing the activities that must exist to carry out the tasks stated in the root definition that has been presented in the matrix presented in table 8.

To create the model The conceptual begins with:

1. Formulating the root definition based on its constituent elements, namely CATWOE presented in the matrix presented in table 8.
2. The root definition was used for reference in the activities of formulating a conceptual model that would be recommended for improvement.
3. Determination of the root definition on technical or production aspects, governance aspects, and aspects of human resources.
4. Creating a conceptual model into a solution to existing problems.

Conceptual models can help in structuring problems and can identify relevant factors. Conceptual models will provide connections that make it easier to map problems. The conceptual model can be a true representation of the phenomenon being studied. Conceptual models will help simplify the problem by reducing the number of properties that must be included, making it easier to focus on the essentials. The implementation of the root definition is carried out by completing a program to develop facilities and infrastructure to support national or international standard tourism activities in accordance with the mission of Pangandaran Regency, which is as a world-class tourist destination. In addition, understanding the mindset of the community influences readiness to accept tourists entering Pangandaran Regency. The people of Pangandaran need to receive training to support all tourism activities in Pangandaran Regency. The problem of the environment around tourism is the problem of waste which must be recycled so as not to obstruct the natural beauty and comfort of tourists. This is done in order to increase tourists visiting Pangandaran Regency which will have an impact on all Pangandaran Regency people who depend their lives as tourism businesses and the local Government to help improve local opinion.

3.1.5 Comparing Conceptual Models with the Real World

Comparing conceptual models that have been made with the real world, expressed in the table that shows:

- a. Systematic differences between the real world and the model world,
- b. Problems to be stated further to relevant parties (stakeholders)
- c. The design of actions to change the situation, the planned changes that must be made to the model of

this activity will later describe the conditions that exist in the development of Maritime Tourism activities in Pangandaran Regency. The conceptual model that is built without referring to the real world (real world), but is built from the ideas / ideas of researchers based on the theory used (Nee 2003) and formal rules that apply, so that the idea of thinking systems (systems thinking) becomes important in this stage . The results of the conceptual model on the development of Maritime Tourism from technical and non-technical aspects, governance aspects and aspects of human resources in Pangandaran Regency are as follows:

Table 8. Comparison of conceptual models with the real world in the Development of Maritime Tourism in Pangandaran Regency

NO	Real World	Model Conceptual Model
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1	Completion of Tourism / Marine Tourism facilities	<ul style="list-style-type: none"> - Making a policy regarding supervision of marine tourism development in accordance with SOP. - Make a planning plan regarding the completion of marine tourism facilities. - Make a schedule of periodic checks to the field to find out the process of development regarding the construction of marine tourism facilities.
2	Check Program Activities in the Field for Good Conformity -	Make a special work team to check the policy program so that it is right on target and can be an evaluation material for improvement.
2	need for capital and improvement of facilities and infrastructure to support tourism activities.	- Conduct an assessment of the distribution of supervision and the determination of the object of assistance in accordance with the recommendations of community leaders, business actors, and counterparts to make it right on target.
3	need for competent human resources in the field of Tourism and Maritime Tourism.	- Submitting the formation of competent recruitment of human resources in the field of Tourism and Maritime Tourism to the Regional Government of West Java Province to be submitted to the Central Government and the Ministry of the Republic of Indonesia.

3.1.6 Systematic changes

The sixth stage of the SSM is the stage of formulating action recommendations for improvement, refinement, and change in the real world situation. Systematic change is defining and selecting options to achieve ideal conditions. This change was made as an effort to improve tourism development, especially marine tourism in Pangandaran Regency. Action research-based SSM requires positive change and provides benefits for a long period of time.

Based on the conceptual model that has been described, as well as making comparisons with the real world, it can be said that the expected systematic change in the technical aspects is to make a policy regarding the supervision of marine tourism development in accordance with the SOP, make a planning plan regarding completion of marine tourism facilities, make a schedule periodic checks to the field to find out the development process regarding the construction of marine tourism facilities and create a special work team to check the policy program so that it is right on target and can be an evaluation material for improvement. The expected systematic change in the aspect of governance is to conduct an assessment of the equitable distribution of supervision and the determination of the object of assistance in accordance with the recommendations of community leaders, business actors, and counterparts to be on target. The expected systematic change in the aspect of human resources is by submitting the formation of competent recruitment of human resources in the field of marine and fisheries to the Regional Government of West Java Province to be submitted to the Central Government and the Ministry of Tourism and Culture.

3.1.7 Actions to Improve the problem situation

Efforts to improve the problem situation can be a form of marine tourism development strategy. The conceptual model described in table 9 has outlined the steps for improvement efforts that should be undertaken by the Regional Government and related agencies in Pangandaran Regency. Efforts must be made to change the technical and non-technical aspects is to always be open and prioritize the transparency of the policy program to be implemented or to be planned. The government should look at the situation on the ground so that development and development can be useful and on target as needed. In addition, involvement between government agencies that support development and work together and establish good communication with the community around the environment will be carried out policy programs. Efforts on governance aspects can be improved by establishing good cooperation between the Regional Government, the Office of Tourism and Culture, the Office of Maritime Affairs, Fisheries and Food Security with counterparts, tourism advisors, extension agents, business actors and community leaders so that the implementation of equal distribution and development can be profitable. many parties and as expected. The aspect of human resources is to give direction to the mindset and readiness of the community to receive tourists and to prioritize the convenience of tourists in order to maximize the number of tourists who visit is increasing. In

addition, the community is expected to be able to actively participate in and oversee the development or implementation of regional policy programs that will and are being implemented by the government.

Conclusion

Based on the research results of Maritime Tourism Development in Pangandaran Regency, it can be concluded that: The

1. program that has been implemented in the development of marine tourism is the Arrangement of Merchant Regions on the West Coast and East Coast, Planning for the Development of New Tourism Destinations, Tourism Tourist Structuring. Some programs are still in the process of implementation, such as facilities and infrastructure development programs, maintenance of tourist sites, structuring of new tourist destinations, Maintenance of Facilities and Infrastructure of Tourist Destination Objects, Time zoning arrangement in the West Coast and East Coast of Pangandaran, Task Force for Tirta Tourism Rescuers, Service Improvement Tourism. For this reason, marine tourism development activities in Pangandaran Regency are still at the stage of the development process to improve facilities and infrastructure around the tourist destination.
2. The marine tourism development policy program that is still being processed based on the 2014-2019 Pangandaran regency Ripparda, namely the construction of facilities and infrastructure, maintenance of tourist sites, structuring of new tourist destinations, Maintenance of Facilities Facilities and Infrastructure of Tourist Destination Objects, West Coast time zoning arrangement and East Coast of Pangandaran, Improvement of Tirta Tourism Rescue Task Force, and Improvement of Tourism Services. So the recommended strategies are: (1) construction of facilities and infrastructure around the tourism area in accordance with international standards in accordance with the vision and mission of the Pangandaran regency that makes Pangandaran as a world-class tourist destination and make a schedule of periodic checking to the field to find out the development process regarding the development of tourism facilities marine in order to accelerate the construction of facilities and infrastructure so as not to interfere with tourist activities. (2) improve the maintenance of tourist sites such as the establishment of a special unit of janitors around the tourism environment and increase and facilitate tourist facilities to dispose of trash in its place. (3) increasing the arrangement and development of new tourist destination areas in order to level and maximize tourist destination areas in Pangandaran Regency. (4) increasing the maintenance of facilities and infrastructure of tourist destination attractions. (5) make regulations regarding the arrangement of the zoning of time between tourism, cultivation and capture activities to prioritize tourist comfort. (6) increase and recruit human resources as a tourism rescue unit for the safety of tourists. (7) improve tourism services by opening access to communication between communities, tourists and the government to determine the needs of the community and tourists.

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