

Potential and Tourism Development Strategy of Pasir Kuning Beach, Tempilang District, West Bangka Regency

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ABSTRACT

Pasir Kuning Beach in Tempilang District, West Bangka Regency has not yet attracted significant tourist interest, either from local residents or from visitors outside the region. Local residents tend to travel to other destinations outside Tempilang District, while tourists from outside the region prefer beaches located closer to the city center. In addition, the limited availability of tourism information on social media contributes to the low popularity of this tourist destination. Therefore, this research aims to analyze the tourism potential of Pasir Kuning Beach and tourism development strategies for the area. This research uses a qualitative approach, with data collected through observation and interviews with key informants. The data were analyzed using the Miles and Huberman interactive model and were complemented by a SWOT analysis to formulate tourism development strategies. The results show that Pasir Kuning Beach possesses several tourism potentials. In terms of attractions (something to see), the beach offers unique cultural events such as the traditional Ketupat War festival and distinctive yellow sand that forms its main natural attraction. In terms of activities (something to do), tourists can utilize existing facilities such as gazebos, photo spots, and recreational areas. However, several challenges remain, including the relatively remote location from the city center, limited transportation access, and incomplete tourism facilities. Based on the SWOT analysis, development strategies include preserving the Ketupat War cultural tradition as a tourism attraction, promoting the uniqueness of the beach's yellow sand, improving tourism facilities and accessibility, and strengthening promotional activities, particularly through digital and social media platforms.

KEYWORDS

Tourism Potential, Strategy Development, SWOT



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INTRODUCTION

Indonesia has a variety of tourism potentials that are able to support regional development and progress, and tourism plays an important role in the country's economic sector. (Suryani, 2017) stated that Indonesia has various potential natural resources that are still not fully developed, such as the potential in the tourism sector. Indonesia's tourism potential must be utilized as well as possible and maximized for regional development and people's welfare because tourism potential is one of the various non-oil and gas sectors that contributes greatly to the country's economy (Danugroho & Yusfira, 2023; Hariyadi et al., 2024; Kusuma et al., 2022; Malahayati et al., 2021). This is evidenced by data from the Ministry of Communication and Information in 2015 showing that Indonesia's tourism industry provided approximately US dollars 19 billion in state foreign exchange. It is the fourth-largest contributor after oil, coal, and palm oil.

Tourism is believed to be a driver of the regional economy and to provide improvements in people's welfare (Bakalo et al., 2025; Baydur, 2024; Hariyadi et al., 2024; Li et al., 2018). The majority of regions in Indonesia have begun to improve and focus on enhancing the quality of their respective tourism sectors in support of national tourism development programs (Aisyianita, 2017). The role of the government is needed in establishing policies to develop tourism so that the public and tourists can participate in

complying with all rules and policies that have been determined in order to preserve nature and culture in Indonesia.

The development of the tourism sector in Indonesia requires the right direction in order to increase tourism competitiveness nationally and internationally. These efforts must be supported by various supporting aspects according to the potential of each tourist area. Goodwin (1996) explained that tourism development has both positive and negative impacts; therefore, the role of government and business actors is indispensable in maintaining the quality and sustainability of tourism. Tourism development also requires the participation of stakeholders as well as strong political leadership, as stated by Musaddad et al. (2019), while Liu et al. (2020) emphasized the importance of the government's role in protecting the public interest.

In addition to the role of the government, local communities also have an important contribution in maintaining and utilizing the potential of tourism (Niedziółka, 2012). In coastal areas, tourism development usually focuses on economic characteristics, panoramas, local wisdom, and community culture (Musaddun et al., 2013). However, inadequate management may cause negative consequences, such as environmental degradation, poor service quality, and declining attractiveness of tourist destinations. For this reason, tourism development should not be temporary but should be supported by long-term and sustainable policies.

Previous studies have shown that tourism development is strongly influenced by destination potential, infrastructure, community participation, and development strategy. Budiani et al. (2018) found that community-based tourism development can strengthen the sustainability of tourist villages when supported by local participation and strategic planning. Heryati (2019) showed that the attractiveness of coastal tourism is determined not only by natural beauty but also by supporting facilities and destination uniqueness. Hermawan et al. (2019) also emphasized the importance of strategic management in developing ecotourism destinations, especially through stakeholder collaboration and destination promotion. In addition, Brandão et al. (2019) noted that innovation and networking are important strategies for improving the competitiveness of coastal tourism destinations. Several other studies have applied SWOT analysis in tourism planning and demonstrated that this approach is effective in identifying strengths, weaknesses, opportunities, and threats in tourism destinations (Nasehi et al., 2017; Prokopiou et al., 2019; Ünal et al., 2022).

Although previous studies have discussed tourism potential and development strategies in various destinations, research specifically focusing on Pasir Kuning Beach in Tempilang District, West Bangka Regency, remains limited. Most earlier studies examined tourism development in other coastal areas, ecotourism villages, or broader regional contexts. As a result, there is still a gap in understanding the specific tourism potential, local challenges, and appropriate development strategies for Pasir Kuning Beach. This gap is important because each tourism destination has its own distinctive natural, cultural, and managerial characteristics that require context-specific analysis.

Pasir Kuning Beach is one of the coastal tourism attractions in West Bangka Regency that has considerable potential but has not yet developed optimally. The beach has unique characteristics, including golden yellow sand, calm waves, scenic coastal landscapes, and cultural attractions such as the annual Ketupat War tradition. In addition, supporting facilities

such as gazebos, halls, playgrounds, and community-based tourism activities are already available. However, despite these advantages, the number of tourist visits remains relatively low and fluctuates, particularly outside holiday seasons. Limited promotion, inadequate accessibility, insufficient accommodation, and underdeveloped management reduce the competitiveness of this destination. The lack of information dissemination through social media also contributes to the low visibility of Pasir Kuning Beach among wider tourist markets.

Based on these conditions, this study focuses on analyzing the tourism potential of Pasir Kuning Beach and formulating appropriate tourism development strategies. Specifically, this research has two objectives: (1) to identify and analyze the tourism potential of Pasir Kuning Beach, Tempilang District, West Bangka Regency, and (2) to analyze tourism development strategies for Pasir Kuning Beach in order to improve its attractiveness and competitiveness as a tourist destination. This research is expected to provide useful data and information for local governments, tourism managers, and communities in developing Pasir Kuning Beach more effectively. In addition, the study contributes academically by enriching the literature on coastal tourism development, especially through the use of SWOT analysis to identify strategic directions for a destination with both natural and cultural tourism potential. With the right development strategy, Pasir Kuning Beach is expected to become a more competitive, sustainable, and beneficial tourism destination for the surrounding community.

METHOD

This research is grouped as qualitative research that is descriptive. This method is aimed at answering various problems in depth, involving understanding the context of time and natural circumstances, and emphasizing objectivity in the field. The qualitative approach allows researchers to explore the experiences, perspectives, and interpretations of respondents regarding existing tourism potential, in the hope of producing a clearer picture of the situation and challenges faced by Pantai Pasir Kuning.

This research was carried out in Tempilang District, West Bangka Regency, Bangka Belitung Islands Province. This location was chosen because of the uniqueness of the yellow Pasir Kuning Beach, as the name implies, as well as indications that the number of visitors on this beach is still relatively low. The research time starts from October 2022 to February 2023 to provide sufficient time for data collection and analysis of existing potentials and problems. Details of time and activities are further arranged in a table to ensure efficient time management during the research process.

The data collection techniques in this study included two main methods: observation and interview. Observations were carried out directly at the research site to get an in-depth picture of tourist attractions and community involvement in tourism development. This process prioritizes systematic observation of real conditions on Pasir Kuning Beach. In addition, interviews with key informants such as village heads, sub-district heads, and managers of Pasir Kuning Beach provide additional insights into the challenges and opportunities in tourism development. Data collection was carried out using interview

guidelines that had been prepared and supported by voice recordings to ensure the accuracy of the information.

The data analysis in this study follows a model developed by Miles et al. which involves three main stages: data reduction, data presentation, and conclusion drawn. Data reduction is done on an ongoing basis to simplify and focus attention on relevant information, making the data more structured and easy to understand. Once the data is reduced, the presentation of the data is carried out through various organized forms, such as matrix and graphs, to aid in the visualization of information and facilitate the drawing of conclusions. Finally, conclusions and verification are carried out to ensure that the research findings are valid and credible, by examining the meanings that emerge from other data and discussing them with peers to reach intersubjective agreement. This analytical approach provides a deeper understanding of the factors influencing tourism development in Pasir Kuning Beach.

RESULT AND DISCUSSION

A. Research Results

1. Analysis of tourism potential in Pasir Kuning Beach, Tempilang District, West Bangka Regency

Tourism potential or power is everything that includes anything that is in a real or non-real condition, provided and regulated and managed properly and can have benefits or be used, displayed as a factor and component capability that is needed or determined for tourism development, be it in the form of events, atmospheres, objects or services or services. Tourism potential is divided into two parts, namely physical potential and non-physical potential, physical potential consists of potential biological and non-biological natural resources around Pasir Kuning Beach. Meanwhile, the non-physical potential consists of the socio-economic and cultural potential of the community around Pasir Kuning Beach. Based on the two parts of tourism potential, the researcher will analyze the tourism potential in Pasir Kuning Beach, Tempilang District, West Bangka Regency with an assessment of tourism potential from the basis of tourism development consisting of something to see, something to do, and something to buy. Basically, development is a process to improve and improve something that exists. The development of tourist attractions is the activity of building, maintaining, and preserving plants, facilities and infrastructure or other facilities. The assessment of tourism potential includes:

a. Something to See

Something to see tourist attractions that must have special attractions that can attract tourists to visit (Yoeti, 2008: 48). Attraction is the main factor to attract tourists to visit a place, be it a primary place which is the main destination or a destination visited on a primary trip because it has the desire to enjoy, feel and witness the attraction of the destination or called a secondary destination (Heryati, 2019).

The assessment of beach tourism attraction is all facilities and supporters owned by Pasir Kuning beach tourism, Tempilang District, West Bangka Regency. The tourist attractions include:

- 1) Yellow beach sand
- 2) Children's playground
- 3) The Battle of the Bulge

The tourist attraction of Sand Kuning Beach, Tempilang District, in addition to having the attraction of the only beach that has yellow sand, also has a distinctive panorama with its sloping and calm waves. The shape of this beach is curved with a beach length of only about one kilometer and at both ends there is a cape. In the corner of this beach has a beautiful view of rocks, which allows tourists to feel a beautiful natural scenery, on the beach there is also a large rock that has a shape like a giant frog which adds to the beauty of this Pantai Pasir Kuning. The stone is called the Mengkakak stone because of its shape similar to a frog. In line with what was conveyed by Mr. KD as the first Informant:

"On this Pantai Pasir Kuning, the scenery is vast. Before entering the beach, tourists are also treated to an expanse of oil palm scenery. On the other side, tourists can also see the opposite island. Here, the outdoors is green, surrounded by many coconut trees."

The statement of Mr. SR as the Head of the Tempilang Sub-district was corroborated by the statement of Mr. AB as the Beach Manager who stated: "The scenery here is vast, there are coconut trees, the view of the island can be seen on the other side as well. Later you can pass the bridge so you can see the scenery across the sea."

The attraction of Pantai Pasir Kuning is expected to attract tourists, not only local tourists but can also attract tourists from outside the region and even hopes to attract foreign tourists.

b. Something to Do

Something to do is the provision of useful and beneficial facilities to tourists in giving a sense of happiness, happiness and others (Yoeti, 2008: 48). Pasir Kuning Beach provides facilities that can be used by tourists which will be described below.

- 1) Accommodation, Accommodation at the Pasir Kuning Beach tourist attraction already has facilities in the form of lodging such as homestays, places to eat so that if tourists will stay at the location there will be no difficulties, lodgings on Pasir Kuning Beach do not set prices too high so that they are affordable for tourists. The price for a small lodging is Rp. 300,000 per day while for a large homestay is around Rp. 600,000.
- 2) Supporting facilities and infrastructure, The income of the community around the coast has not increased, because it is caused by facilities and infrastructure that are not yet supportive and adequate (Sударsono & Susantun, 2019). The provision of facilities and infrastructure on Pasir Kuning beach is enough to meet the basic needs of tourists. The availability of facilities and infrastructure such as parking lots, prayer rooms, toilets, stalls/stalls, information places and places to take pictures. Tourists who visit will feel increased comfort if facilities and infrastructure can function and be managed properly. But if the facilities and infrastructure in its management are not good, then the beauty of natural attractions, traditions and art around the beach will be hindered.

Some of the supporting facilities at Pasir Kuning Beach include children's playgrounds, gazebos, dining areas and halls that are commonly used for big events such as ketupat wars and annual festivals. It is necessary to provide and manage facilities and infrastructure to attract tourists from various regions. Local tourists, national tourists, and even international tourists will be interested in visiting the tourist attraction if the facilities and infrastructure in the place are complete, clean, safe and comfortable. The standards for the provision of facilities and infrastructure on each beach can be made the same so that the quality of service Potential and Tourism Development Strategy of Pasir Kuning Beach, Tempilang District, West Bangka Regency

to tourists on each beach is maintained. Tourist visits that have increased will make the demand for goods and services sold by the local community also increase, and this can make people's income increase.

c. Something to Buy

Something to buy is a facility that tourists get by buying souvenirs or other characteristics in the area (Yoeti, 2008: 48). The facilities provided for tourists to shop are generally characteristic or icons of the Pantai Pasir Kuning area so that they can be used as souvenirs. This is in accordance with Mr. KD's expression as follows: "There are several souvenir sellers here, but there are more food sellers"

Based on the results of the interview with Mr. AB, it is known that there are souvenir sellers around Pasir Kuning Beach who sell souvenirs typical of Pasir Kuning Beach and West Bangka. This was also conveyed by Mr. AB as follows. "Food sellers are fully available here, especially on Sundays there are MSMEs that we ask to sell"

Souvenir sellers at Pasir Kuning Beach are still relatively few, but they can meet the needs of tourists to shop for souvenirs typical of Pasir Kuning Beach or are quite complete. So, it is hoped that in the future we can increase the number of stalls or shops that sell Pantai Pasir Kuning trinkets.

Apart from the three assessments above such as something to see, something to do and something to buy, in tourism Pasir Kuning Beach there are other assessments that can be a factor in the number of visitors who come to Pasir Kuning Beach, such as:

1) Accessibility

Accessibility is an important element in the analysis of a tourist attraction so that the object can be reached by tourists, whether it is from air, land, or sea transportation facilities and facilities available on the way to the object. The following is a description of accessibility at the location of the tourist attraction:

- a) The location of the tourist attraction, the Pasir Kuning Beach tourist attraction can be reached in approximately one hour of travel if you are from the direction of Pangkalpinang. To be able to get to the tourist attraction of Pasir Kuning Beach, tourists can travel by using two-wheeled or four-wheeled vehicles. However, the location of the Pantai Pasir Kuning tourist attraction can be said to be less strategic because it is far from the city center.
- b) The condition of road facilities and infrastructure, The condition of the road facilities and infrastructure to Pasir Kuning Beach has been paved, but tourists must be careful because many roads have potholes. The distance of Pasir Kuning beach from the city center is quite far, reaching 120 km.
- c) Transportation facilities, transportation facilities that can be used to get to Pasir Kuning beach tourist attractions are not adequate and tourists can only use motorbikes or cars.

2) Availability of clean water

The availability of clean water networks in the Pantai Pasir Kuning area to support tourism facilities has been fulfilled. Drilled wells are used by managers to meet clean water needs, and during the holiday season, managers also buy PAM water to increase the supply of clean water. The water provided for tourist activities uses water of good quality (odorless, colorless, and tasteless). The distribution of this water uses a water pump that is

accommodated in a tedmon or water tank which is then channeled through pipes to the lodging, prayer room, bathroom, toilet.

3) Security

Based on the results of research in the field, safety in the context of this research is the safety of beach cleanliness. Officers always urge tourists to always maintain the cleanliness of the beach. However, on certain days, especially when there is a festival, the officers are overwhelmed in urging tourists who exceed the usual days. as conveyed by Mr. SR as follows: "We always urge tourists not to litter, but on Sundays visitors explode so sometimes there is still garbage scattered"

This is in line with Mr. AB's expression as follows: "If it's garbage, it's hard for a lot of people. We have appealed so that there is no litter carelessly, and there are still those who litter carelessly"

Based on the results of the interview, it is hoped that in the future we will pay attention to the availability of garbage cans so that on certain days we can overcome the problem.

1. Analyzing Tourism Development Strategies on Pantai Pasir Kuning as an Attraction for Tourist Attractions

Strategy formulation is the development of planning in the effective management of opportunities and threats to the environment, it can also be known the weaknesses of the company or organization. Formulating a strategy consists of determining the organization's mission, determining the goals to be achieved, developing strategies and setting policy guidelines (Tapatfeto et al., 2018). Tourism development in Pasir Kuning can be known according to the direct or indirect contribution of the community to the programs made to develop tourism in Pasir Kuning Beach, starting from planning, implementation and monitoring evaluation.

a. Planning

The planning stage in the development of tourism of Pasir Kuning Beach is used to plan something that functions in the goals to be achieved by Pasir Kuning Beach, where the planning stage involves the local community in talking and making development programs by forming a tourism-aware group or often called POKDARWIS. Participatory planning will be sustainable because the community can directly implement various needs that are outlined in planning documents or talks at Pasir Kuning Beach. This was conveyed by Mr. AB as follows: "The community supports the development of this tourist area, we have formed a group called POKDARWIS which means a tourism awareness group. These are the ones who manage beach tourism"

POKDARWIS was formed as a form of support and participation from the community around the Pantai Pasir Kuning tour. Where community support is very necessary in developing a tourism object, because the community also receives the impact of Pantai Pasir Kuning tourism such as the increasing MSMEs of the surrounding community. One of the plans that has been made and has become an activity every year is the ketupat war performance which is held every Shabban month. This was conveyed by Mr. AB as follows: "The ketupat mas war performance every month of Shabban is very crowded here. There are a lot of visitors who come. until it exploded. especially now there are MSMEs that sell food here"

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The ketupat war show held at the beginning of the month of Shabban makes Pasir Kuning Beach a sea of enthusiastic people in welcoming the month of Ramadan. In the ketupat war, the community participated, such as being additional parking attendants.

b. Implementation

In addition to involving the community in planning the development of Pasir Kuning Beach, the community is also involved in the implementation of tourism development. The implementation stage aims to invite the community to participate in the planning that has been made. At this stage, the realization is by involving the community in providing various supporting facilities that later tourists can meet their needs while on the Pantai Pasir Kuning such as tourist attractions, homestays, stalls providing drinks, food and souvenirs and the use of labor from the local community. This is in accordance with the results of the interview with Mr. AB as follows: "There are several souvenir sellers here, but more food sellers, for Sundays, we do work with MSMEs to sell here, so especially on Sundays there will be a lot of food sellers"

The potential for cultural tourism owned by Pasir Kuning Beach includes activities in daily life that have elements of local wisdom where the packaging is made attractively so that it can be used as a tourist attraction, for example such as cultural resources found in the Pasir Kuning Beach tourist area including ketupat war performances, handicrafts, community activities and ways of life, visiting historical places and trying local food. In the implementation of the development of the tourism potential of Pasir Kuning Beach, it is closely related to the community's economy.

Food and beverage traders dominate the economic activities of the community in the coastal area. Other economic activities such as providing services for parking and public bathrooms. Economic activities in coastal areas are always influenced by time, as is the case with fishing which is influenced by the season. Meanwhile, activities that are influenced by the day are such as selling drinks and food, renting mats and umbrellas, selling marine life, public bathrooms, and parking services. People's income has increased during holidays on Saturdays, Sundays, national holidays and school holidays. In contrast to holidays, on weekdays such as Monday to Friday, beach visitors are relatively quiet and make a decrease in people's income.

c. Evaluation Monitoring

The evaluation stage was carried out to review and provide input in the implementation of tourism development of Pasir Kuning Beach. The evaluation carried out in the tourism development program of Pasir Kuning Beach includes daily tourism service activities, tourist infrastructure facilities or activities at other major events. This is in accordance with the results of the interview with Mr. AB as follows: "There are still some things that must be fixed from this tourist attraction, seen from the path to the tourist attraction. Even though it is asphalted, there are still holes along the road that must be repaired. If the rainy season in this area is flooded. due to poor drainage"

The evaluation is carried out as in the facilities and infrastructure provided by Pasir Kuning Beach, where there are several things that must be improved such as the path to tourist attractions is still not good, the road to tourist attractions is still potholed and will be flooded when it rains It also has an impact on tourism of Pasir Kuning Beach for tourists who come to visit feel difficulties on the way to tourist attractions. In addition to facilities and

infrastructure that need to be improved, tourism of Pasir Kuning Beach also needs more intense promotion because tourist attractions are still not the prima donna of tourism in the local area. This is in accordance with the results of the interview with Mr. AB as follows: "It can be said that mas, this tourism has not become a tourist attraction that is prima donna because it is still lacking for its promotion"

The next evaluation that must be carried out by Pantai Pasir Kuning tourism is promotional activities that must be continued, because for the growth and development of technology to be more sophisticated, therefore promotional activities through social media are now being favored by the Indonesian people. Not only young people who use social media, but parents have also begun to get to know social media well. Therefore, Pantai Pasir Kuning tourism must increase their promotional activities.

Inseparable from the development that has been carried out above, Sand Kuning Beach tourism must also make a strategy to develop the tourism potential of Sand Kuning Beach. The analysis of the tourism development of Pasir Kuning Beach is an attraction for tourist attractions in West Bangka using SWOT (Strength, Weakness, Opportunities, and Threatment) analysis. This analysis wants to find out the strengths, weaknesses, challenges and opportunities that will be a strategy in developing the tourism potential of Pasir Kuning Beach. The following is a presentation of the results of the SWOT analysis.

a. Strength

Strength is an attraction and all the things that Pantai Pasir Kuning has that can be developed so that in the future it can be maintained and can compete with other tourist attractions that have similarities with Pantai Pasir Kuning or adjacent to Pantai Pasir Kuning. The results of the research interview with Mr. AB as the beach manager are as follows: "This beach has uniqueness, from that uniqueness I think it has its own attraction compared to other beaches, especially on Bangka Island. In addition, there is a traditional ritual of the ketupat war, ticket prices are also cheap, very affordable"

Mr. SR's statement was supported by the following statement from Mr. KD: "The charm is seen from the differences with other beaches in Indonesia. there is a red sand beach, now in Bangka there is a Pantai Pasir Kuning, and this mas there is a ketupat war show every syakban. Here we hope to attract more tourists and can be developed, not only local tourists, but more to foreign countries. hehehhe that's our hope mas"

Mr. SR added the following statement: "On this Pantai Pasir Kuning, the view is vast. Before entering the beach, tourists are also treated to an expanse of oil palm scenery. On the other side, tourists can also see the opposite island. Here, the outdoors is green, surrounded by many coconut trees."

In addition to the wide scenery, tourists at Pasir Kuning Beach are treated to beautiful scenery, Mr. KD gave Mr. SR's statement as follows: "The scenery on this beach in my opinion is beautiful, yes, on the other side you can see islands that look small. The view of the natural rocks presented is also a special attraction on this beach. In addition, the waves are not very strong"

The attraction of the Yellow Beach tourist attraction is expected to be able to attract the attention of local tourists and tourists from outside the city. So far tourists are dominated by local tourists. The tourist attraction of Pasir Kuning Beach has so far been crowded only on Potential and Tourism Development Strategy of Pasir Kuning Beach, Tempilang District, West Bangka Regency

Sundays and in the month of Shawwal, which is a traditional event of the ketupat war. Apart from Sundays, it can be said to be quiet by tourists.

The tradition carried out by the people of Air Lintang Village, Tempilang District is the tradition of ketupat war, which is a tradition that has a connection with religion. This tradition is a tradition that has existed since ancient times and has been inherited from ancestors. The implementation of this tradition is before the entry of the fasting month, or the month of Sha'ban. The practice of this culture aims to ask for help and protection from the interference of spirit creatures or evil spirits, so that the people in the village are kept away from something unwanted (Putri et al., 2021).

In addition to the attraction of the ketupat war which is carried out once a year, every Sunday there are MSMEs that sell various kinds of snack products that can be purchased by tourists. As conveyed by Mr. AB as follows: "The ketupat mas war show every month of syakban, is very crowded here. There are a lot of visitors who come. until it exploded. especially now there are MSMEs that sell food here".

Tourist attractions that can attract the attention of tourists will be increasingly in demand with the existence of transportation facilities and terrain that is easy to pass. Tourists can use private vehicles to get to the Pasir Kuning Beach tourist attraction, the parking lot available as long as there is no major event is large enough so that by using public transportation they can still easily find a parking spot.

b. Weakness

The weakness is the weak state of the Pasir Kuning Beach tourist attraction. These weaknesses include various obstacles, obstacles, and other problems that are inherent in the area of the tourist attraction. The results of the research interview with Mr. SR are as follows: "There are still some things that must be improved from this tourist attraction, seen from the path to the tourist attraction. Even though it is asphalted, there are still holes along the road that must be repaired. If the rainy season in this area is flooded. due to poor drainage"

Mr. KD also revealed another weakness that is still a weakness of Pantai Pasir Kuning, namely: "For lodging here there are only 6, it is still shaped like a house"

In addition to limited lodging, there is no management of travel agents. As conveyed by Mr. SR as follows: "If there are no travel agents, there will be more local tourists"

So far, the management of tourism agents has not been realized from the manager. The journey to the tourist attraction is taken by tourists using private vehicles or car rentals. In addition to tourism agents, promotion must also be increased by Pantai Pasir Kuning tourism to get tourism targets from outside the region and abroad.

c. Peluang (Opportunities)

Opportunities are opportunities for Pantai Pasir Kuning tourism to be developed in the future that may occur. According to the results of the research interview with Mr. AB stated that: "In the near future there will be a strange phenomenon, where the sea water changes color to green. There are several possibilities that arise from the community. But so far there is no certainty of the cause. it could be the material for research"

In addition, there is mangrove forest conservation which can be a special attraction for tourists. Culturally, the preservation of customs is well preserved, in line with Mr. SR's statement: "We still preserve cultures such as the ketupat war, it is one of the attractions for tourists"

So far, the public's enthusiasm to watch the event held once a year in the month of Shabban is still very high. So there is an opportunity to improve the improvement of Pasir Kuning Beach tourist attractions.

d. Threats

The threat to the tourist attraction of Pasir Kuning Beach can be caused from the outside. Such as the existence of other tourist attractions that attract tourists compared to the tourist attractions of Pasir Kuning Beach. It could be a threat that arises from within the tourist attraction of Pasir Kuning Beach. According to the results of the research interview with Mr. SR stated that: "The phenomenon that occurs, the phenomenon of sea water that changes which then goes viral. It can be from shrimp pond waste or from mines. We also don't know for sure"

In addition to pollution, other threats that can harm tourist attractions are as conveyed by Mr. KD as follows: "It could be that the road infrastructure is not optimal which results in foreign tourists not being interested in this beach. or other attractions such as characteristics that can be enjoyed"

Based on the results of the excerpts from interviews from informants in this study, it can be concluded that the road infrastructure that connects the city center to the Pasir Kuning beach tourist attraction needs improvement.

Table 1. Matrix SWOT

Internal External	Strength (<i>Strength/S</i>) - The yellow beach sand is unique compared to other beach attractions - There is good support from the community - There is a traditional ritual of Ketupat War which is carried out every year on the Pantai Pasir Kuning. - The price of entrance tickets to the beach area is relatively cheap	Weakness (<i>W</i>) - Facilities that still need to be improved such as lodging - Management that is still lacking outside of Sundays - The location of the Pantai Pasir Kuning tour is far from the city center of West Bangka Regency with a distance of up to 120 km - There is still a lack of funds from the government to manage tourist attractions - Lack of tourism promotion
	Peluang (<i>Opportunities/O</i>) - There are benefits for the surrounding community if managed properly - It can be used as a research site related to the issue of beach water pollution that changes color - The preservation of the ketupat war that continues to be maintained will be an attraction	SO Strategy - Taking advantage of the uniqueness of yellow beach sand to attract tourists so that it can have an impact on the surrounding community - Maintaining the culture of ketupat war as a tourist attraction - Affordable ticket prices aim to reach more tourists

for tourists
- Tourists' interest in
visiting coastal tourism

Threats	ST Strategy	WT Strategy
- The existence of tin mining activities in the waters of the Tempilang sea	- The public is invited to promote through social media related to the uniqueness of Pasir Kuning beach	- The manager collaborates with the government regarding the repair/addition of lodging for the comfort of tourists, especially for foreign tourists because the location is far from the city center
- Lack of utilization of various sectors that occur in the Pasir Kuning coastal area	- The manager communicates with the mining company regarding pollution	
- Infrastructure that is not immediately noticed will have an impact on the interest of tourists visiting	- Cooperate with the government regarding road infrastructure	

Source: Primary Data Processed (2022)

Weighting of Internal Factors (IFAS) and External Factors (EFAS)

The analysis is carried out by weighting internal factors which include components in the aspects of strengths and weaknesses, while external factors include components in the aspects of opportunities and threats.

Tabel 2. Internal Factor Analysis Summary (IFAS)

No.	Internal Strategy Factors	Rating	Weight	Score
<i>Strengths</i>				
1	The uniqueness of the yellow sand and the beauty of the tourist attraction	4	0,29	1,14
2	The support of the surrounding community	3	0,21	0,64
3	The existence of traditional rituals that is an attraction	4	0,29	1,14
4	Affordable ticket prices	3	0,21	0,64
Number of Internal Factors of Strength		14	1	3,57
<i>Weakness</i>				
1	No special transportation to the location of the attraction	2	0,2	0,4
2	Lack of facilities such as lodging	1	0,1	0,1
3	Poor management outside of Sundays	1	0,1	0,1
4	Away from the city center	2	0,2	0,4
5	Lack of funding from the government to manage tourism	2	0,2	0,4
6	Lack of tourism promotion	2	0,2	0,4
Number of Internal Factors of Weakness		10	1	1,8

Source: Primary Data Processed (2022)

Tabel 3. External Factor Analysis Summary (EFAS)

No.	External Strategy Factors	Rating	Weight	Shoes
<i>Opportunity (Peluang)</i>				
1	Provide many benefits to the community	4	0,27	1,07
2	The existence of pollution issues can be used as a place for research related to this	4	0,27	1,07
3	The preservation of the culture of ketupat war is an attraction	4	0,27	1,07

4	There is interest in local tourists visiting coastal tourism	3	0,2	0,6
Number of External Factors		15	1	3,8
<i>Threat</i>				
1	The existence of tin mining activities	2	0,4	0,8
2	Lack of utilization of various sectors in the Pantai Pasir Kuning area	2	0,4	0,8
3	Lack of attention to infrastructure towards tourist attractions	1	0,2	0,2
Number of Internal Factors of Weakness		5	1	1,8

Source: Primary Data Processed (2022)

1) Strength strategy in improving Pantai Pasir Kuning tourist attractions

Based on the table, it can be seen that each component has the most influential factor when viewed from the score value. In the strength section, the highest score was on the uniqueness of the color of the sand and the culture of the ketupat war. This is influenced by the rating value and the importance weight of each factor. Of the 4 strength factors, there are 2 factors that have low values, the lowest value is obtained by the community carrying capacity factor and affordable ticket prices. The lowest rating is given not just a number, the rating is given in the strength of Pasir Kuning Beach as a strength strategy that can be further developed in the future, the community has supported and contributed well but it is better for the community to provide full support by participating in the tourism of Pasir Kuning Beach to advance tourism in the area. Affordable tickets are a strength in itself that can attract the attention of tourists with pocket-friendly ticket prices.

2) Strategies to find out weaknesses in improving Pantai Pasir Kuning attractions

Based on the table, it can be seen that each component has the most influential factor when viewed from the score value. Of the 6 factors owned by the weakness strategy, there are 4 factors that get the highest score score, namely lack of funds from the government to manage tourism, location far from the city center, no special transportation to tourist attractions and lack of promotion carried out by tourism managers of Pasir Kuning Beach, the score is given due to the lack of government attention, especially in improving road infrastructure and transportation to reach tourist locations. With the identification of weaknesses that have been carried out, there needs to be special attention by the government to improve road infrastructure and community cooperation in the management of beach tourism. In addition to considering road infrastructure, managers should pay attention to transportation facilities to Sand Kuning Beach, with adequate facilities, of course, it will have an impact on the crowded tourist attractions accompanied by intense promotions carried out by Sand Kuning Beach tourism. The lack of promotion of tourist attractions can also be a weakness for tourist attractions, which in the current digital era. Everything can be accessed easily, if it is not exposed it will lose to places that are more exposed in the media.

3) Strategies to find out opportunities in improving Pantai Pasir Kuning tourist attractions

In the external factors section for the opportunity aspect, the factors that have the most influence are the beautiful scenery in the form of the uniqueness of the beach, regional specialties served in restaurants, and the culture of the tumbupat war. The existing opportunities should be maximized as one of the strategies to increase tourist interest, so as to be able to attract interest from local and foreign tourists.

4) Strategies to find out threats in improving Pantai Pasir Kuning attractions

Based on the table, it can be seen that each component has the most influential factor when viewed from the score value. Of the 3 factors owned by the threats strategy, there are 2 factors that get the highest score, namely the existence of mining activities and the lack of sector utilization in Pantai Pasir Kuning tourism. This is influenced by the rating value and the importance weight of each factor. Mining activities can be a threat because of the traffic of large ships that disturb tourists, besides that there is a possibility that it will result in water pollution like the issue that occurred some time ago.

The results of the recapitulation from the calculation of strengths, weaknesses, opportunities and threats can be seen that the results of the calculation of the development strategy of the Pantai Pasir Kuning Tourist Attraction have a chance to be developed which is more dominant compared to threats with the following values:

- 1) Strengths – Weaknesses (internal factors) : $3.57 - 1.8 = 1.77$
- 2) Opportunities – Threats (external factors) : $3.8 - 1.8 = 2$

B. Discussion

1. Analysis of tourism potential in Pasir Kuning Beach, Tempilang District, West Bangka Regency

Pasir Kuning Beach has interesting natural resource potential, with beautiful sea panoramas, calm waves, a combination of beaches and rocks, and the uniqueness of yellow sand that is different from other beaches in the Bangka Belitung Islands. This beauty makes Pantai Pasir Kuning a leading tourist attraction in West Bangka Regency. According to various experts, tourist attractions must not only offer natural beauty, but also be managed with the support of human resources, accessibility, amenities, and community participation as hosts. On Pasir Kuning Beach, these elements can be seen through its natural wealth and the existence of the ketupat war culture that is still preserved.

The tourist attraction of Pasir Kuning Beach is reflected in the concept of something to see, which is something that can be seen by tourists and is a differentiator from other destinations. The uniqueness of the yellow sand, sloping waves, and beautiful natural scenery are the main potentials that attract tourist visits. In addition, cultural attractions such as the ketupat war further strengthen the natural and cultural attraction that this beach has. The authenticity and originality of these tourist attractions are important values in attracting tourists and making Pantai Pasir Kuning a competitive destination.

The concept of something to do is also seen through various activities that tourists can do. Pasir Kuning Beach provides accommodation such as homestays at affordable prices, dining facilities, and other tourist support facilities. Tourists can enjoy playgrounds, interact with local culture, and participate in natural tourism activities. Supporting infrastructure facilities such as bathrooms, prayer rooms, parking areas, and halls for annual activities also increase the comfort of visitors. However, some infrastructure still needs to be improved to support the development of tourism optimally.

In addition, something to buy is an important element in the tourism potential of Pasir Kuning Beach. The local community provides a variety of souvenirs such as keychains, pins, t-shirts, and other crafts at affordable prices, which is an additional attraction as well as a source of income for the community. Tourists usually buy these products as typical souvenirs of the region. In addition to these three elements, other factors such as accessibility,

availability of clean water, and beach safety also affect the quality and development of tourism. Road access to the beach is quite good although there are still some holes that need to be repaired, while the availability of clean water and beach cleanliness has been managed quite well even though it requires improvement on crowded days.

Overall, Pasir Kuning Beach has high feasibility to be developed as a leading tourist destination. The combination of natural beauty, local cultural preservation, community participation, and available facilities is the main capital for its development. However, several aspects such as road access, promotion, infrastructure facilities, and hygiene management capacity still need to be improved to support the increase in tourist visits. With continuous improvement and management, Pasir Kuning Beach has the potential to become a destination that provides economic, social, and cultural benefits to the surrounding community.

2. Analyzing Tourism Development Strategies on Pantai Pasir Kuning as an Attraction for Tourist Attractions

Tourism development on Pasir Kuning Beach is carried out through three main stages, namely planning, implementation, and monitoring and evaluation. The planning stage is carried out as a form of anticipation of future conditions, including problem identification, potential analysis, forecasting environmental conditions, and the preparation of alternative plans. In this stage, the local community is actively involved through the formation of the Tourism Awareness Group (POKDARWIS) which functions as a forum for community participation in formulating tourism development programs. Community involvement makes planning more sustainable because the needs discussed can be realized immediately, for example annual activities in the form of ketupat war cultural performances which are icons of Pasir Kuning Beach.

The implementation stage of tourism development prioritizes the direct involvement of the community in realizing the planned program. This participation is realized through the provision of supporting facilities such as food stalls, tourist attractions, souvenir sellers, homestays, and local workers. The community also plays a role in packaging local culture as a tourist attraction, including ketupat war traditions, crafts, visits to historical sites, daily activities of residents, and typical culinary. This implementation not only enriches the tourist experience but also strengthens the relationship between tourism development and economic improvement of the local community.

The monitoring and evaluation stage is carried out to assess the effectiveness of the implementation of tourism development and provide input for improvement. The evaluation includes an assessment of tourism services, infrastructure, and event activities, including repairing road access to tourist attractions that are still damaged and flooded during rain. In addition to infrastructure improvements, the promotional aspect is also an important concern considering that Pasir Kuning Beach is not widely known. Social media-based promotion is a strategy that must be improved as information technology develops. After evaluation, a SWOT analysis is used to determine alternative strategies based on the strengths, weaknesses, opportunities, and threats that the attraction has.

Based on the SWOT analysis, Pantai Pasir Kuning has a number of strengths such as the uniqueness of yellow sand, community support, the existence of traditional rituals, and Potential and Tourism Development Strategy of Pasir Kuning Beach, Tempilang District, West Bangka Regency

affordable ticket prices. However, there are weaknesses in the form of the absence of special transportation, lack of lodging facilities, management that is not optimal, location far from the city center, lack of financial support, and lack of promotion. Opportunities that can be utilized include economic benefits for the community, potential locations as research sites, preservation of ketupat war culture, and tourist interest in coastal tourism. Meanwhile, threats include tin mining activities, lack of optimization of tourism supporting sectors, and lack of attention to infrastructure to the location. By understanding these four aspects, development strategies can be formulated to make Pantai Pasir Kuning a competitive and sustainable destination.

CONCLUSION

The results of this study indicate that Pasir Kuning Beach has significant tourism potential reflected in three main components: something to see, something to do, and something to buy. The main attraction (something to see) is the unique golden-yellow sand and cultural events such as the Ketupat War tradition held before the month of Sha'ban. In terms of something to do, tourists can utilize several available facilities such as gazebos, photo spots, and recreational areas, while something to buy is supported by shops or stalls selling souvenirs. The SWOT analysis shows that the strengths of Pantai Pasir Kuning include its unique natural beauty, strong support from the local community, the presence of traditional cultural rituals as tourist attractions, and affordable entrance fees. However, several weaknesses remain, including limited transportation access, lack of lodging facilities, suboptimal management during holidays, the distance from the city center, limited funding for tourism management, and insufficient promotion. Opportunities include economic benefits for the community, potential use of the area for environmental research related to pollution issues, preservation of local culture such as the Ketupat War tradition, and interest from local tourists. Meanwhile, threats include tin mining activities, limited cross-sector benefits in the Pantai Pasir Kuning area, and insufficient attention to infrastructure development leading to the destination. Therefore, tourism managers must carefully address existing weaknesses and threats while maximizing strengths and opportunities to formulate effective development strategies. It is recommended that tourism managers and local governments improve infrastructure and accessibility, strengthen tourism promotion through digital media and social networks, and enhance collaboration with local communities while preserving cultural traditions such as the Ketupat War as a cultural tourism attraction. Future research is suggested to examine sustainable tourism management models, visitor perception and satisfaction, and the environmental impacts of tourism and mining activities in the Pantai Pasir Kuning area to support more comprehensive and sustainable tourism development.

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