

The Perception of Bantul Regency Tourism Office Towards The Development of Surfing Tourist Attractions at Parangtritis Beach, Special Region Of Yogyakarta

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Abstract. Bantul Regency, Yogyakarta Special Region, has surfing tourism potential, as evidenced by the numerous surfing events organized by the Regional Government. This potential is inseparable from the perception that Parangtritis Beach is the mystical area of the Ratu Kidul Kingdom, which is used by several community organizations to carry out the Labuhan tradition. This study aimed to determine the perception of the Bantul Regency Tourism Office in developing surfing tourism. This research is a descriptive qualitative study conducted using data collection techniques such as observation, interviews, and documentation. Primary and secondary data were obtained from primary data. Primary data were collected through direct observation, interviews, and documentation, while secondary data were obtained from literature studies, news portals, and data from policymakers. The results of this study show that the Tourism Office supports surfing tourism at Parangtritis Beach. This can be an innovation and a new tourist attraction that can improve the local economy and preserve culture. However, several obstacles exist, including a lack of synergy between government agencies, limited funding, regional spatial planning, and innovation in traditional food and souvenir products.

1 Introduction

Bantul Regency is one of the regencies under the administrative area of the Special Region of Yogyakarta Province. Data from the 2022 Bantul Regency Regional Profile Book states that Bantul Regency is a region with rapid agricultural and tourism development. Tourism is one of the sectors that contributes the most to Regional Original Income (PAD), with revenue from tourist destinations in Bantul Regency in 2022 amounting to Rp. 26,513,478,000 [1]. In line with this, the Bantul Regency Bappeda emphasized that one of the priority supporting programs for Bantul Regency is to increase the attractiveness of tourist destinations. The Bantul Regency Government strengthened this program through Regional Regulation Number 18 of 2015 [2] concerning the Regional Tourism Development Master Plan for 2015-2024. One of the missions of regional tourism development is to optimize the tourist attractions of the southern part of the Special Region of Yogyakarta as a tourism area oriented towards the strategic value of the Indian Ocean. Parangtritis Beach, located in the southern part of the Special Region of Yogyakarta, borders the Indian Ocean.

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Despite the negative stigma and mystique surrounding Parangtritis Beach, it has the potential to be an appealing surfing tourist destination. The perception process is formed by various elements. Perception is formed by several elements [3], including

1. The recipient, consisting of several indicators such as attitudes, motivations, interests, experiences, and expectations.
2. The situation, consisting of several indicators such as time, habits, work environment, and social situations.
3. The target's perception, consisting of several indicators such as uniqueness, size, background, and similarity

According to The Surf Atlas website, Parangtritis Beach offers advantages such as being suitable for beginners, consistent waves, and good infrastructure [4]. Parangtritis Beach has an active surfing community. The Dolphin Parangtritis Surf Community (DPSC) is a surfing community located on the Parangtritis Beach. The DPSC was established in 2011. Its mission began with the donation of surfboards in 2006 to the Parangtritis 3rd Region Community Protection Unit (SAR Satlinmas). These surfboards were used by the SAR Satlinmas 3rd Region Parangtritis to rescue victims swept away by waves. Surfboards are considered a faster method for rescuing victims swept away by waves than boats. This is evidenced by the decline in the number of maritime accident victims from 1991 to 2024 (SAR Satlinmas Parangtritis 2024). Over time, the surfboards were used for surfing in the Parangtritis Sea.

Sports tourism is a rapidly growing tourist attraction with a broad market reach because of the large number of international tourists interested in sports activities in Indonesia [5]. The Ministry of Tourism and Creative Economy added that sports tourism growth in Indonesia could reach IDR 18,790 trillion by 2024 [5]. In 2022, the Ministry of Tourism and Creative Economy was mandated by the Vice President of the Republic of Indonesia to organize national and international sports festivals to boost Indonesian sports tourism. Sports tourism is one of the fastest-growing sectors in the tourism industry [6]. This is due to the increasing number of tourists interested in sports activities during travel. There are seven factors influencing the success of regional tourism development [7], including

1. Participation and support from the Regional Government.
2. Adequate funding for tourism development.
3. Strategic planning.
4. Collaboration between the private sector and local leaders.
5. Cooperation between tourism businesses.
6. The Regional Government provides assistance in the form of information and technical promotions to develop tourism.
7. Support from all levels of society for tourism.

The appeal of surfing tourism cannot be separated from stakeholders' roles. In this context, stakeholders include various parties, including the Bantul Regency Tourism Office. Support for these activities was demonstrated when SAR Satlinmas Region 3 Parangtritis collaborated with the Bantul Regency Tourism Office, POLAIRUD, the Indonesian Wave Surfing Association (PSOI), Dolphin Parangtritis Surf Community, and Ndo Boss Eksploring

Parangtritis to hold surfing events in 2019 and 2022. According to the Geospatial Information Agency, the event, which attracted 70 participants, aimed to dispel the stigma that Parangtritis Beach is dangerous and, hopefully, attract more tourists [8]. In 2022, a surfing event at Parangtritis Beach attracted 60 participants and aimed to introduce surfing to the Special Region of Yogyakarta and increase tourist visits [9].

Stakeholders are a key factor in determining the success of the Parangtritis Beach tourism destination development. Furthermore, following [10], surfing tourism management in the Mentawai Islands underscores the importance of stakeholders' roles. The stakeholder group reviewed the development of surfing tourism in the Mentawai Islands and examined the processes that shape tourism in the region. This demonstrates a general perception among stakeholders that the surfing tourism industry in the Mentawai Islands needs to be developed more sustainably through more proactive and engaged government efforts. Stakeholders identified a range of negative impacts associated with surfing tourism development, ranging from the negative influence of Western culture on local communities to the uncontrolled development of resorts and home stays.

2 Methods

The data required for this study were collected through interviews, documentation, observation, and literature reviews. To obtain this data, the researchers conducted interviews with stakeholders, observed conditions at Parangtritis Beach, conducted documentation, and searched for relevant literature. The data analysis method used in this study was qualitative and descriptive. Data analysis is a series of activities carried out by researchers after collecting, processing, and drawing conclusions [11]. The data analysis method used in this research was qualitative descriptive analysis. The data presentation method in this study involved reducing the data obtained from the findings at the Parangtritis Beach. Data obtained through source triangulation verified the validity of the data from the interviews, observations, and documentation. Next, the reduced data was condensed through narrative descriptions to produce concise and easily understood data

3 Findings

The icon of Parangtritis Beach is located in the center of the tourist destination. Tourists often use it for photographs. The Bantul Regency Tourism Office built the Parangtritis icon to improve the destination's infrastructure. Furthermore, the maintenance and rehabilitation of the Parangtritis icon is the responsibility of the Bantul Regency Tourism Office. Maintenance by the Bantul Regency Tourism Office includes environmental cleanliness and maintenance of assets at Parangtritis Beach.

The Bantul Regency Tourism Office supports surfing at Parangtritis Beach. This support took the form of funding for a national surfing event in 2019. However, the Bantul Regency Tourism Office has not been able to provide further funding after the national surfing event. The Bantul Regency Tourism Office's perception of the lack of an action plan regarding surfing tourism within the Ripparda is reflected in the interview excerpt below:

"... that is stated in the Ripparda but it has not mentioned the details of the surfing to be included or outlined in a budget implementation document." (Danang, Bantul Regency Tourism Office 2024)

The Bantul Regency Tourism Office faces challenges related to funding assistance, particularly for surfing tourism, due to the lack of inclusion of surfing tourism in the Ripparda (Regional Development Planning Agency). The Bantul Regency Tourism Office also addressed challenges related to internal human resources that were unable to accommodate and



Figure 1. Icon of Parangtritis Beach Source: Researcher Documentation (2024)

provide dedicated attention to surfing tourism. This is due to the numerous types of tourism and tourist attractions managed by the Bantul Regency Tourism Office. Therefore, the surfing event held in 2019 was still tied to a cultural event (the Segara Kidul Festival) funded by the Special Fund. This is because surfing activities have not yet been included in the category of events funded by Danais. One of the requirements for holding events funded by Danais is the inclusion of Javanese and Mataraman cultural elements.

The unsustainability of the surfing event was evident in the absence of similar activities in the following year. The next surfing event was held in 2022 and was implemented and funded by the Yogyakarta Special Region Disaster Management Agency (BPBD). To date, the surfing event has not received any ongoing support from either the Yogyakarta Special Region BPBD or Bantul Regency Tourism Office. Surfing tourism events can incorporate cultural elements to increase tourist interest at Parangtritis Beach. A cultural ritual at Parangtritis Beach is Misungsung Jaladri, performed by the people of Mancingan Hamlet. This ritual is intended to express gratitude to God. The Misungsung Jaladri ritual can be combined with surfing events to create a cultural and adrenaline-pumping experience at the same time.

Furthermore, synergy among government agencies is crucial because surfing tourism falls under the jurisdiction of several government agencies. Government agencies that can be involved in developing surfing tourism include the Tourism Office, Youth and Sports Office, and Search and Rescue (SAR) Unit (Satlinmas). Tourism is closely linked to the Tourism Office, whereas surfing events are linked to the Youth and Sports Office. Furthermore, the SAR Unit (Satlinmas) plays a role in security and rescue operations in the event of maritime accidents in Indonesia.

The Bantul Regency Tourism Office faces challenges in communicating with policymakers and tourism businesses. This can be improved by leveraging technology for faster and more efficient communications. The Bantul Regency Tourism Office has attempted to use soft files sent via WhatsApp to facilitate the dissemination of information related to government programs. The authority to build tourism infrastructure also falls under the responsibility of another government agency, the Public Works Office. Coordination between the Tourism Office and Public Works Office is expected to accelerate the development of surfing tourism attractions.

The Bantul Regency Tourism Office has not yet strictly enforced regulations regarding vehicle traffic within the Parangtritis Beach area. This is because tourism activities in the yellow zone (wet sand) affect the livelihoods of the local communities. The Bantul Regency Tourism Office has not yet found a win-win solution to this issue, giving the impression of

allowing violations of regulations to take place. The statement regarding the ban on motorized vehicle activity at Parangtritis Beach is contained in the following interview excerpt:

"...actually, jeeps, ATVs, and trails are not allowed on the beach, but above the regulations, there must be policies like that, right? Well, involving a lot of people is difficult, so that's why there are policies, please sell jeep rental services and so on, but not in the core zone area." (Danang, Bantul Regency Tourism Office, 2024)

Furthermore, the accessibility to Parangtritis Beach is relatively good, but to attract international tourists, a clear area is needed for sunbathing. The Bantul Regency Tourism Office has implemented a clear area policy, dividing the beach into yellow and blue zones. However, due to the suboptimal implementation of the policy and its lack of enforcement, some businesses still violate the regulation. Furthermore, there is a conflicting policy regarding the prohibition of alcohol on the Parangtritis Beach. Alcohol is popular among international tourists. While the policy is not arbitrarily created to pamper tourists, the Bantul Regency Tourism Office must find a compromise so that the availability of alcohol for international tourists does not meet resistance from the local community. The statement regarding the clear area and alcoholic beverages to attract international tourists is included in the following interview excerpt:

"But foreigners do not want to go there, sir, they definitely do not want to. First, there is no alcohol, so there will definitely be no foreigners. Second, there is a horse-drawn carriage, and foreigners do not want to go there either. There are also ATVs and jeeps. How can foreigners be comfortable in such a situation? They had just started sunbathing, and then there was a jeep passing by, ATV trails, and so on. They won't want to..." (Danang, Bantul Regency Tourism Office, 2024)

In addition to the constraints of public life, several associations are not registered with the Bantul Regency Tourism Office. This is because some associations or business groups did not meet the administrative requirements. These administrative requirements include a recommendation from the Tourism Awareness Group (Pokdarwis), an organizational structure, Articles of Association (AD), and Bylaws (ART). Furthermore, developing surfing tourism at Parangtritis Beach requires bold, innovative, and consistent local leadership. This can accelerate the development of surfing tourism at the beach. In the context of surfing tourism, local champions are expected to have ideas and innovations to develop surfing tourism so that they can introduce Parangtritis Beach to a wider tourist audience. The following statement regarding the need for local champions at Parangtritis Beach is included in the interview excerpt below:

"...tourism really needs crazy people, in quotation marks—crazy ideas, crazy creativity, and so on. So far, what I've seen has been very normative..." (Danang, Bantul Regency Tourism Office, 2024)

In line with the existence of a local champion, the Parangtritis tourist destination manages its area using the principles of community-based tourism (CBT). The Bantul Regency Tourism Office granted management authority to the local community because they had a better understanding of their area. Therefore, the Bantul Regency Tourism Office entrusted the management to the local community through the Tourism Group (Pokdarwis). However, this CBT approach to management does not yet incorporate aspects of quality. The quality tourism aspect, which provides an experience for tourists, has not yet been developed at the Parangtritis Beach. Besides being hampered by the short duration of the tour packages, as stated by the Head of Pokdarwis, another factor is the lack of activities that offer tourists an experience. So far, tourists visiting Parangtritis have mostly only taken photos and enjoyed the natural scenery, with few engaging in activities that provide an experiential aspect of the destination. The statement regarding the lack of experience at Parangtritis Beach is contained in the interview excerpt below:

"There's no enhanced experience for tourists at Parangtritis, right? They come for the beautiful view, but if it's broad daylight or hot, they just come to take photos, right? They don't get a better experience, so there's no quality tourism there." (Danang, Bantul Regency Tourism Office, 2024)

Incorporating experiential aspects into quality tourism is a lengthy process. This is because Parangtritis Beach is already well-known as an affordable tourist destination. Furthermore, high-cost activities are not very popular among tourists visiting Parangtritis Beach. The Bantul Regency Tourism Office is expected to improve the facilities for tourist comfort. This could result in higher entrance fees and a more selective approach to the types of tourists visiting Parangtritis Beach. However, not all areas can be designated as exclusive tourist destinations to accommodate tourists seeking affordable activities or experiences. The following statement regarding Parangtritis Beach's image as an affordable destination is included in the interview excerpt below:

"...we cannot deny the target market because Parangtritis is still a local market, right? The local market usually wants a low price, so they can get more benefits from that low price, while quality tourism cannot be like that..." (Danang, Bantul Regency Tourism Office, 2024)

Furthermore, cultural elements and tourism product innovations at Parangtritis Beach have yet to emerge. This has resulted in insufficient interest from companies in providing CSR funding. Although the image of Parangtritis Beach is widely known, no companies have advertised or provided CSR assistance there. The image of the Parangtritis tourist destination can be improved through promotional activities. Promotional efforts undertaken by the Bantul Regency Tourism Office include creating billboards, printing books, holding tourism dialogues, and breaking the Montro dance record. The montro dance record succeeded in attracting 10,000 students from across Bantul Regency to Parangtritis Beach, but tourism interest among these students was relatively low.

This is because when the record-breaking event was over, the participants and their parents immediately dispersed and returned to their respective homes. Simultaneously, a kite surfing event was held at Laguna Depok. The event was funded by the Bantul Regency Tourism Office, and the researcher did not witness participants from the montro dance record-breaking event participating in the kite surfing event. It is unfortunate that the potential 10,000 local tourists (not including parents and relatives of students) are not being properly accommodated. The Bantul Regency Tourism Office can create additional attractions to boost the local economy at Parangtritis Beach.

Parangtritis Beach, managed by the Bantul Regency Tourism Office, contributes significantly to Regional Original Revenue (PAD). In 2024, it was approximately 65% of Bantul Regency's PAD (Bantul Regency in Figures, 2024). However, this does not necessarily increase the Bantul Regency Tourism Office budget. The limited budget results in minimal funding for tourism that is not yet developed or widely known. The budget from the Regional Government to the Bantul Regency Tourism Office still prioritizes destinations and types of tourism that are already developed or developing in the region. The Bantul Regency Tourism Office's budget has also not been prioritized for promotions. Promotions conducted by the Bantul Regency Tourism Office did not receive a special budget. This has led the Bantul Regency Tourism Office's marketing department to utilize free social media features. These free features are used to promote various destinations in Bantul Regency by uploading photos and videos. The obstacle of the lack of a promotional budget via social media is due to the deletion of the budget. The budget originally allocated for promotion using social media was deleted by a higher-level official. Higher-level officials are unaware of the effectiveness and power of the social media. The statement regarding the elimination of promotional budgets is contained in the following interview excerpt:

"... but I don't know for sure because I don't know the reason why it was crossed out, the way they conveyed it to higher parties was probably less than convincing enough that this was important..." (Danang, Bantul Regency Tourism Office, 2024)

4 Conclusion

The Bantul Regency Tourism Office is a key stakeholder that supports surfing tourism at Parangtritis Beach. The Bantul Tourism Office's perception of surfing tourism at Parangtritis Beach is as follows: (1) maintaining tourism facilities and infrastructure at Parangtritis Beach and (2) no surfing tourism action plan outlined in budget implementation documents. (3) Synergy between regional government agencies to accelerate the development of surfing tourism attractions and (4) Clear areas for tourists wishing to enjoy Parangtritis Beach. Next, (5) local champions as surfing tourism initiators, (6) improving the quality of tourism at Parangtritis Beach, and (7) financial assistance for surfing tourism.

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