

## Development of Coastal Tourism Potential Lombang Beach Based on Customer Perceived Value

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### ABSTRACT

*The potential that exists in the northern coastal area of Sumenep Regency is very diverse and abundant. In line with the sector that is being intensively developed by the Indonesian government, namely the tourism sector. Indonesia is also classified as a maritime country which certainly makes it one of the various factors why Indonesia is aggressively developing the coastal or marine tourism sector. This is inseparable from the principle of sustainable tourism development which maintains the integrity of natural, economic and social development, and ensures the maintenance of natural and cultural resources. Considering that Madura is a popular tourist island with 126 small islands and 48 inhabited islands, Sumenep Regency has the greatest potential for the development of coastal or marine tourism in Madura. The purpose of this study was to determine the development of coastal tourism in Lombang Beach based on customer perceived value in Sumenep. This research is a community mapping using qualitative methods with semi-structured interviews to obtain in-depth results in describing research results based on aspect categories. The research respondents were 24 Lombang beach tourists in Sumenep. The results of this study present a form of development that has been concluded based on customer perceived value, where the results of respondents' submission based on aspects are described with different levels, as for things that need to be maintained, improved and developed from Lombang Beach both in terms of services, environment, and physical facilities in order to provide a positive experience to Lombang Beach tourists.*

**Keywords:** Coastal Tourism, Customer Perceived Value, Lombang Beach, Sumenep, Community Mapping

### ABSTRAK

Potensi yang ada pada daerah pesisir utara Kabupaten Sumenep sangatlah beragam dan melimpah. Sejalan dengan sektor yang sedang gencar dikembangkan oleh pemerintah Indonesia yakni sektor pariwisata. Indonesia juga tergolong sebagai negara maritim yang tentu menjadikan salah satu dari berbagai faktor mengapa Indonesia gencar mengembangkan sektor pariwisata pesisir atau laut. Hal ini tidak terlepas dari prinsip pengembangan pariwisata berkelanjutan yang menjaga integritas pembangunan alam, ekonomi, dan sosial, serta menjamin pemeliharaan sumber daya alam dan budaya. Mengingat Madura merupakan pulau wisata populer dengan 126 pulau kecil dan 48 pulau berpenghuni, Kabupaten Sumenep memiliki potensi terbesar untuk pengembangan wisata pesisir atau bahari di Madura. Tujuan penelitian ini adalah untuk mengetahui pengembangan wisata pesisir Pantai Lombang berdasarkan *customer perceived value* di Sumenep. Penelitian ini merupakan pemetaan komunitas dengan metode kualitatif dengan wawancara semi terstruktur guna mendapatkan hasil yang mendalam dalam menggambarkan hasil penelitian berdasarkan kategori aspek. Responden penelitian merupakan 24 wisatawan pantai Lombang di Sumenep. Hasil daripada penelitian ini menyajikan suatu bentuk pengembangan yang telah disimpulkan berdasarkan pada *customer perceived value*, dimana hasil penyampaian responden berdasarkan aspek-aspek digambarkan dengan tingkat yang

berbeda-beda, adapun hal-hal yang perlu dipertahankan, diperbaiki dan dikembangkan dari Pantai Lombang baik dari segi pelayanan, lingkungan, dan fasilitas fisik guna memberikan pengalaman positif kepada para wisatawan Pantai Lombang.

**Keywords :** Customer Perceived Value, Pantai Lombang, Pariwisata Berkelanjutan, Sumenep, Wisata Pesisir

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## Introduction

The tourism sector is being developed intensively because it can become a reliable industrial source that can provide employment, benefit the public, government and private sector, as well as industrial manufacturing activities and other economic activities that can ineffectively drain natural resources leading to exploitation. Tourism that is currently busy or intensively carried out by the government is coastal tourism or marine tourism. The impetus to develop marine tourism is of course also based on Indonesia's position as a maritime country.

Development in coastal tourism correlates with the concept of sustainable tourism. The concept discusses all aspects of tourism including concern for social, economic and environmental issues as an effort to improve the travel experience and meet the needs of the community or people in tourist areas. Sustainable Tourism is an idea that was formed with the aim of combining economic and ecological perspectives initiated by the World Commission on Environment and Development (WCED). Sustainable development is seen as an alternative development that combines developmentalist or environmentalist paradigms. Sustainable development requires a process of economic and ecological integration through efforts to formulate paradigms and policy directions that are based on partnerships and participation of development actors in managing resources as optimally as possible (Baiquni, 2002).

Indonesia has enormous potential in the field of tourism which has 747 tourist attractions which include natural, cultural and artificial tourism (Nafisah, 2018). With an abundance of tourist destinations, it can certainly be an attraction for tourists themselves to visit tourist destinations in East Java, including Madura Island.

Madura Island is located in the province of East Java and there are four districts including, Bangkalan Regency, Sampang Regency, Pamekasan Regency and Sumenep Regency. has many locations that can be developed into leading tourist destinations, both natural, cultural, historical, religious tourism. All of these tourism potentials are spread across four districts. With the efforts and

synergy of related parties, the development of these tourist attractions can attract tourists, both local and foreign, to come to Madura. Types of tourism that can be developed in Madura include marine tourism, ethnic tourism, historical tourism, religious tourism, culinary tourism (Suryandari, in Azhar & Surokim , 2019).

Sumenep Regency is part of Madura Island which is one of the areas in Indonesia that has high potential in terms of tourism. Sumenep Regency is located in the eastern part of Madura Island which has 126 small islands with a total of 48 inhabited islands. Sumenep Regency itself is the largest district among the three other districts on Madura Island and with its geographical location and abundant number of islands makes it the island resort title so that it is said that the potential for coastal tourism or sea tourism in Sumenep has enormous potential (Moertijoso, 2011).

The huge tourism potential of Sumenep Regency must of course be realized and fully empowered. In a press conference held in Sumenep, Sandiaga Uno stated that Kyai, especially Islam, Indonesia and Madura must be included and guided in developing the potential of tourist objects in Sumenep (Hendriyani, 2022). The press statement shows KEMENPAREKRAF (Ministry of Tourism and Creative Economy)'s confidence in its ability to revive the economy of Madura Raya, especially Sumenep, and create jobs. It is possible that the existence of this tourist spot will increase the local or maybe national economy.

The following is data obtained from BPS Sumenep regarding the number of visitors to several marine tourism objects in Sumenep.

Table 1  
Number of Marine Tourism Visits in Sumenep Regency

<b>Tourist Attraction</b>	<b>2020</b>	<b>2021</b>
Slopeng Beach	4.405	1.254
E Kasoghi Beach	-	53.327
Lombang Beach	13.931	1.279
Gili Iyang	531	1.494
Gili Labak	1.962	2.231

Source: BPS Sumenep 2022

Based on the data above, it can be concluded that there has been a decrease in the number of tourists in the last 2 years, but there are also tourist objects that have experienced an increase. It can be seen that Lombang Beach has experienced a relatively significant decrease in visits compared to the other four destinations.

Lombang Beach itself is located on the north coast of Sumenep Regency which has its own charm. One that has its own characteristics, namely the pine shrimp plants that can be found along the coast and Lombang Beach is the only beach where these plants grow. This tourist destination is

one of the mainstay destinations of Sumenep Regency and has a fairly high existence (Ulfarida, 2019).

So with this condition it is important for managers and main parties at Lombang Beach which has long been an icon in Sumenep Regency to strive to increase effective competitiveness in its development.

There are many things that affect the attractions of a tourist destination, such as location, the image of the destination that has been embedded in the public's view, the existing facilities at tourist sites, the services provided, the characteristics of a destination, and of course there are many other elements influencing elements (Ardiansyah and Nugroho, 2022). The perception that tourists receive after visiting a tourist destination will certainly influence the decision to revisit or not to a tourist destination (Kushanto, 2020). Some of these things are related to the value or impression received by customers.

Customer Perceived Value is important to use as an effort to increase the competitiveness of companies or tourism in this case. As stated by Kotler and Keller (2008) states that the customer's perceived value is the difference between the prospective customer's assessment of all the benefits and costs of an offer against its alternatives. Companies need to pay attention to the value that will be obtained by customers in order to satisfy customers and increase the company's competitiveness.

Coastal tourism development that refers to customer perceived value is important for managers or related parties so that later it can support sustainable tourism development that is well created and has a positive impact on the surrounding community, including economically.

Customer perceived value has been defined by Sweeney and Soutar in 2001 (in Nasution and Ardin, 2010). They cite customer perceived value as an important strategy for manufacturers and retailers in the 1990s, and it will continue to be important in the twenty-first century (Vantrappen, 1992; Woodruff, 1997; Forester, 1999). Zeithaml (2017) has suggested that perceived value can be considered as a consumer's overall judgment of the utility of a product (or service) based on perceptions of what is received and what is given." He means that perceived value is a comparison of the product (or service) 'get' and the 'given' components.

Kotler and Keller (2008) state that customer perceived value is the difference between the prospective customer's assessment of all the benefits and costs of an offer against its alternatives. Companies need to pay attention to the value that will be obtained by customers in order to satisfy customers and increase the company's competitiveness. Kotler (1995) describes the factors that can form perceived value, namely: Product value consists of: product features or functions, performance quality, conformance to specifications, durability, product design (aesthetics).

1. Service value, consisting of: delivery, capability. Provide service (reliability), customer training, and improvement (responsiveness).
2. Personal values (personnel values), consisting of competent, polite, credibility, reliable.
3. Image value, consisting of brand, employee characteristics, company programs.

The most appropriate way to determine the cost of a company's service or product is to look at customer perceived value (Zeithaml, 2017). Value or Value is related to low prices, the value that customers want is in the service, value is what customers must get when paying for a product or service, and value is everything that customers get after what has been given or paid (Zeithaml, 2017)

Value is also inseparable from perceptions, feelings, knowledge about the intended destination (Wu & Li, 2017). These feelings and perceptions can be a measure of satisfaction with an existing service or destination. Satisfaction itself is one of the factors that affect the reputation of a tourist destination, which if the reputation is getting better is also beneficial for the sustainability of tourist destinations (Corte et al., 2015).

Perceived value in the tourism context means an impression of an advantage received by a product or service based on what is received and given by the customer (Prebensen et al., 2012). It can be said that perceived value is an overall evaluation of a tourist destination with reference to the benefits that have been received by tourists. Perceived value is the basis for understanding consumer behavior (Prebensen et al., 2012). Several studies state that perceived value contributes greatly to the tourism industry, both destinations and tourism services.

Based on the aspects described above, it can be concluded that the customer perceived value aspects consist of emotional value, social value, price/value for money, performance/quality value, service value, relationship value, personnel benefit, image benefit, time costs, and energy costs.

## **Method**

This research is qualitative in nature. Research that emphasizes the process of determining social reality without being tested rigidly or assessed in terms of quantity or frequency is called qualitative research, according to Neuman (2003). The aim of qualitative research is to clarify the formation and interpretation of social phenomena. This research is descriptive qualitative. When the issues demand in-depth analytical research, qualitative descriptive analysis is preferred. aims to describe and condense various circumstances, conditions, or phenomena. Case studies, or research based on specific units of various phenomena, are usually used in a qualitative descriptive form in research. This allows research to become more in-depth and "penetrate" research objectives (Bungin, 2009).

The qualitative method used is qualitative with semi-structured interviews, where respondents are obtained freely and in accordance with predetermined criteria, namely, visitors at Lon Beach Malang. The mapping model method was chosen to be able to describe more deeply the aspects that have been good and should be improved as well as aspects that are still low and need to be improved and developed in order to increase Perceived Value for Tourists at Lon Beach Malang and have an impact on the sustainability and development of tourism.

Interviews with research participants, especially visitors to Lombang Beach were conducted to collect primary data for this research. The number of subjects in this study is Primary data is information obtained from interviews and observations of research participants or primary sources (Moleong, 2014). Data obtained from a second or secondary source is referred to as secondary data. Secondary research data comes from books and scientific journals. Interviews are used as a data collection approach in this study. Because semi-structured interviews are more flexible and freeform than structured interviews, which are formal and rigorous, the researcher chose this style of semi-structured interview. In addition, the environment can be made friendly and there are no barriers between researchers and informants during semi-structured interview. Interviews were conducted incidentally with 24 visitors to Lombang Beach, because in this study using semi-structured interviews, data collection was carried out randomly without any restrictions, flexible and easy to do. The interviews with the subjects were conducted spontaneously at the research location in a free and friendly manner so that there were no obstacles in the process. The selection of this method is because this research is a mapping model so that it is deemed suitable for subjects who are taken spontaneously in retrieving information with semi-structured interviews which are carried out continuously from before starting field research until after the research is completed. After it was felt that the information obtained was sufficient to describe the mapping of tourism potential based on customer perceived value from visitors, the researcher stopped data collection and had obtained conclusions from the research he had conducted.

In qualitative research, data analysis is carried out before going into the field, during the field research, and after completion. To ensure data saturation, qualitative analysis tasks are carried out continuously and interactively. Data analysis tasks such as data reduction, data visualization, and making conclusions and verification (Miles & Huberman, in Sugiyono, 2014).

The interviews in this research were conducted in the context of community mapping in tourism development in the northern coastal area of Sumenep, namely Lombang Beach

## Results

Tourism plays an important role in improving the economy from various levels, both the community and the state level. In the development of a tourist destination or sustainable tourism, it is necessary to have a method or breakthrough for the development of a tourist destination. Ideas or concepts rather than development can be obtained from various perspectives, one of which is based on consumers or tourists. Through the perceptions and opinions of tourists regarding these destinations, customer perceived value variables can be obtained. Drawing up a tourism destination development plan from tourist perceptions can be a fairly effective step. Lombang Beach requires a development strategy because there is a relatively significant decrease in the number of visitors. The preparation of the development plan is carried out by looking at the value obtained by tourists and disclosing it to researchers, both positive and negative values. These values are used as a reference to find out which sectors need to be improved and maintained. The following is a study of customer perceived value obtained from tourists who have visited Lombang Beach.

Referring to interviews with informants, various answers were found regarding the positive emotional value obtained by tourists during their visit as stated by i-1 (informant 1), namely:

*“Kalo di Lombang itu lebih banyak tumbuhan jadi kita bisa duduk bareng keluarga dibawah tanaman cemara udang yang bisa bikin teduh dan nyaman kalo kita lagi main, terus kalo di Lombang itu fasilitasnya ada penyewaan kuda dan perahu jadi kita bisa menikmatinya. Lebih enak di Lombang si kak menurutku”*

The negative emotional values obtained by i-2 (informant 2) are:

*“Pernah ngalamin pengalaman buruk yaitu ketika cuaca yang tidak mendukung seperti angin kencang dan ombak yang besar membuat semua pengunjung termasuk saya dan keluarga itu merasa khawatir kak, kan pada saat itu lagi ada di Pantai Lombang”*

In addition to emotional value, there is also a social value which was said by i-3 (informant 3), namely:

*“karena disana itu suasananya lebih kekeluargaan karena setiap kali saya kesana.ketika saya amati itu disana pasti banyak keluarga, pokoknya kayak liburan dari kelurga kebanyakan itu sih yang membuat pantai lombang itu kayak memiliki positive vibes tentunya sih. Jadi kayak ada daya tariknya disitu jadi banyak kelurga yang datang kesana, keluarga besar kayak gitu-gitu”*

Comments on price values were also given by i-4 (informant 4), namely:

*“Biaya yang dikeluarkan kalau sama jajan yah itu habis 50 ribuan lah per orangnya. Didepan sana udah ada karcis masuk, nah didalam juga dimintai karcis buat parkir lagi. Untuk karcis masuknya sendiri itu 2 orang 15 ribu, tapi kadang kalau rame itu bisa lebih mahal. Kalau parkir*

*sepeda itu 5 ribu. Tempat parkirnya sendiri masih kurang memadai, soalnya kan masih belum ada atapnya nah kalau hujan jadi basah hehe sepedanya basah, helmnya basah”*

The next statement regarding the quality of performance (performance quality) given by i-5 (informant 5), namely:

*“Masih layak banget, karena beberapa pantai di sumenep pantai yang masih banyak opsi di kunjungi tanpai menyebrang, pantai lombang masih terbaik menurut saya”*

different from statement i-6 (informant 6), namely:

*“Yang kurang memuaskan yaitu tempat wudhu yang tidak terurus, kotor, dan bau sehingga membuat pengunjung yang ingin melakukan ibadah terganggu. Ya kecewa mas, kan tujuannya ditarik karcis itu kan juga buat memperbaiki fasilitas di Pantainya itu, Cuma ya tetep aja hanya diambil uangnya aja, tidak diperbaiki. Jadi ya fasilitas itu Cuma sebagai pajangan aja mas gak bermanfaat juga buat wisatawan”*

Assessment of service quality was also conveyed by i-7 (informant 7), namely:

*“Engga pernah ketemu sama pelayan atau petugas disini sih. Soalnya kan tinggal parkirin sepeda udah selesai. Jadi kalau mau cari-cari misal toilet itu ya cari sendiri”*

Supported by statement i-8 (informant 8) as follows:

*“Tapi untuk tempat parkirnya itu bisa dikatakan belum layak ya kak , belum layak nya itu yang saya kesana itu lebih ke yang penting ada tempat luas nah itu dijadikan tempat parkir. Terus orang-orang ga liat itu pembagian toiletnya juga kayak nyampur gitu cowok sama cewek. Padahal sih udah ada pembagiannya cuma kurang jelas aja ditambah orang-orangnya juga kurang memperhatikan ”*

There is also a relationship value obtained, as stated by i-9 (informant 9), namely:

*“kalau masyarakat di Pantai Lombang cukup ramah ya karena mereka sering menyapa di perjalanan dari portal karcis menuju lokasi pantai nya. Mungkin kulinernya yang sangat khas yaitu “karopak lecak” namanya. Saya sering ke sana hanya ingin membeli kuliner tersebut. harganya juga murah dan enak”*

Benefits obtained by individuals (personal benefits) when visiting Lombang beach were also described by i-10 (informant 10), namely:

*“Kalo di Lombang itu Cuma ada loket, parkir, penyewaan kuda, motor ATV, sama penjual itu sii kak, pelayanannya baik sii kak sama kaya biasanya gak ada yang mengecewakan, meskipun akan lebih baik melayani dengan keramahan”*

Sacrifice of time (time cost) and length of time of stay are also factors, as conveyed by i-11 (informant 11), namely:

*“Waktu yang di habiskan dalam menikmati pantai ini biasanya terbilang lama karena keindahan pantainya dapat menghipnotis siapa saja yang dating berkunjung hehe. Spot yang paling*



*diminati yaitu duduk di bawah pohon Cemara udang yang banyak kita jumpai di kawasan Pantai Lombang ini kak”*

In addition to time, of course the energy (time cost) is also a consideration. i-12 (informant 12) revealed that:

*“Kesulitannya itu mungkin karena tempatnya jauh dan tempatnya itu bisa dibilang terpencil kayak masih masuk masuk gitu kak ya mungkin itu kesulitannya, perjalanannya sih yang lama untuk kesana kalau engga bener-bener kayak kalau pengen jalan-jalan tapi mager jangan kesana. Tapi kalau emang pengen liat keindahan pantainya ya itu perjalannannya dinikmati”*

## **Discussion**

The development of Lombang Beach can be based on the results of data acquisition from several informants regarding customer perceived value. There are several sectors that need to be further developed based on aspects of customer perceived value, including:

### ***Emotional Value***

The emotions that tourists get before, during and after visiting Lombang Beach are the emotional value. The findings show that visitors to Lombang Beach feel happy traveling there because Lombang Beach is a popular location that has long been known to many people from various places. Tourists have a desire to promote Lombang Beach to others both directly and on social media because of the good beach conditions and friendly attitude. In particular, this value must be maintained so that Lombang Beach remains at the top of the list of popular tourist destinations in Sumenep Regency and continues to leave a good impression on tourists. Negative emotions or experiences that visitors may have while at Lombang Beach must also be considered. For example, during and after rainstorms, the environment around the beach becomes muddy and there are inadequate shelters that make it uncomfortable for visitors to carry out tourism activities there.

### ***Social Value***

Social Value Relates to the relationship between tourists and sellers or with the community. It is envisaged that a larger portion of the local community will participate in the management of the marine tourism site. This can be in the form of participating in providing input on area management policies, providing space by employing field technical personnel from the surrounding community, encouraging any ongoing cultural arts activities to be displayed in the Lombang Beach area, and providing hospitality training to the local community. This is expected to provide great benefits for the surrounding community in particular.

### ***Price Value***

Referring to the results of the data, some participants felt that the existing tickets had changed in price and were inconsistent. It is very important to assert and maintain control over the Lombang Beach area because there are regular ticket price changes which disturb visitors. It takes a firm stance from the government to restore order in the area, and sanctions need to be given to the managers of Lombang Beach to uphold safety and comfort standards.

### ***Performance Quality***

The quality or condition of Lombang Beach is still not in accordance with the expectations of some participants, they tend to expect more from the existing facilities at Lombang Beach. The reality is that there are still many damaged and poorly maintained areas that are far from expectations. This means that there is an urgent need to improve public facilities at Lombang Beach. Public facilities such as joglo, trash cans and toilets are considered to be poorly maintained. When using these facilities, tourists must feel and look uncomfortable because of the lack of facilities. The administration and government had to renovate and repaint areas that had lost color and were covered in graffiti. In order for visitors to Lombang Beach to feel safe and comfortable, the public and tourists must maintain the cleanliness of the area and the functioning of existing facilities.

### ***Service Quality***

Participants tend to agree that there is no separate service or friendly welcome from officers at Lombang Beach. For tourist sites, the information center itself is very important as it helps tourists and guests learn more about the attractions they have seen. Therefore, the Lombang Beach information center facility must be maintained and updated so that it can function again as before.

### ***Relationship Value***

Based on data acquisition, some participants have good relationships with sellers and the public. Of course this can be maximized by involving local communities in tourism activities. It is envisaged that a larger portion of the local community will participate in the management of the marine tourism site. This can be in the form of participating in providing input on area management policies, providing space by employing field technical personnel from the surrounding community, encouraging any ongoing cultural arts activities to be displayed in the Lombang Beach area, and providing hospitality training to the local community. This is expected to provide great benefits for the surrounding community in particular.

### ***Personal Benefit***

Participants who have visited Lombang Beach tend to benefit from seeing the sights and enjoying the cool air at Lombang Beach. Of course this positive value needs to be maintained by preserving the existing natural resources. At Lombang Beach, the sea conditions are very good and charming. However, with so many shrimp ponds near the coast, of course, they will produce waste

which will eventually pollute the water. If trash has polluted the sea, it will certainly reduce the aesthetics and attractiveness of the destination. So that pond owners can consider it, the government must establish strict rules and regulations regarding the impact of shrimp pond waste.

Not many of the usual Lombang Beach products available, including pine shrimp plants and no food or knick-knacks. To increase visitor interest and leave a deep impression on visitors who have visited Lombang Beach, the government and stakeholders must work with local MSMEs to establish a souvenir center that depicts the identity of Lombang Beach. This is of course beneficial for tourists who want to try local specialties or bring souvenirs.

### ***Image Benefit***

The tourists tend to like Lombang Beach because of the sand and the existing fir shrimp plants. Pine shrimp plants on Lombang Beach must be protected and cared for. The selling price of Lombang Beach has fallen due to the large number of pine shrimp that have started to dry up and become bare. The solution, the management and managers need to do more maintenance and pay more attention to the condition of the existing pine shrimp. Because his identity will also decline if the shrimp pine is reduced.

### ***Time Cost dan Energy Cost***

The participants tend to spend quite a long time to reach Lombang Beach and of course sacrifice energy as well. Almost all tourists feel that the time and effort spent with the results obtained are worth it. To make it easier for tourists to visit, directions make it relatively easy to get there, however Lombang Beach has very limited and rare public transportation options, making it difficult for visitors without private vehicles to get there. As a result, the government and related parties must work together to facilitate the use of public transportation from Sumenep to the Batang-Batang area, where Lombang Beach is located.

There are not many facilities around the Lombang Beach tourist site, including public facilities such as gas stations, information centers, and lighting to illuminate the paths at night. Therefore, the government must collaborate with stakeholders to improve existing infrastructure so that visitors to Lombang Beach can carry out these activities more safely, comfortably and confidently.

## **Conclusion**

Customer Perceived Value is important as a reference for the development of Malang Lon Beach tourism where Perceived Value or the value of goods perceived by customers as a comparison of what is received with what is spent. This study describes several things that need to be improved in terms of aspects of Customer Perceived Value such as negative emotions that are still quite often

felt by visitors, the price paid by visitors is not commensurate with the services obtained, poorly maintained tourist facilities such as bathrooms.

Developing a development strategy based on customer perceived value is the right step because it is tourists who understand what I lack in Lombang Beach and the values received are used as a reference in establishing development plans. Implement the existing plans, it is necessary to involve a number of parties, including the government, managers, local communities, tourists and other relevant stakeholders. It is hoped that all related parties will pay attention to Lombang Beach tourism in terms of structuring and maintaining the beach, as well as existing facilities paying more attention to quality and existence, so that it can be better and able to increase visits from the local community and foreign tourists, tourism can have sustainable values, and an identity that exists in Lombang Beach.

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