**POTENTIAL AND ATTRACTION STUDY OF UNGAPAN BEACH FOR ECOTOURISM DEVELOPMENT IN MALANG REGENCY**

**Nailul Insani1, Dwi Novi Setiawati2, Yuswanti Ariani3, Fauzi R A’Rachman4**

1,2,3 Geografi, Universitas Negeri Malang

4Geografi, Universitas Negeri Jakarta

E-mail : nailul.insani.fis@um.ac.id

**Abstrak**

Ungapan Beach Tourism is one of the attractions with an attraction in the form of a beach with a stretch of white sand near the mouth of the river. Administratively, Ungapan beach is located in Gajahrejo Village, Gedangan District, Malang Regency. The purpose of this study is (1) to identify the potential and attractiveness of Ungapan beach attractions, (2) to identify strengths, weaknesses, opportunities and threats to establish a strategy for developing coastal tourism objects. The method used in this study is descriptive quantitative using primary and secondary data. Data collection through field measurements, observation, interviews and documentation. Data analysis techniques are used to identify potential and tourist attraction which refers to the 2003 Guidelines for Object and Nature Attraction Assessment (ODTWA) and SWOT analysis of IFAS and EFAS techniques to determine tourism development strategies. The results showed that attraction, accessibility, management and accommodation in Ungapan Beach can be categorized as feasible and very potential to be developed as ecotourism while for the results of the SWOT analysis it can be concluded that several strategies for Ungapan Beach development include improvement and addition of infrastructure, expansion of parking areas, increasing routine maintenance of tourist facilities and infrastructure facilities and increased promotion of Ungapan Beach attractions outside the area.

***Keywords: Tourism potential, tourist attraction, development strategy***

**PENDAHULUAN**

The tourism industry (Tourism) is one of the market segments that continues to grow at this time. The development of the market segment is very significant, considering that the tourism industry provides large and large employment opportunities, encouraging economic growth, investment and international trade (Latham, 1998). Tourism is one of the new style industries, which is able to provide rapid economic growth in terms of employment opportunities, income, living standards and activating other production sectors in the recipient country (Wahab, 2003).

Based on the 2015 Performance Accountability Report (LAK), the statistical data per January - December 2015 shows that Indonesia's tourism development achievement is able to exceed the predetermined target. This is evidenced through the rate of foreign tourist arrivals to 10.4 million people, from the 2015 target of 10 million people. The foreign tourist visits contributed to foreign exchange revenues of Rp 144 trillion. In line with this, the tourism sector is ranked as the second highest contributor to the country's foreign exchange after oil palm (BPS and the Ministry of Industry, 2017). Ministry of Religion predicts that in 2020 the tourism sector will become number 1 foreign exchange contributor in Indonesia.

The development of the tourism sector is one of the flagship programs of the Malang Regency government, especially the development of coastal tourism. The location of Malang Regency which is directly adjacent to the Indian Ocean, allows this region to have a large coastal tourism potential. The concept of ecotourism is suitable for the development of coastal tourism attractions in Malang Regency. The concept of ecotourism presents natural tourism that is environmentally friendly and renewable. The concept of natural tourism has proven to be able to attract foreign tourists to the region and encourage economic growth in local communities (Widodo, 2013).

One of the beaches on the southern coast of Malang Regency is Ungapan beach. Administratively, this beach is part of Gajahrejo Village, Gedangan District, Malang Regency. The location of this beach is also close to other well-known beaches, such as Bajulmati Beach and Goa Cina Beach, so that Ungapan Beach can be an alternative beach destination for tourists. The origin of the name Pantai Ungapan comes from the Javanese language which means the river mouth or the meeting between the river and the sea. The attraction of this beach presents a vast expanse of white sand and is adjacent to the estuary which can be utilized for swimming, fishing and water-bearing.

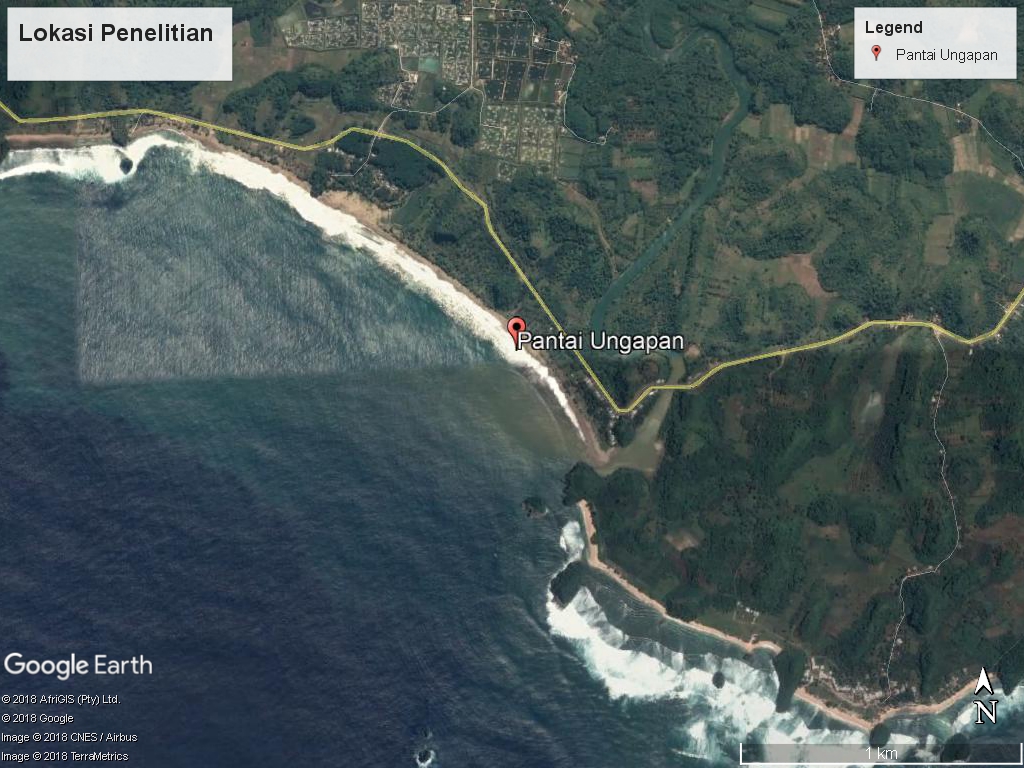
Based on data from the Malang Regency Tourism and Culture Office (DISPARBUD) in 2015, the number of foreign tourists visiting Malang Regency was 3,251,367 tourists and increased to 5,719,881 tourists in 2016. The increase in the number of tourist visits also occurred in Ungapan Beach. This is inseparable from the construction of the Southern Cross Line (JLS) which crosses the southern coast of Malang Regency, thus increasing accessibility and making it easier for tourists to visit the tourist area. The development of existing coastal tourism objects is expected to increase the economic growth of the community.

The existence of Ungapan Beach attractions also provides benefits to the economy of the surrounding community. This can be seen from the community around the Ungapan Beach tourism object, mostly working as souvenir traders and typical culinary around tourist objects such as grilled fish. Food and culinary services have increased rapidly since the last decade, its presence can meet the taste tastes of various highly developed local and international foods. This service is so widespread that it creates new types of tourism, namely culinary tourism in tourism objects (Arjana, 2016). The condition of facilities and infrastructure that have begun to develop in tourism objects makes Ungapan Beach increasingly crowded, therefore there needs to be a study of the potential and attractiveness of tourist attractions and the determination of strategies for planning the development of the Ungapan Beach tourism area in a sustainable manner. Tourist objects and attractions are all things that have uniqueness, beauty and value in the form of natural, cultural, and man-made diversity that are the target or destination of tourist visits (Gunawan 2000).

**METODE**

The study was conducted in November 2018 at Ungapan Beach, Malang Regency. The method used in this study is descriptive quantitative. Collecting data through observation, documentation and interviews. The data used in this study are primary and secondary data. Primary data is obtained from measurements in the field. Secondary data was obtained from research publications and documents sourced from several relevant agencies such as the Tourism Office, BPS and BAPPEDA Malang Regency.

**Figure 1 Research Sites at Ungapan Beach**



**Source : Google Earth Pro, 2018**

Data collection related to attractiveness using the modified Analysis of Object Operation Areas and Nature Tourism Attractions (ADO-ODTWA) from the Directorate General of Forest Protection and Nature Conservation (DG PHKA, 2003). Data collection for the potential of natural tourist objects and attractions is done by observing in the field. The observed criteria include: (1) Attractiveness; observed elements include uniqueness, sensitivity, variety of activities, prominent natural resources, location cleanliness, security, comfort, (2) accessibility; observed elements namely road conditions, distance and road class, (3) Conditions around the area; observed elements include object area layout, population livelihood, visitor / tourist space (Ha), education, soil fertility level, and community response to the development of natural tourism objects, (4) Management and service; observed elements include management (object planning, organizing, implementing / operating, and controlling utilization) and visitor / tourist services (friendliness, readiness, ability, and communication skills), (5) Accommodation; conducted by looking at and searching for information about lodging within a 15 km radius of the object, (6) Supporting facilities include restaurants / drinks, tourist facilities, toilets, rest areas, souvenir / souvenir stalls, public transportation facilities, and places of worship.

Data that has been collected is then processed using scoring and weighting techniques. Each assessment criteria has different weights. Attractiveness is the main capital that enables visitors / tourists to come in. The weight of the attractiveness criteria is given the highest number, namely 6. Accessibility assessment is given a weight of 5 because accessibility is a very important factor in supporting market potential. Assessment of conditions around the area is given weight 5. Management and service assessments are given weight 4. Assessment of accommodation criteria is given a weighting 3. Each assessment criterion is multiplied by the weighted value of the assessment using the formula:

**S = N x B ……………………………………………………… (1)**

Information :

S = Score / value of a criterion

N = Amount of elemental values ​​in criteria

B = Quality value

Development of natural tourism objects is based on priority scale and recommendations. Development is classified into 3 categories as follows:

1. Very potential, that is, regions that have ODTWA are eligible to be developed based on the results of the evaluation in the order of priority.
2. Potential, namely areas that have potential, but have obstacles and constraints to be developed with certain requirements that require further guidance based on the results of the assessment.
3. Less potential, namely regions that cannot be developed based on the results of the assessment.

The results of the obtained values ​​are compared again with the value of the development classification of each assessment criterion, after which the weight values ​​/ classes that have been obtained from the tabulation of the development classification of each assessment criterion, the values ​​of each of these criteria are classified as good classes, medium, and bad to get the final results of the assessment of Ungapan Beach attractions which can be seen in Table 1.

Table 1. Tourism Object Development Scale

|  |  |  |
| --- | --- | --- |
| **No** | **Total Value** | **Assessment of Elementary Potential** |
| 1 | ≥ 1932 – 2560 | Very Potencial |
| 2 | ≥ 1304 – 1931 | Potencial |
| 3 | ≥ 676 – 1303 | Less potencial |

Source : Yasri 2003

The value of each element is selected from one of the numbers contained in the ODTWA assessment criteria table and the conditions of each location. The score obtained is then compared to the total score of a criterion. Karsuadi et al (in Ginting, 2013) stated that after comparison, a feasibility index would be obtained in percent. The regional feasibility index is as follows:

a. The feasibility level> 66.6% is feasible to be developed

b. The feasibility level of 33.3% -66.6% is not feasible to develop

c. The feasibility level> 33.3% is not feasible to develop

Analysis of the development of Pantai Ungapan tourism using the SWOT Matrix with IFAS and EFAS techniques. According to Freddy (1997), the SWOT analysis is the identification of various factors systemically to formulate a company's strategy. This analysis is based on logic that can maximize strengths and opportunities (Opportunities), but can simultaneously minimize weaknesses (Weaknesses) and threats (Threats). Strategic decision making processes are always related to the development of mission, goals, strategies, and company policies. The results of the analysis are usually directives or recommendations to maintain strength and increase the benefits of opportunities, while reducing deficiencies and avoiding threats. If used correctly, the SWOT analysis will help us to see the forgotten or invisible aspects so far (Hardiyanto, 2018).

Internal analysis is carried out to get the strength factor to be used and the weakness factors that will be anticipated. To evaluate these factors, the IFAS (Internal Factor Analysis Summary) matrix is ​​used. Determination of internal strategy factors is carried out before making IFAS matrix. External analysis is carried out to develop opportunity factors that might be exploited and threat factors that need to be avoided. In this analysis there are two external environmental factors, namely: macro environmental factors (political, economic, social, and technological) and external microenvironment (business environment, distribution, infrastructure, human resources). The results of external analysis are continued by evaluating to find out whether the strategies used so far provide a response to the opportunities and threats that exist. For this purpose EFAS matrix (External Factors Analysis Summary) is used.

Internal-external matrix analysis (IE) is an activity to determine direction and management goals (Roger, 1990). The development of the internal-external matrix (IE) was carried out by identifying the suitability of management conditions with the nine cell management strategies used in the SWOT analysis. The cells are cells I, II, III, IV, V, VI, VII, VIII, and IX which respectively express I (growth strategy with concentration on vertical integration), II (growth strategy with concentration on horizontal integration), III (downsizing or turnaround strategies), IV (stability strategy), V (growth strategy with a concentration on horizontal integration), VI (divestment or reduction strategy), VII (growth strategy through concentric diversification), VIII (growth strategy through conglomeration concentration), and IX (liquidation strategy). Each cell has a range of values ​​of internal factors and external factors. The position and direction of management is chosen by matching the total score of internal factors (IFAS matrix) and external factors (EFAS matrix) with the range of values ​​in the cell.

**RESULTS AND DISCUSSION**

1. **POTENTIAL AND ATTRACTION OF TOURISM OBJECTS**

The results of the assessment of the potential and attractiveness of Ungapan Beach attractions based on criteria according to the Guidelines for Regional Analysis of Object Operations and Natural Tourism Attractions (ADO-ODTWA) of the Directorate General of PHKA (2003) can be seen in Table 1. Components assessed include 1) Attraction tourist attraction, 2) Accessibility, 3) Conditions around the area, 4) Management and Services, 5) Accommodation, and 6) Supporting Infrastructure Facilities. The objects and attractions that have been assessed are then analyzed using scoring and weighting techniques according to the values ​​determined for each criterion. The total value of each criterion is calculated by the formula S = N x B.

**Table 1. The Results of Calculating ODTWA Potential Criteria in Ungapan Beach Tourism Objects**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Criteria** | **Quality** | **Value** | **Score** | **Score Max** | **Indeks (%)** | **Information** |
| 1 | Attraction | 6 | 140 | 840 | 1080 | 77,7 | **Worthy** |
| 2 | Accessibility | 5 | 40 | 200 | 300 | 66,6 | **Worthy** |
| 3 | Conditions around the area | 5 | 135 | 675 | 900 | 75 | **Worthy** |
| 4 | Management and service | 4 | 40 | 160 | 240 | 66,6 | **Worthy** |
| 5 | Acomodation | 3 | 20 | 60 | 90 | 66,6 | **Worthy** |
| 6 | Supporting infrastructure facilities | 3 | 20 | 60 | 90 | 66,6 | **Worthy** |
| **Total** | |  |  | **1995** | **2700** | **73,8** | **Worthy** |
| **Feasibility Level** | |  |  |  | **Very potential** | | |

Source : Data Proceesing

Based on table 1, it can be seen that the results of the calculation of the overall criteria for assessing the potential and tourist attraction of Pantai Ungapan have a score of 1995, which means that it is included in the category of potential to be developed based on the priority scale of tourism development. The index value> 66.6% means it is feasible to be developed. The score of Ungapan beach attractiveness criteria is 840 with a feasibility index of 77.7%. Accessibility at Ungapan beach has a score of 200 with a feasibility index of 66.6%. The condition around the area has a score of 675 and a feasibility index of 75% which means it is worthy of further development. Management and service criteria get a score of 160 with a feasibility value of 66.6% which means. Accommodation criteria get a score of 60 with a feasibility index of 66.6% which means. Criteria for facilities and infrastructure have a score of 60 with a feasibility value of 66.6% with a meaning worthy to be developed. The total feasibility index of Ungapan Beach is 73.8%, which means it is worth developing.

A detailed description of each of the criteria in this study will be described as follows:

1. **Attraction of Ungapan Beach Tourism Object Potential**

Based on the calculation of the attraction rating of Ungapan Beach Tourism Object, the value of the attraction of Ungapan Beach is 840. The uniqueness of the prominent resources in Ungapan Beach is known for its vast expanse of white sand and close to the river mouth. The meeting area between river water and sea water is quite extensive and has a fairly calm current so visitors can do swimming, fishing and water cycling activities. Visitors can also enjoy boat rides along the river mouth and observe the mangroves on the right and left of the river. The boat route also passes the lower part of the dead steel bridge which is attractive and quite photogenic. Ungapan Beach does not have cliffs or ravines that can endanger the safety of tourists. This beach is also unique by offering a view to the other beach corner, in the form of small islands around the south coast. The vegetation that stretches along the Ungapan beach tourism object is still maintained and utilized by visitors and managers to shelter, absorb pollutants and aesthetic plants. The existing vegetation is very supportive of tourist activities, because it can provide its own coolness and comfort when traveling, especially picnic activities.

Supervision and monitoring of tourist attraction areas is carried out by managers assisted by communities around tourism objects that work within the tourist area. Overall, the cleanliness of the Ungapan beach location is well maintained, because the number of residents who are cleaning officers is quite large. There are no pollutants because of the influence of the industry and excessive coastal pollution due to toxic chemicals that can endanger tourism activities. Resident settlements are also far from the coastal area so that they are free from social disturbances. In addition, there are no bullies and vandalism in the Ungapan Beach area. But in some parts of the coast there are still trashes sometimes caused by unscrupulous visitors who leave and leave the pile of rubbish but are not burnt to the end.

1. **Accessibility of Ungapan Beach Tourism Object**

Based on the calculation results of the Assessment of Accessibility of Ungapan Beach Tourism Objects, the attraction of Ungapan Beach is 200. The road conditions from the provincial capital are quite good towards Ungapan Beach attractions. Moreover, the Surabaya - Malang toll road is now available. The location of Ungapan Beach attractions is 159 km from the city of Surabaya or around 3-5 hours of travel using private vehicles and public transportation. However, if taken by non-toll road, the travel time will be longer, which is around 5-6 hours of travel with road conditions that are not included very well but only good enough. So tourists who visit prefer to use private vehicles, especially motorbikes, to be faster than using public transportation.

1. **Conditions Around the Ungapan Beach Tourism Object Area**

Based on the calculation of the Condition Assessment of Ungapan Beach Tourism Area, the value of the attraction of Ungapan Beach is 675. The layout of the Ungapan Beach tourism object is already available and appropriate, which is in accordance with the Malang Regency Spatial Plan. Most of the people's livelihoods are farmers and fishermen. The type of soil in Ungapan Beach is a type of fertile soil. Community education around Ungapan Beach attractions mostly graduated from junior high school. The low level of education does not provide public knowledge and awareness of the importance of tourism development

The support of the surrounding community, managers, and tourists who are in the area of ​​Ungapan Beach is very supportive. Better maintenance / preservation of the potential of tourism objects, the addition of more attractive tourism supporting facilities and routine beach cleaning to increase tourist interest. This increase in the number of tourists will have a positive impact on managers and communities in the tourist area to get more profit / income.

1. **Management and Service of Ungapan Beach Tourism Objects**

Based on the calculation results of the Ungapan Beach Tourism Management and Service Rating, the value of the attraction of Ungapan Beach is 160. Management of Ungapan Beach attractions in terms of object planning, organization, implementation / operation, and utilization control already exists. Supervision and monitoring of tourist attraction areas is carried out by managers assisted by communities around tourism objects that work within the tourist area. Tourists who have never visited will be accompanied by managers and the community, because the community and managers act as tour guides.

The service of visitors / tourists, friendliness, readiness, ability, and communication skills is undoubtedly, the service of visitors / tourists in this Ungapan tourist attraction is guaranteed to be very good and painstaking. Tourists who visit do not need to worry about the existence of pickpockets, acts of violence, and sink while swimming. Hospitality of tourist managers and the community involved in activities in the location of Ungapan Beach attractions became the capital to create comfort for tourists when traveling. Managers and communities in the region and outside the area are very polite and kind, by providing the best service to tourists who come to tourism objects.

**e. Accommodation Ungapan Beach Tourism Object**

Based on the results of the calculation of Ungapan Beach Tourism Accommodation Rating, the value of the attraction of Ungapan Beach is 60. Pantai Ungapan Tourism has several facilities that are quite good because there are lodging facilities in the location provided by the management of tourist attractions as a tourist resting place.

1. **Facilities for Supporting Ungapan Beach Tourism Objects**

Based on the results of the calculation of Infrastructure Facilities Supporting Ungapan Beach Tourism Object, the value of the attraction of Ungapan Beach is 60. Supporting facilities and infrastructure in Ungapan Beach are very complete starting from the availability of food / drink houses, toilets, rest areas, souvenir kiosks, and places of worship , and at some points of location for resting places in the form of concrete benches adjacent to food vendors. Ungapan Beach tourism object also provides stalls that sell souvenirs such as beach clothes.

The desire and hope of tourists, the community and managers of Ungapan Beach tourism is to preserve the potential of tourism objects to be improved better, the addition of more attractive tourism supporting facilities, regular beach cleaning, the addition of more interesting children's playgrounds, regional supervision. more serious and integrated collaboration between enhanced tourism managers, and wider parking spaces. This will increase the number of tourists who will have a positive impact on managers and communities in the tourist area to get more profit / income. An increase in the number of tourists who travel can increase people's readiness to sell food, providers of tourist facilities for boating and souvenirs.

**2. ANALISIS IFAS dan EFAS**

Table 2. Internal Strategy Factor Matrix (IFAS)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Strategic Factors | Quality  Average | Rating | Quality x Rating |
| A. | INTERNAL  **Strength** |  |  |  |
| 1. | Potential of natural and environmental resources | 0.0869 | 3 | 0,26 |
| 2. | Accessibility and tourist facilities | 0.1069 | 2 | 0,21 |
| 3 | Tourism security | 0.0833 | 4 | 0,33 |
| 4 | The hospitality of the manager and the community at the location of tourist attractions | 0.0847 | 4 | 0,34 |
| 5 | Vegetation | 0.1025 | 1 | 0,10 |
| B. | **Weakness** |  |  |  |
| 1. | Lack of development and management of tourism activities | 0.1139 | 1 | 0,11 |
| 2. | Supporting facilities and infrastructure that have not  fulfilled | 0.1056 | 2 | 0,21 |
| 3. | Limited human resources | 0.1125 | 3 | 0,34 |
| 4. | Poorly maintained environmental conditions | 0.0958 | 4 | 0,38 |
| 5. | Lack of promotional efforts, especially for outside regions | 0.1083 | 2 | 0,22 |
|  | TOTAL | 1 | 26 | 2,52 |

Source: Data processing

Table 3. External Strategy Factor Matrix (EFAS)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Strategic Factors | Quality Average | Rating | Quality x Rating |
| A. | EKSTERNAL  **Opputinities** |  |  |  |
| 1. | The interest of tourists to visit is high | 0.0903 | 4 | 0,36 |
| 2. | Technological advances for the promotion of tourism objects | 0.1028 | 3 | 0,30 |
| 3 | Regional government vision and mission | 0.1069 | 3 | 0,32 |
| 4 | Strategic location of tourist sites as a center of economic activity for surrounding communities | 0.0875 | 4 | 0,35 |
| 5 | Selling points for photo spots | 0.0736 | 3 | 0,22 |
| B. | ANCAMAN |  |  |  |
| 1. | Environmental pollution | 0.1264 | 2 | 0,25 |
| 2. | Tourist activities that damage the environment | 0.1097 | 1 | 0,10 |
| 3. | Competition with other tourism objects | 0.0833 | 1 | 0,08 |
| 4. | Tidal waves | 0.1097 | 3 | 0,33 |
| 5. | Lack of health facilities for visitors | 0.1097 | 2 | 0,22 |
|  | TOTAL | 1 | 26 | 2,55 |

Source : Data Processing

SWOT analysis uses IFAS and EFAS techniques. The IE (Internal - External) matrix with IFAS score of a total score of 2.52 and EFAS value in the horizontal dimension with a total score of 2.55. The position of this Ungapan Beach tourism object is in the IE matrix that the state of tourism is in a growth position. Ungapan Beach is in position 5 with a suitable strategy that can be described as growth and stability. Pantai Ungapan is in its infancy and in the direction of stability which is influenced by internal and external factors that provide results of the assessment or multiplication of the IFE matrix with the results of 2.52 and the EFE matrix with the results of 2.55.

If viewed from the IFAS matrix with a value of 2.52, Pantai Ungapan has a disadvantage of expensive parking rates and adequate personnel is still an obstacle to the lack of development and management of tourism activities. To overcome this, it would be good for managers to improve and develop more integrated facilities and infrastructure to overcome the shortcomings of supporting tourist needs. While seen from the EFAS matrix with a value of 2.55, Pantai Ungapan has an opportunity because of the high interest of tourists to visit so that the object manager tourism must be able to make the most of the opportunities available.

**Table 4. IE Results Matrix**

2,5114

2,5554

|  |  |  |  |
| --- | --- | --- | --- |
| High | I  Growth Concentration of vertical integration | II  Growth Concentration of horizontal integration | III  Turnaraound contraction |
| Medium | IV  Stability, Be careful | V  (2,52 : 2,55)  Growth Concentration of horizontal integration | VI  Downsizing Divestment |
| Low | VII  Concentric Growth Diversification | VII  Growth Differentiated expansion | IX  Downsizing Liquidation |
|  | High | Average | Weak |

Strategies and efforts to increase the development of potential attractiveness as a coastal ecotourism include:

1. Increase the number of facilities that support and maintain the environment such as trash bins, adding cleaning services to tourism objects, and bans on littering at various points, so that the cleanliness of the beach is maintained and makes tourists comfortable.
2. Add an arena for children's play that is more interesting as well as an environment for environmental education, so that children can have awareness about the environment, especially the coastal ecosystem
3. Add security facilities and expanding the parking area of ​​vehicles, because during the holiday season, many tourists will usually visit and bring private vehicles so that the parking area needs expansion and will not make the road jam if there is no place to park.
4. Increase the maintenance of all existing facilities in tourism objects, so that facilities in tourism objects are maintained in good condition and safe for visitors, so as to minimize tourist complaints related to infrastructure.
5. Increase cooperation between communities, the government and capital owners in developing infrastructure and promotion of floating beaches in realizing ecotourism
6. Better supervision of tourism objects to supervise tourism activities so as not to damage the coastal ecosystem, coastal environment and supporting infrastructure.

**CONCLUSIONS AND RECOMMENDATIONS**

The condition of Pantai Ungapan ecotourism is quite good, as evidenced by the scoring calculation which is based on the guideline for evaluating Nature Tourism Attraction Objects (ODTWA) in 2003, where the value of each determined culture shows a large value so that the beach of Ungapan is feasible to develop. Based on the analysis using IFAS and EFAS. The IE (Internal - External) matrix with IFAS score of a total score of 2.52 and EFAS value in the horizontal dimension with a total score of 2.55. The position of this Ungapan Beach tourism object is in the IE matrix that the state of tourism is in a growth position. Ungapan Beach is in position 5 with a suitable strategy that can be described as growth and stability. Pantai Ungapan is in its infancy and in the direction of stability which is influenced by internal and external factors that provide results of the assessment or multiplication of the IFE matrix with the results of 2.52 and the EFE matrix with the results of 2.55.

Improvement and improvement of infrastructure both in quality and quantity will increase the attractiveness of tourists. Maintenance and maintenance of tourist facilities and infrastructure facilities also need to be done to maintain comfort in the tourist environment. Increasing the number of trash bins in tourist areas, adding cleaning services to tourism objects, and prohibiting littering at various points, and the need for warning boards, affirming regulations and maximizing supervision of activities that damage environmental sustainability. Increasing the promotion of Ungapan Beach attractions outside the region and implementing integrated cooperation between Ungapan Beach tourism managers for future development so that it will be better and socialization to the community in the area of ​​tourism objects and around tourism objects about the importance of preserving natural resources of tourism objects to protect and not damage it. Additions to the arena for more interesting children's play and expansion of the parking area.

**REFERENCESS**

Anonim. *Peraturan Menteri Kebudayaan dan Pariwisata tentang Pedoman* *Program Nasional Pemberdayaan Masyarakat (PNPM) Mandiri* *Pariwisata. Permenbudpar No. KM.18/HM.001/MKP/2011*. Jakarta: Menteri Kebudayaan dan Pariwisata

Arjana, I Gusti Bagus. 2016. *Geografi Pariwisata dan Ekonomi Kreatif*. Jakarta: Rajawali Pers

Badan Pusat Statistik.2017. *Kabupaten Malang Dalam Angka 2017*. (Online),

(https://malangkab.bps.go.id/publication/2017/08/08/6533ec882630b114e56ece04/kabupaten-malang-dalam-angka-2017.html), diakses 20 November 2018

Badan Pusat Statistik.2017. *Kecamatan Gedangan Dalam Angka 2017*. (Online),

(https://malangkab.bps.go.id/publication/2017/09/16/8fcfee94debf0192266302b1/kecamatan-gedangan-dalam-angka-2017.html), diakses 20 November 2018

Dinas Pariwisata dan kebudayaan Kabupaten Malang tahun 2018

Gunawan, M. P., Lubis S. M., Kantor Menteri Negara Lingkungan Hidup: Proyek Agenda 21 Sektoral, United Nation Development Program (UNDP); Indonesia. 2000. Agenda Pariwisata Untuk Pengembangan Kualitas Hidup Secara Berkelanjutan. Proyek Agenda 21 Sektoral, Jakarta. Kerjasama Kantor Menteri Negara Lingkungan Hidup dengan UNDP.

Hardiyanto, Agus. Soejanto, Irwan. Berliant, Intan. 2018. *Analisis Strategi Pembangunan Desa Wisata Di Sentra Pengrajin Keris.* OPSI – Jurnal Optimasi Sistem Industri

Latham, J. 1998. *Patterns of International Tourism. Progress in Tourism and Hospitality Research*, vol. 4, pp. 42-45

Perlindungan Hutan dan Konservasi Alam (PHKA) (2003). *Pedoman Analisis Daerah*

*Operasi Obyek dan Daya Tarik Wisata Alam (ADO-ODTWA)*. Direktorat Jenderal

Perlindungan Hutan dan Konservasi Alam. Bogor

Radarwati, Siti.(2010). *Analisis Faktor Internal - Eksternal Dan Status Keberlanjutan*

*Pengelolaan Perikanan Tangkap Di Teluk Jakarta,* 1 (1). (Online) (<http://journal.ipb.ac.id/index.php/jtpk/article/view/16029/11882>), diakses 26 April 2019

Sigit, A., Ainurrasjid, Sri, H.H.(2016). *Evaluasi Potensi Pengembangan Obyek Wisata*

*Pantai Pasir Putih. Jurnal Ilmu-Ilmu Kehutanan*, 1 (1). (Online),

(<http://ejournal.ipm.ac.id/wp-content/uploads/2017/04/JURNAL-EVALUASI->

POTENSI-PENGEMBANGAN-OBYEK-WISATA-PANTAI-PASIR-PUTIH.pdf),

diakses 3 Mei 2018

Wahab, Salah. 2003. *Manajemen Kepariwisataan*. Jakarta: Pradnya Paramitha

Widodo, K.R.D., Bahruddin, M., Riqqoh, A.K. 2013. *Perancangan Media Promosi Wana Wisata Pantai Plengkung Banyuwangi sebagai Upaya Meningkatkan Daya Tarik Wisatawan*. Art Nouveau, vol. 1, no. 1, pp. 57-63,