How to Sustain Visitors' Interest During The Crisis: The Case Study of Pangandaran Beach

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Abstract

Pangandaran, one of Indonesia's well-known tourist destinations, has never been vacant when allowed to visit, even during the COVID-19 pandemic. This study aims to understand the factors that sustain visitors' interest in Pangandaran during the COVID-1 pandemic. A qualitative description was used in this study by conducting semi-structured interviews with eleven visitors visiting Pangandaran during a pandemic. This study found five main factors that sustained visitors' interest in visiting Pangandaran during the pandemic. First is the internal factor in traveling to the beach, longing for the atmosphere and nature of Pangandaran. The second is the distance, and the third is the popularity of Pangandaran. Four factors are the destination's affordable facilities, such as hotels and Restaurants. Last is the strategic location of the west and east coast meet at the same destination. Those five factors accumulated a strong power that sustains visitor's interest in visiting Pangandaran even in crises such as Pandemic Covid-19

Keywords: interest in tourist visits, pangandaran, covid-19 Pandemic

INTRODUCTION

Pangandaran Regency has a geographical condition and location dominated by the coast, so it has become one of the marine tourism destinations in West Java. Pangandaran Regency has various tourist attractions such as beach tourism, cave tourism, cultural tourism, nature tourism, and others. Pangandaran Regency has the five most visited beaches by tourists and is famous, namely Pangandaran Beach, Batukaras Beach, Green Canyon, Batuhiu Beach, and Karapyak Beach, which have different characteristics and numbers of visits (Ministry of Tourism and Creative Economy, 2019). Based on the data of domestic and foreign tourist visits from the Central Statistics Agency of West Java Province, the destination with the most tourist visits in West Java in the pre-pandemic period, namely from 2018 to the pandemic period, namely in 2021, was the Pangandaran tourist destination with a total number of visits. Both from abroad and the archipelago, namely 3,604,128 people. This shows that the interest in tourist visits to Pangandaran destinations is relatively high among all tourist destinations in West Java. This Pangandaran destination benefits regional development with income derived from tourist visits. From the tourism sector, the Regional Original Revenue of the Pangandaran Regency has reached 144 billion rupiahs. Before Pangandaran Regency became an independent district, the achievement of regional income increased seven times. This shows that the visit of domestic and foreign tourists visiting Pangandaran can help the economic activities of local communities in the Pangandaran area.

However, since 2020, the number of tourist visits has decreased due to the COVID-19 pandemic. All countries worldwide have stopped flights and implemented a lockdown on their territory. The COVID-19 Pandemic has weakened the world economy. Indonesia is also affected by the social, education,

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economic, and tourism pandemic (Novianti et al., 2021). The COVID-19 pandemic has caused the tourism sector in the Pangandaran destination to be paralyzed, and the community's economy has experienced a decline in turnover, especially tourism business actors such as local traders, hotels, restaurants, and playgrounds. They all had to close their shops because no tourists were visiting. In 2020 the number of tourist visits to Pangandaran Beach also experienced a drastic decrease compared to the previous year due to the COVID-19 pandemic. Pangandaran beach tourism opened at the end of June 2020. Still, even though the economy in Pangandaran tourist destinations has been opened, it has not fully recovered because there are not as many tourists as in previous years.

Table 1. Number of Tourist Visits around Pangandaran Area

No	Tourism Objects	International Tourist	Domestic Tourist	Total of Tourist
2019 (Before the Pandemic)				
1	Pangandaran Beach	1.231	2.663.980	2.665.211
2	Batu Hiu Beach	188	180.316	180.504
3	Green Canyon	2.880	136.750	139.630
4	Batu Karas Beach	1.456	519.468	520.924
5	Karapyak Beach	15	268.989	269.004
2020 (Before the Pandemic)				
No	Tourism Objects	International Tourist	Domestic Tourist	
1	Pangandaran Beach	62	2.036.980	2.037.042
2	Batu Hiu Beach	6	109.107	109.113
3	Green Canyon	53.837	155	64.230
4	Batu Karas Beach	275.415	237	349.278
5	Karapyak Beach	0	282.360	282.360

The above table (Pangandaran Regency Tourism and Culture Office, 2020) illustrates that in the pre-pandemic period, the number of visits to Pangandaran beach objects reached 2,6 million. During the pandemic, the number of visits to Pangandaran beach objects reached 2,037,042 people. This shows that the interest in visits in the pre-pandemic and during the pandemic did not experience a very drastic decline because it was still at 2 million visitors. Even during the Pandemic, interest in visiting Pangandaran tourist destinations still existed, so it is necessary to research what factors affected tourist interest in visiting during the COVID-19ppandemic. The Pangandaran tourist destination is an ideal destination in West Java and has an attraction that makes tourists continue to see so that the Pangandaran destination is never deserted. Based on this background, the author is interested in conducting a study entitled "Analysis of Interest in Pangandaran Tourism Destinations During the COVID-19 Pandemic."

LITERATURE REVIEW

According to (Kotler & Keller, 2011), interest in visiting is a decision from consumers based on their experiences who have traveled to visit tourist objects. Based on this understanding, it can be said that interest in visiting is an encouragement from an individual or someone to decide to visit a place of interest. Interest in seeing has been staged in psychology and used as a parameter or indicator in the process of someone's buying. According to (Ferdinand, 2002), the hands in question are: 1) transactional interest is the tendency of an individual or a person to buy a product they are interested in. This means that consumers are already interested in purchasing the product they want; 2) preferential interest is an interest that shows an individual's behavior or someone who has a primary preference for the product they are interested in. This means that consumers make the product they are interested in as the primary choice compared to other products; 3) referential interest is the tendency of someone to refer the product they are interested into others. This means that consumers who are already interested in the product they are interested in will also recommend to the closest people to buy the same product. Factors that influence interest in referring products are Internal factors, namely the influence of oneself, including one's interests and tastes in the product of interest. External factors

include the impact of other people, namely getting recommendations from others and experiences from others when they have consumed the product they are interested in; 4) exploratory interest is an interest that shows the behavior of an individual or someone who is always looking for information about the product he is interested in and supports the positive characteristics of the product. Four tourism components call 4As: Attraction, Accessibility, Amenities, and Ancillary (Cooper et al., 2005) and (Sugiama, 2014). According to Boskovic, there are several main stages to determining the condition of existing resources and proposing measures for their improvements (Boskovic et al., 2013). These Four components of tourism need to be developed to complete the tourist attraction facilities and support, as reflected in Figure 1:
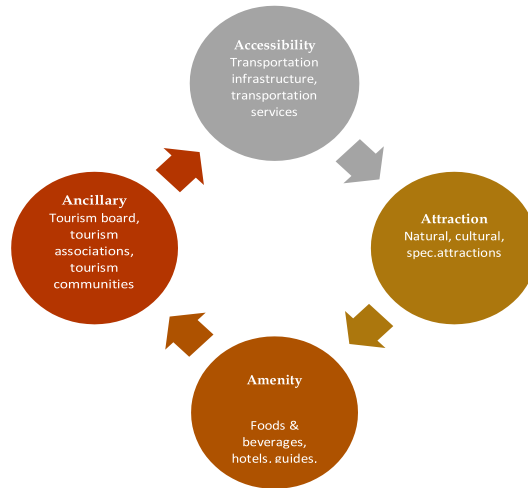

Figure 1. Tourism Destination Components (Sugiama, 2014)

These tourism components also include 4A's Tourism Component, which must be considered an essential component of a tourist destination. Tourism as a business system consists of a variety of tourism services. Therefore, it can be categorized as a tourism industry, covering a wide range of service sectors, including various business items. Among tourism service sector includes transportation, accommodation, and tourist attractions. In addition, the tourist accommodation services sector provides several services such as restaurants and catering.

METHODS

In this study, the author uses a descriptive qualitative method. According to (Sugiyono, 2016), qualitative data is easier to interpret in the search for meaning. This qualitative descriptive research method focuses on the current phenomena collected from interviews, observations, and study documents. In addition, this method focuses on understanding. Those informants were selected by using purposive sampling and snowball techniques.

Data Collection

The author's data collection in this research uses interview and documentation techniques. (Koentjaraningrat, 1993)) said that the interview is a way of collecting data by asking questions to people who can have information. The author uses this method to obtain opinions or views verbally from informants. An interview is a conversation between two people and directs the conversation to related issues. According to (Sugiyono, 2016), there are three types of interviews, namely: 1) structured interview (structured interview), 2) semi-structured interview (semi-structured interview), and 3) structured interview (unstructured interview). This research uses semi-structured interview techniques offline; the online interview method offline is the author meets directly with the informant. The online is the author uses WhatsApp (application) to interview respondents. The author interviewed 11 informants, and online (via telephone) were conducted on WhatsApp and offline at the informants' residences. The documentation method collects data by collecting transcripts, books, notes, newspapers, and photos (Arikunto, 2013). In this study, the documentation method collected

data from pictures and documentation of tourists visiting Pangandaran tourist destinations during the COVID-1pandemic.

RESULT AND DISCUSSION

Transactional interest is a person's tendency to buy a product (Ferdinand, 2002). In this study, the product in question is a tourism product in the form of visits to Pangandaran tourist destinations, and the buyers or consumers are tourists. This transactional interest means that consumers already have an interest in making purchases on the products they want. In this study, tourists are already interested in visiting Pangandaran tourist destinations during the COVID-1pandemic. The results of this interview regarding transactional interest are that several factors caused the interest of tourists visiting the Pangandaran tourist destination during the COVID-19pandemic Namely, the motivation of the tourists themselves, the distance to the destination being close and easy to reach, the tourist destination has popularity, the location is an excellent strategic location, and has many culinary delights.

Table 2. Transactional Interest

No	Explanation	Sample question
1	There is a motivation	"… beach trips are part of my hobby compared to nature or mountain tourism" (AN)
		"Because I just want to relax and want to take photos, I want to heal like that." (AM)
		"Because I have never been there before, and I am curious about what Pangandaran is like" (RF)
		"Because the beach is cooler and cooler, I like watching sunset and sunrise views" (WN)
2	Close distance and easy to reach	"Because Pangandaran is the closest beach from Tasik" (WN)
		(WN) "…first Pangandaran Beach is the closest beach from Bandung…" (CT)
3	Known tourist destinations	"…Pangandaran beach is the closest beach and easy to reach." (RF)
4	The food is delicious	"Because tourist spots are already famous for their beautiful beaches…" (GB)
		"Because I already know Pangandaran beach, and it is already famous." (VE)
		"…I like Pangandaran because it has a lot of seafood and the seafood is delicious" (DA)
		"…First, it is because of the culinary, it is not weird with seafood… all the culinary delights in Pangandaran like to make you nostalgic." (VE)
5	Strategic location	"Both locations are strategic…" (VE)

Based on the results of interviews, the interest in tourist visits to Pangandaran tourist destinations during the first COVID-1pandemic was caused by the motivation from within the tourists themselves, such as a sense of desire to travel to the beach because they want to take selfies, love the beach, and want to heal. In addition, there is a sense of curiosity because they have never traveled to Pangandaran beach and feel happy when they see the view of the beach. There is also a longing for the feel of Pangandaran beach. Some even never feel bored when going to Pangandaran because it is fun. The second is caused by the close and easy-to-reach distance. Pangandaran is a tourist destination close to areas such as Bandung and Tasikmalaya, so the most factor that tourists can visit several times is because it is easily accessible. RF said that Pangandaran beach is the closest and most accessible beach to reach. The third is due to the popularity of well-known tourist destinations of

Pangandaran. According to GB, Pangandaran beach is already famous for its beautiful beaches, so many tourists are curious to go there. The four factors that tourists visit Pangandaran are because of the delicious cuisine, for example, and the abundance of seafood, according to DA. DA also said seafood could make him visit Pangandaran just to go to the restaurant because it was delicious. Lastly, the strategic location of Pangandaran tourist destinations can make it easy for tourists to visit them.

From the results of these interviews, the factors driving tourists to visit or come to tourist destinations, according to (Meng et al., 2008), are of them food factors, the image of the destination (marketed image of the goal), facilities and recreation (recreation facilities), and the theory has been in harmony with all the answers of the informants who have been researched. In addition, push factors are formed from intangible elements that come from within the tourists themselves. Pull factors are created from tangible factors such as the uniqueness of tourism objects and tourist attractions trained from Maslow's theory of motivation called push and pull inspiration (Jang & Liping, 2002). These intangible factors have been in line with the informants' answers, namely the existence of factors that come from within the tourists themselves.

Preferential interest shows the behavior of a person who makes a product he buys his primary preference or leading choice (Ferdinand, 2002). This preference can only be changed if something happens to the outcome of its importance. In this study, the product in question is a tourism product in the form of visits to Pangandaran tourist destinations, and the buyers or consumers are tourists. This preferential interest means that consumers or tourists are already interested in tourism products in the form of visits to Pangandaran tourist destinations and make these products their primary choice. In this study, several informants have made the tourism products they buy, namely a visit to the Pangandaran tourist destination, their primary choice compared to other tourist destinations in West Java. The result of the interview regarding preferential interest is that there are factors that cause interest which shows that the informant makes the tourism product he buys the primary choice. These factors are caused by the number of accommodations, easy accessibility, complete facilities, affordable prices, more famous than other beaches, the many tourist attractions that can be done, and the management and development are outstanding.

Table 3. Preferential Interest

No	Explanation	Sample quotation
1	Accommodations	"...then there are also many new accommodations and hotels..." (AN)
		"Pangandaran and there are no lodgings. Pangandaran is complete, there are many lodging hotels and eve villas. "(DA)
		"......and there are many lodging that is quite cheap...." (SI)
		Hotels in Pangandaran are good, and there are already 5-star hotels." (DA)
2	Facilities and infrastructure	"...and complete facilities are so good." (WN)
		"Because I have been there several times and have guaranteed the facilities." (MY)
		"...the beach facilities are also adequate..." (RF)
		"...and the facilities are quite adequate." (SJ)
		In terms of facilities, there have been many developments. Pangandaran was resilient during the pandemic and was closed to tourists. He did much action in destination attractions and then improved the facilities like that." (AN)
		"...and complete facilities are so good." (WN)
		"Because I have been there several times and have guaranteed the facilities." (MY)
3	More famous	"Because other beaches besides Pangandaran have not become a big/famous tourist attraction, people do not go there or do not know. Because Pangandaran beach is the most famous..." (DA)
		"Compared to other beaches in West Java, maybe the first factor is that you have been there many times, you know for sure, if you go to another place, it is not necessarily good, so we already believe that going there." (CD)
		"...because it is already very famous from other beaches..." (CT)

No	Explanation	Sample quotation
4	Many tourist attractions	"There are a lot of attractions and rides, so it is quite worth it." (SJ)
		"So now the attractions are getting more prosperous and affluent than the tourist village. (AN)
		"...In my opinion, complete attractions and also worth it to visit is Pangandaran beach because it is compared to other beaches around the city of Bandung." (AN)
		"...from other tourist attractions, he is more like that in Pangandaran." (CT)
5	Easy accessibility	One is because the family already knows that road access is easy too. Many roads lead to Pangandaran beach. Great on the go." (VE)
6	Affordable price	"Because Pangandaran is quite affordable..." (SJ)
		"Compared to the rich beaches in Jogja and Lombok, it is farther away and does not have a budget. I think Pangandaran is affordable, and the distance can be reached by yourself." (CT)
7	Attraction and innovation	He has a new attraction every year, so I chose it. Because in other places, the most prominent attraction is only on the beach, but in Pangandaran, it does not just highlight the beach." (AN)
8	Development and management	As I said earlier, compared to other beaches, I think the management and development in Pangandaran are excellent." (AN)

Based on the results of interviews that have been carried out, the interest in tourist visits to tourist destinations in Pangandaran during the COVID-1pandemic is based on the main preferences caused by, firstly, the number of guaranteed and complete accommodations, as stated by WN Pangandaran, has many inns and hotels compared to other beaches. In addition, according to DA, compared to Cipatujah and Karang Taulan beaches in Tasikmalaya, there are no lodgings. At the same time, in Pangandaran, there are many complete and many hotels and even villas. Pangandaran is also now a good hotel, and there is already a 5-star hotel. Both facilities are guaranteed and adequate; as I said, I have been there several times and am assured of the facilities. According to AN, Pangandaran developed destination attractions during the COVID-19 pandemic and improved each of its facilities. In addition, according to CT, there are many supporting infrastructures in Pangandaran. The three Pangandaran tourist destinations are more famous than other beaches in West Java. According to the DA, other beaches besides Pangandaran have not become a well-known tourist attraction, so many people do not know. According to the CD, compared to other beaches in West Java, Pangandaran is more knowledgeable and has been trusted. Fourth, there are many tourist attractions, and according to AN Pangandaran, they are complete interests and worth visiting compared to other beaches around Bandung. The five are easy, as said by VE, the road access is easy, and many roads lead to Pangandaran beach. The six affordable prices, as CT noted, compared to beaches such as Jogja and Lombok, which are further away and have no budget, so according to CT Pangandaran, the price is affordable. The seven have attractions and innovations. As said by AN Pangandaran, every year, they have innovations and interests, but in other places, the appeal is only on the beach. It is different from Pangandaran. Finally, according to AN Pangandaran's development and management, the management and development have been excellent compared to other beaches.

From interview results, 4A destination attributes, according to (Cooper et al., 2005), namely attractions, accessibilities, amenities, and ancillary, can be a factor of interest in tourist visits to Pangandaran tourist destinations because from all the results and answers of each informant it has been shown that the 4A significantly affect tourists in making tourist visits to Pangandaran tourist destinations. In addition, according to the theory of (Spillane, 1987), there are five elements or attributes of an essential destination: attractiveness, facilities, infrastructure, transportation, and hospitality. Therefore, from all the results and answers of each informant studied, the five elements or attributes of the destination become a factor for tourists to have an interest in visiting Pangandaran tourist destinations.

CONCLUSION

Tourists are interested in visiting Pangandaran due to several factors, namely the existence of motivation within the tourists themselves, the distance to the destination is close and easy to reach, the tourist destination has popularity, and strategic location, and many delicious culinary delights. In addition, the factors that cause interest in tourist visits by making the tourist products they buy the primary choice are caused by the number of accommodations, easy accessibility, complete facilities, affordable prices, more famous than other beaches, the number of tourist attractions that can be done, management and the development is perfect.

Destination attributes or 4A components, namely attractions, accessibilities, amenities, and ancillary, greatly influence tourists in making tourist visits to Pangandaran tourist destinations. In addition, other essential destination elements or attributes such as attractiveness, facilities, infrastructure, transportation, and hospitality can also affect the number of tourist visits. Factors driving tourists to visit or come to tourist destinations can also be caused by food factors and the image of the destination (marketed image of the destination). Of all the existing elements, the most reasons why tourists visit Pangandaran tourist destinations are having good ideas, adequate facilities, and is easily affordable.

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