

THE IMPACT OF WASTE ON DOMESTIC TOURIST VISITS TO PENGARADAN BEACH, BANTEN PROVINCE

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Abstract: As an archipelago, Indonesia is surrounded by water. Pengaradan Beach in Banten Province is one of the beaches in Indonesia that has tourism potential. The charm of Pengaradan Beach is disturbed by the garbage scattered around the beach. Waste is dominated by inorganic waste, namely plastic waste. This study aims to analyze the impact of waste on domestic tourists visiting the beach. The respondents were taken purposefully with a total of 50 respondents. This study uses descriptive statistics to describe tourist visits. As for what we portray are the characteristics of the respondents, the condition of the facilities and infrastructure at Pengaradan Beach and how the respondent responds to these tourist attractions. Based on the distributed questionnaire, it shows that the majority of tourists who visit are students. The reason most respondents visited tourist areas was because the entry tickets were cheap, even though the facilities and infrastructure in the tourist areas were inadequate and less clean. The level of beach cleanliness is lacking due to the lack of trash cans, so that many visitors throw their trash carelessly. The majority of the waste that is thrown away is plastic waste from the supplies brought by visitors. Dirty coastal environment is one reason tourists don't want to visit this beach anymore. The existence of garbage around the beach reduces the charm of Pengaradan Beach. Tourists will not return to this place because of the lack of cleanliness of the tourist sites and the lack of cleanliness of facilities and infrastructure. Pengaradan Beach management needs to be improved by involving the role of the local government, because so far this beach is only managed by residents around tourist sites.

Keywords: *Pengaradan Beach, trash, tourists, tourist visits*

1. Introduction

As an archipelago, Indonesia is surrounded by water. The area of waters in Indonesia is two-thirds of its land area. The waters in Indonesia hold a lot of potential. One of the marine potentials in Indonesia is tourism. The charm of coastal areas is a tourist attraction in Indonesia (Wakhidah et al., 2014).

Pengaradan Beach in West Java is one of the beaches in Indonesia that has tourism potential. This beach is included in the Anyer area, Anyar Village, Anyar District, Serang Regency, Banten Province. Pengaradan Beach is managed by local residents. The origin of the name Pengaradan is from the word *mengarad* in Sundanese, which means to spread nets to catch fish and then pull them together to the shore. Pengaradan Beach is not one of the most popular beaches for tourist destinations in Serang Regency, Banten Province, however, this beach has a tourist attraction.

The attraction of Pengaradan Beach is karad activity. Mengarad is usually held twice a week and is attended by many visitors.

The majority of visitors who come to this beach are domestic tourists, and are dominated by residents around the coast. In addition to *mengarad*, the afternoon is a time of interest for residents to visit, such as when waiting to break their fast. The charm of the beach in the Anyer area has not been used optimally. This is due to the lack of coastal tourism management. Pengaradan Beach management is carried out independently by local residents and there is a lack of coordination with the local government (Sungkawa, 2016).

In addition to its lack of management, the charm of Pengaradan Beach is disturbed by the presence of garbage scattered around the beach. Waste is dominated by inorganic waste, it's a plastic waste. According to Jambeck et al. (2015), Indonesia ranks second as a country where a lot of plastic waste is dumped into the sea. Besides being able to disrupt marine ecosystems, plastic waste can also reduce the comfort of tourists who visit (Jang et al., 2014). If the number of tourists decreases, it will interfere with the role of the local economy (McIlgorm et al., 2011). This study aims to analyze the impact of plastic on domestic tourists visiting Pengaradan Beach.

Literature Review

-Waste

Waste according to Law no. 18 of 2008 is the solid remains of human daily activities and / or natural processes. Solid waste according to Majid et al. (2021) can come from commercial, household, industrial, office, demolition waste, construction waste and urban services. According to Law no. 18 of 2008 the source of waste is the origin of the waste generation. The average waste generated varies from region to region.

According to Yousefloo and Babazadeh (2020) differences in waste generation can be caused by population and growth rates, differences in consumption patterns, economic development, while according to Ding et al. (2021) and Tisserant et al. (2017) that difference in waste generation is caused by differences in economic conditions in each region. Based on these conditions, each waste management area is different.

-Waste management

According to Law no. 18 of 2008, waste management is a systematic, comprehensive and sustainable activity which includes waste reduction and handling. Waste management, according to Yousefloo and Babazadeh (2020) is all things related to the management of useless items. Optimal waste management aims to reduce waste production, overcome social and environmental problems related to solid waste and how to manage waste into an energy source as well as a valuable item again.

Household waste management activities and household-like waste according to Law no. 8/2018 consists of reducing waste and handling waste. Waste reduction includes activities to limit waste generation, waste recycling and / or waste reuse. Waste handling includes sorting in the form of grouping and separating waste according to the type, amount and / or nature of waste; collection in the form of collecting and transferring waste from the waste source to a temporary shelter or the integrated waste processing site; transportation in the form of carrying waste from the waste source and / or from a temporary garbage collection site or from an integrated waste processing site to the final processing site; processing in the form of changing

the characteristics, composition and amount of waste; final waste processing in the form of safe return of waste and / or residue from previous processing of environmental media.

Waste management, according to Law no. 18 of 2008 aims to improve public health and environmental quality as well as to make waste as a resource. Waste management is an activity that must be precise because waste has the potential to pose a risk to the environment and health, so waste needs to be managed properly by paying attention to the flow of waste since it arises, transportation, storage, handling and disposal (Callan & Thomas, 2013).

-Waste and tourism

Tourism is one of the sectors that contribute to national income in Indonesia. Its contribution value is 4.1% in 2020. However, there are bad impacts from this tourism sector, when tourism does not implement sustainable tourism. Sustainable tourism requires the management of all forms of resources in such a way that this sector can meet economic, social and aesthetic needs while maintaining cultural identity, basic ecological processes, biodiversity and life insurance systems (Tien et al., 2019).

One of the principles of sustainable tourism is to minimize waste due to tourism activities (Tien et al., 2019). Waste that is often found in tourist areas is plastic waste (Jang et al., 2014). Even though the nature of plastic waste is difficult to decompose (Andrady, 2011). If plastic waste accumulates, this condition can reduce the number of tourist visits (Hayati et al., 2020). Waste around tourist sites that is not managed will reduce comfort for visitors.

2. Research Method

This study uses descriptive statistics to analyze the impact of plastic on domestic tourists visiting Pengaradan Beach. This study uses a qualitative approach, because it describes the conditions of the research location based on the perceptions of the respondents. Purposive sampling. The number of samples is 50 respondents. The data used are primary data. Data obtained from the results of respondents' answers to the questionnaire distributed by the author.

3. Results and Discussion

3.1. Results

Based on the questionnaire distributed to respondents, the descriptive statistics of the distribution of respondents are as follows:

Table 1. Descriptive Statistics of Respondents

Characteristic	Category	Number of Respondents
Age (year)	< 20	18
	20-29	25
	30-39	5
	> 40	2
Education	Senior high school	40
	Diploma	4
	Bachelor	3
	Master	3
Gender	Male	13
	Female	37
Income (IDR)	0 – 1,000,000	40
	1,000,000 – 2,000,000	3
	2,000,000 – 3,000,000	2
	3,000,000 – 4,000,000	3
	>4,000,000	2
Occupation	Student	38
	General employee	5
	Entrepreneur	4
	Government employee	1
	Housewife	2

3.2. Discussion

Tourist Visit

Most of the visitors who came to the Pengaradan Beach in the last 1 month were 1-2 times. They came with the excuse of cheap entry tickets. Visitors who come are residents around the coast. This visit is for occasional refreshing. The results of the questionnaire are as follows:

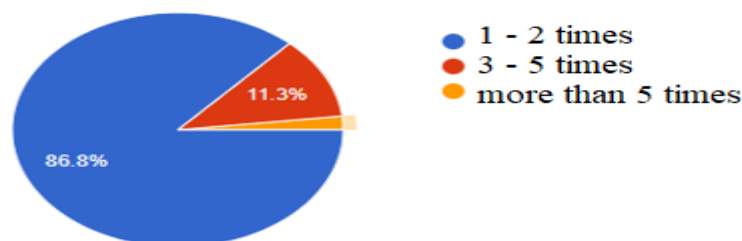


Figure 1. Frequency of Tourist Visits

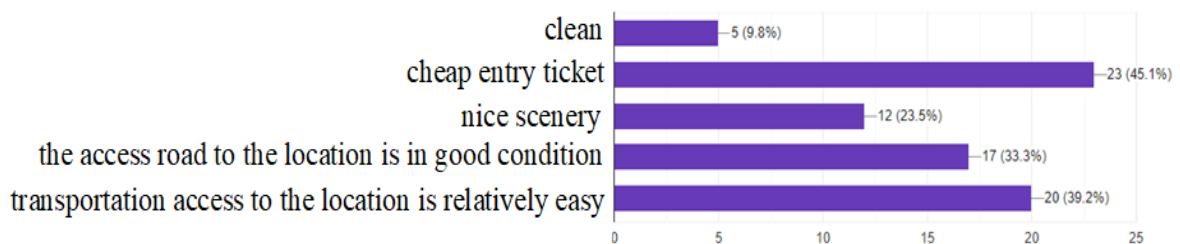


Figure 2. Reasons for Tourists Visiting

According to Figure 2, it shows that it is not due to cleanliness reasons that visitors come to Pengaradan Beach, but because the entrance ticket is cheaper. Because this beach is managed by local residents, there is practically no entrance ticket, visitors only pay a cheap parking fee.

Condition of Supporting Facilities at Pengaradan Beach

The assessment of most visitors about the supporting facilities for this tourist spot is less clean. These facilities include parking areas, huts, toilets, food stalls and other facilities. So that with this condition, visitors do not often come to this beach again.

Table 2. Percentage of Respondents who Assessed Facilities at Pengaradan Beach

Facilities	Clean	Not clean enough	Not clean
Parking area	20.8 %	75.5 %	3.7 %
Food stalls	28.3 %	67.9%	3.8 %
Toilet	18.9%	69.8%	11.3%
Hut	26.4%	71.7%	1,9%
Supporting facilities (bench, shade, etc.)	34%	64.2%	1.8%

Lack of clean facilities at Pengaradan Beach is also due to the insufficient number of trash bins, so that visitors throw their trash everywhere. Following are the conditions of the beach.



Figure 3. Condition of Pengaradan Beach, Banten

According to Figure 3, shows that garbage is scattered and managed by burning. This garbage burning is carried out by local youth who are close to the beach to occasionally clean the beach. This is in accordance with data from BPS (2015) that burning waste is waste management that is mostly carried out by households in Indonesia. In fact, if the combustion of garbage is not complete, it will cause problems, such as air pollution.

The majority of the garbage on Pengaradan Beach comes from beach visitors. The minimal number of trash cans causes visitors to throw them away carelessly, as seen in Figure 3, where the conditions of the beach environment are dirty. Apart from visitors, the source of waste also comes from household domestic waste that lives around the beach, as well as trash from the surrounding area that is carried away by the waves. The existence of garbage carried by the waves, it is not impossible, there are people who throw their garbage into the sea. Indonesia's ranking is number two in the world, where the waste ends up in the sea. This is a poor achievement in Indonesia. According to visitors, the presence of garbage around the beach, the majority of which is an inorganic waste in the form of plastic waste, causes the following conditions

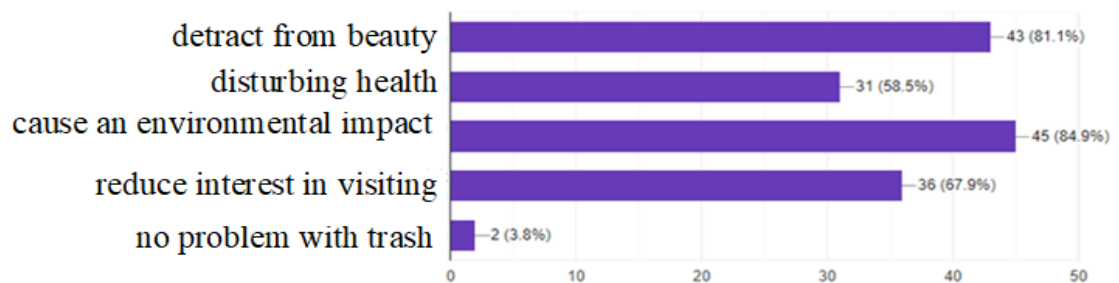


Figure 4. Visitor Perceptions of the Resulting Problems Plastic Waste at Pengaradan Beach

Even though visitors know about the problems caused by the garbage around the beach, many visitors still throw their trash in any place, as shown in Figure 3. This plastic waste comes from disposable drinking bottles or from food packaging brought by visitors. Plastic waste is immediately disposed of without any further management. This dirty condition of the beach is the reason for the respondents not to visit the beach again. This is revealed from the respondents' answers, that there are 30.2% of respondents who will not visit the beach because of the cleanliness of the beach.

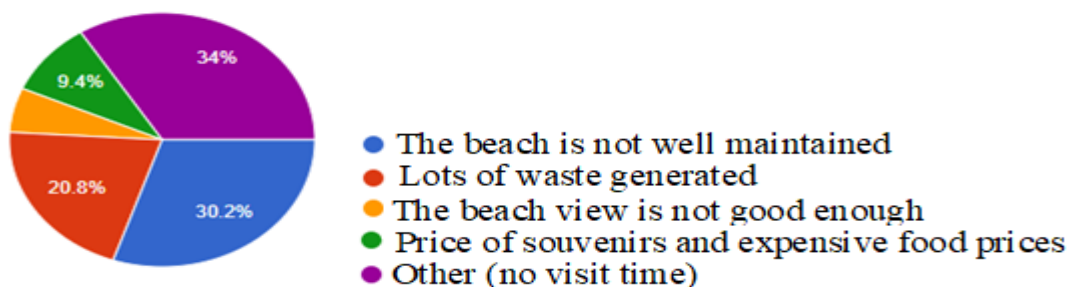


Figure 5. Respondents' Reasons for Not Visiting Pengaradan Beach Again

This is in accordance with Sunlu (2003) that the rubbish that is often found at tourist sites will damage the environment around tourist sites. Solid waste can damage the physical appearance of tourist sites and pollute the environment. For example, garbage found in the sea will disturb the marine ecosystem, trash found in forests and mountains will damage the environment around the forest. A worrying condition is if the rubbish disturbs human health. Dirty environmental damage is a source of disease (Faiza et al., 2019).

In accordance with Figure 2 and Figure 5, it turns out that even visitors do not really care about the cleanliness conditions in the beach environment. It is proven that the reason for cleanliness is not the main reason for tourists to come. Even though there are visitors who consider the cleanliness of tourist attractions as their consideration for traveling, this is still inferior to other visitors' reasons. Cleanliness is not a priority (Hayati et al., 2020; Iwersen-Sioltsidis & Iwersen, 1996).

4. Conclusion

Pengaradan Beach has the potential to be developed. However, the cleanliness conditions at the tourist sites cause the physical appearance of the beach to become less beautiful. The impact of the lack of cleanliness of Pengaradan Beach tourist sites is one of the reasons for visitors not to come back to the beach. Efforts to increase the potential of Pengaradan Beach are the need for assistance from the local government to fix facilities and infrastructure at tourist sites including cleanliness facilities and infrastructure, the need for education for tourists by providing notice boards for every strategic place in tourist locations not to litter, providing education to residents around tourist sites in terms of sustainable solid waste management.

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