

## Tunda Island as a Marine Tourism Destination

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### ABSTRACT

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#### Article History:

Received : 23-08-2021

Revised : 20-09-2021

Accepted : 02-10-2021

Online : 26-10-2021

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#### Keywords:

Keyword1; SWOT

Keyword2; Tunda Island

Keyword3; Tourism

Destination

This study was conducted to determine the Tunda Island as a maritime tourism destination. It was reviewed by using SWOT analysis. This study uses qualitative research methods with data collection techniques such as interviews, observation, documentation studies, and focus group discussion. Results of research conducted shows that the Island Tunda as a maritime tourist attraction has the power in the form of underwater beauty. Besides, it also has a big opportunity in terms of strategic location and not far from the center city. But Tunda Island has several weaknesses in the form of human resource and low tourism awareness, as well as waste problem. The challenges faced by Tunda Island is the preservation of underwater parks that can be threatened when many tourists who come and tourism activities.



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### A. INTRODUCTION

Tourism is simply defined as a travel activity carried out by a person or group to a place for the purpose of having fun. Tourism in Indonesia is one of the four largest foreign exchange contributor sectors which reached 10 billion US dollars (Kompas, October 28, 2015). This number can be continuously increased by implementing consistent and integrative tourism management between the central government and local governments and business actors.

Besides Bali, Banten is also an area that has the potential to develop tourism. The natural beauty, culture and historical heritage found in Banten Province can be used as initial capital to improve the standard of living of the people of Banten through tourism development. Currently, one of the priorities for tourism development in Banten Province is Serang Regency, which is mostly in the form of marine tourism development.

Maritime tourism is a tourism activity that is directly related to marine resources, both above sea level and activities carried out below sea level. Serang Regency does have a marine beauty that can be taken into account, for example, the marine tourism area of Anyer Beach which has long been known as a tourist destination while on vacation, the marine tourism area of Sangiang Island which is also a conservation area,

and the tourist area of Tunda Island which had become a conversation about beauty, coral reefs and various types of fish found on the island.

Tunda Island is the outermost area of Serang Regency which is geographically located at 106°50'00"- 105°51'51" east longitude and 5°56'15"- 5°59'00" LS Wargasara Village, Tirtayasa District which is surrounded by the Java Sea (RJPMD Serang Regency 2010-2015 ). Tunda Island saves the beauty of an underwater park that has the potential to be developed into a marine tourism object. Around the island found coral with the type of fringing reef growth or Fringing Reef. These coral reefs grow at a depth of 1-10 meters. The eastern area of Tunda Island is an area with large currents so it is often used for diving and snorkeling, besides that in the eastern area you can also find clown fish and other marine animals, the eastern area also has pretty good visibility, which is around 10 meters. The northern area of the island is decorated with a variety of corals with a visibility of about 12 meters in the north which has not been much touched by human activities so that the corals are still natural. You can see dolphin attractions every day, but at certain times on Tunda Island you can also find attractions from dolphins, this is because Tunda Island is a dolphin migration route. Several types of fish that can be found on this island are red nemo fish which is also called maroon clownfish (*premna biaculeatus*), clown nemo fish or false percula/common clownfish (*amphiprion ocellaris*), yellow nemo fish (yellow/orange skunk clownfish/*amphiprion sandaracinos*), remora fish (sucker fish), butterfly fish, damsel fish, sergeant fish, batfish, and crinoid or sea lily.

Muljadi (2012) stated tourism as, "a composite of activities, services and industries that deliver a travel experience: transportation, accommodation, eating, and drinking establishment, shop, entertainment, activity and other that are away from home". Each and every tourism destination has its own strengths, weaknesses, obstacles and threats, therefore a situation analysis needed to be done.

Situation Analysis is the beginning of the strategy formulation process. Situation analysis is carried out to find strategic fit between external opportunities and internal strengths, and pay attention to external threats and internal weaknesses. SWOT is an acronym for the strengths, weaknesses, opportunities, and threats of the organization, all of which are strategic factors (J David Hunger and Thomas L Wheleen 2010). SWOT analysis helps provide information to synchronize organizational resources and capabilities with the organization's external environment (SWOT Analysis Strategy Skill 2013).

## **B. METHODS**

This research uses a qualitative approach because this research stems from a social phenomenon that occurs on Tunda Island where the phenomenon is interpreted as a complex and dynamic thing so that in-depth analysis is needed to be able to explain or interpret the phenomenon. The data were taken through in-depth interviews, observations, literature studies and observations, meanwhile research resource persons are taken from pentahelix in marine tourism on Tunda Island.

## **C. RESULT AND DISCUSSION**

### **Strength**

The data collected shows that Tunda Island currently has the strength in the form of a fairly good underwater park condition. The data obtained which states the beauty of coral reefs in good condition. Both the government, developers, tourism actors, and

even tourists justify the tourist attraction of Tunda Island in the form of underwater beauty. The following are excerpts from interviews conducted with Tunda Island tourists who praised the underwater beauty of Tunda Island:

"I've also been to the islands in Banten, such as Oar Island, and the underwater is not as good as Tunda Island. Moreover, for snorkeling there is nothing to see. In Oar Island at that time was at a depth of 5 meters, you could see good coral, the rest were dead corals" (Hilda Yunike, tourist from Serang, 29 May 2016)

The analysis carried out by the developer revealed that in the Serang Regency area, the only island that has the beauty of an underwater park is Tunda Island while the rest only offers beach sand. "The Tunda Island attack area does not yet have competitors because other islands in Serang only sell beach sand" (Mr. Gunawan, tourism actor/Tunda Island Tourism development team, 31 May 2016, Tunda Island) Meanwhile, the results of the FGD (Focus Group Discussion) conducted with several village officials said that Tunda Island has a fairly good soil condition, making it possible to develop plantations that might become agro-tourism.

In addition to underwater conditions, Tunda Island is now starting to get support from the government in the process of managing and developing it as a tourist attraction. The local government through the Department of Marine Affairs, Fisheries, Energy and Mineral Resources of Serang Regency as being given the responsibility for empowering coastal communities and small islands in Serang Regency, stated that the support for the development of the Tunda Island area is more related to the coastal and marine environment. such as conducting training on coral transplantation for the community, providing training for divers, as well as establishing a villa intended for use in tourism activities.

"For example, what we know is that the best in the west are the same as those in the north. In the north, it turns out that the village road is not there. We ended up budgeting from us. We're trying to make an axis road that is only 300 meters, but it's a tourist spot with good corals. We also build houses, even though the house is not being used optimally now, that's one way to support it. The ministry also has diving equipment. We're already training." (Mrs. Mumun Munawaroh, M.Sc, Wednesday, May 25, 2016, the Office of Marine and Fisheries of Serang Regency) In addition to the Department of Marine Affairs, Fisheries, Energy and Mineral Resources of Serang Regency, the Department of Youth and Sports Tourism of Serang Regency is also now starting to seriously design programs for the development of Tunda Island as a tourist attraction that will be prioritized in 2017.

The development of Tunda Island as a new tourist attraction will be a priority in the coming year, due to the budget submission procedure that takes one year. The development plan is more for tourism accommodation in the form of home stays (one of the points in the Focus Group Discussion conducted with the Tourism, Youth and Sports Office, 26 May 2016)

As for the development plan, which will be carried out first, prioritizing tourism accommodation needed by the Tunda Island tourist attraction in the form of lodging, and structuring tourist land. In the FGD (Focus Group Discussion) it was stated that tourism development on Tunda Island was developed in marine tourism and the main attraction was the sea and beach atmosphere. In the development plan that will be

carried out by the local government, it will form BUMDES (Village Owned Enterprises) which aims to coordinate business activities on Tunda Island.

The data obtained by researchers regarding government support for Tunda Island in terms of marketing is through the Youth and Sports Tourism Office assisting the marketing of Tunda Island by creating a tourism information site which contains information about Tunda Island tourism objects and other tourist objects in Serang Regency.

### **Weakness**

The data collected during this research process shows that Tunda Island has weaknesses, especially those related to tourism support facilities. In addition, the socio-culture found on Tunda Island is recognized as an obstacle, either directly or indirectly, for the tourist attraction.

"Tourism development is constrained by the acceptance of residents who are still not 100% receptive to the presence of tourism." (one of the points in the FGD (Focus Group Discussion) conducted with the Tunda Island Developers and the village government, 31 May 2016)

Although according to the developer, the community cannot be blamed, it should also be considered because social conflicts can trigger various social problems which of course will disrupt the development of the Tunda Island tourist attraction. It is suspected that this problem occurs because some people feel they are not involved in tourism activities that are currently running, as in the quote below,

"Most of the people have accepted tourism on Tunda Island. As for those who did not receive it, it was suspected that they had not been involved in tourism activities." (Mr. Nana Suharna, May 31, 2016, Village Office of Wargasara Tunda Island)

Some of the people of Tunda Island are starting to open up and hope that Tunda Island tourism can develop. They also hope that Tunda Island tourism is not just marine tourism but can become ecotourism. This is because they hope that with the development of tourism their welfare can increase, and their economy can move forward.

However, there are also some views from the community that the development of tourism will have a bad influence on the socio-cultural community of Tunda Island. This view is recognized by tourism actors, the government, and also tourism developers on Tunda Island. This view is thought to arise not only because of concerns about socio-cultural changes in the community, but because they have not been involved with tourism activities that are currently starting to run. To overcome this problem, the village government plans to create a BUMDES (Village Owned Enterprise) which will later regulate tourism activities on Tunda Island. So that residents can be directly involved in tourism activities on Tunda Island.

Interviews conducted with the head of Karang Taruna Tunda Island provided different data information from interviews conducted with other informants. In the interview it was stated that the community began to feel disturbed by the existence of tourism on Tunda Island. Disruption of the community due to tourist activities that are considered impolite, such as making noise at night and wearing scanty clothes in the village environment.

"Yes, if there are tourists who are noisy at night. Report it to me as a youth organization. So, the homestay is next to the residents' houses, and there are guests at

night joking, laughing, playing guitar. It's disturbing" (Suheri, head of the Tunda Island Youth Organization, 31 May 2016)

Another concern regarding the social condition of the people of Tunda Island is the change in people's habits caused by compensation from sea sand dredging activities. As stated by the developer who is also worried about the social condition of the community.

"Developers see that the company's CSR activities that carry out sand dredging carry a lazy culture which indirectly also hinders the development of Tunda Island." (one of the points in the FGD (Focus Group Discussion) conducted with the Tunda Island Developers and the village government, 31 May 2016)

Similar concerns were expressed by the DKPESDM (Department of Marine Affairs, Fisheries, Energy and Mineral Resources) and the DISPARPORA (Department of Tourism, Youth and Sports) of Serang Regency who also saw the negative impact of providing compensation for dredging sea sand. It is feared that the negative impact will hinder the development of Tunda Island both in the tourism sector and in other sectors due to changes in the lifestyle of the Island people.

Environmental cleanliness is also a weakness of Tunda Island because until now the government of Tunda Island has not been able to overcome the waste problem on Tunda Island. The following are some excerpts from interviews and the results of FGD (Focus Group Discussion) related to the shortcomings found in Tunda Island.

"The village government has not been able to overcome the waste problem faced by Tunda Island" (one of the points in the Focus Group Discussion conducted with the Village Government of Wargasara Tunda Island, 31 May 2016)

"Maybe it's about this garbage. Don't let the trash get even bigger. If you look at the port, the garbage is crazy, I feel bad to see it." (Pephit, Tourist from Jakarta, 1 June 2016)

The data collected during this research process shows that Tunda Island has weaknesses, especially those related to tourism support facilities. In addition, the socio-culture found on Tunda Island is recognized as an obstacle, either directly or indirectly, for the tourist attraction.

## **Opportunity**

Opportunity is one of the factors that can support the development of an organization or business which in this study is the tourist attraction of Tunda Island. These opportunities come from outside caused by various reasons and can also be due to social changes that occur.

The location of Tunda Island which is not far from the city center is a great opportunity for the development of Tunda Island tourism. This opportunity is recognized by tourism actors, the development team and also the government. According to them, this short distance provides an advantage for the Tunda Island tourist attraction. The wide tourism market and the increasing need for tourism are also opportunities that Tunda Island cannot miss as a tourist attraction. This view of opportunity is also supported by statements from tourists who also think that Tunda Island can be used as an alternative tourism for city residents.

"It's a 2 hour crossing from Serang. It equates from Muara Angke or Ancol to the Thousand Islands 2 hours. And it's busy people, and this for me, Tunda Island tour is an alternative tour for me. An alternative for Jakartans who are tired of going to Seribu Island, it's too crowded." (Pephit, Tourist from Jakarta, 1 June 2016)

In addition to the strategic location of Tunda Island, technological advances are also an opportunity for Tunda Island to continue to develop and market Tunda Island attractions with a wider range. The existence of social media is one example of technological developments that the opportunity for Tunda Island is better known. The data obtained by the researcher shows that more information about the existence of Tunda Island can be obtained from social media such as Instagram and Facebook

### **Threat**

Challenges are one of the external factors that can be an obstacle to the development of a company or organization which in this study is Tunda Island. Although said to be an obstacle, challenges can also turn into profitable opportunities. Therefore, paying attention to the challenges in preparing development or management plans needs to be done by paying attention to various aspects in order to be able to take wise steps for the advancement of Tunda Island tourism objects.

Tunda Island sells nature as the main tourist attraction. So if there is damage to nature, it means that Tunda Island tourism is also damaged. The number of tourists is not only a mere advantage but a challenge for the sustainability of Tunda Island tourism itself.

"But you have to be careful with that, when many tourists have come, right. Snorkeling activities. Later the coral will be broken. It will die before it grows. The capacity to use water, waste and all kinds of things" (Mrs. Mumun Munawaroh, M.Sc, Wednesday, May 25, 2016, the Office of Marine and Fisheries of Serang Regency)

This statement is an alarm that needs to be considered in the process of developing Tunda Island, because after all the environmental conditions really need to be considered. Not only to protect the environment but also for the sustainability of tourism itself.

In addition, similar tourism developments, as well as complete facilities owned by competitors provide challenges for Tunda Island to be able to survive in the tourism market. So we need special strategies that mix and match the strengths, weaknesses, opportunities, and challenges of Tunda Island.

Meanwhile, both the government and residents who are also tourism actors wish not to involve investors in the tourism development of Tunda Island. They argue that investor involvement will have more negative effects than positive effects. Concerns about the displacement of the community from tourism activities that cause people to only become "spectators" cause them to hope to independently manage tourism on Tunda Island. Here are some quotes about the involvement of investors in tourism development on Tunda Island.

"I personally don't like it, I don't agree if it is handled by investors, it's better to just work with the local community" (Mr. M. Luthfie Yonas, Department of Tourism, Youth, and Sports Serang Regency, 26 May 2016)

"As long as the village can still finance it, the village will do it. No need for investors" (Mr. Nana Suharna, Wargasara Village Office, 31 May 2016)

Worries about the arrival of investors arise because the human resources in Tunda Island do not yet have the ability to survive and compete with investors who come.

"One thing that worries me is that when investors come, they will be caught very unprofessional. Back to the professionalism earlier, if there are tourists who come. Yes, at this time they can bring in tourists but when there are more professional ones, put those who bring tourists as well. They also have a diving certificate, on average they are still basic level A1, but if they are guides, the level should be different, and safety must

also be included. (Mrs. Mumun Munawaroh, M.Sc, Wednesday, May 25, 2016, the Office of Marine and Fisheries of Serang Regency)

Worries about the arrival of these investors are not only among the local government but also come from the residents of Tunda Island who support tourism on Tunda Island. The results of interviews with tourism actors who are also local residents, they have hope for Tunda Island in the form of management being carried out by the local community or they call it using a community based tourism system and do not want investors to enter.

"I really want this, I hope Tunda Island is the community that manages it. If the language of tourism yesterday was community based tourism, don't use investors, it's going to be difficult for the community" (Aimanudin, Tourism actor/resident of Tunda Island, 26 May 2016)

#### **D. CONCLUSION AND SUGGESTIONS**

The results of research data collection and data analysis carried out and presented in the previous chapter, concluded that Tunda Island as a marine tourism destination in Serang Regency has a SWOT and tourism potential, as follows:

1. The results of the SWOT analysis carried out show that the

- The strengths of Tunda Island are the condition of the underwater park that is still maintained, plantation land with fairly good soil conditions, the availability of fresh water that comes from Tunda Island itself.

- Weaknesses that Tunda Island has are the quality of Tunda Island's human resources, lack of tourism supporting facilities, lack of tourism awareness among the people of Tunda Island, incomplete infrastructure, waste that has not been managed properly, community culture views ethics and courtesy;

- Opportunities owned by Pulau Tunda are a large tourism market, increasing tourism needs, the location of Pulau Tunda which is close to the city center;

- The challenges faced by Pulau Tunda are similar tourism developments, more attractive competitor tourist facilities, investor interest, many tourist activities that destroy natural conditions, similar tourist attractions that first dominate the tourism market that provides standards to consumers.

The potential possessed by Pulau Tunda is the beauty of a beautiful underwater park with a diverse marine ecosystem. Tunda Island's strategic location and easy access by public transportation also provides the potential to develop Tunda Island's tourist attraction as an alternative tourist attraction. The potential finding in this research is the life of the Island people which turns out to be a special attraction for Tunda Island.

The results of the research carried out led researchers to make practical suggestions in the form of:

1. The establishment of a brand for Pulau Tunda

2. The manager and developer must determine a clear market segmentation so that the process of branding, marketing and development can be adapted to the market segmentation.

3. The management and developer need to formulate the identity of Pulau Tunda. This is because identity can be a guide for the development of Tunda Island tourism objects.

4. Management and development parties need to pay attention to stakeholder views and improve relations with stakeholders, especially stakeholders who are directly related to tourists.

5. The management and developers need to review what are the strengths, weaknesses, opportunities and challenges of Pulau Tunda.

6. The management and developers need to pay attention to the views of consumers or tourists on Tunda Island so that Tunda Island can meet the needs and desires of tourists.

7. Managers and developers need to pay attention to the sustainability of the main assets of Pulau Tunda. Considering that the main asset of Pulau Tunda is the natural conditions that can change or be damaged at any time. So that not only designing tourism development but managers and developers also need to pay attention to environmental sustainability.

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