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MELEURA BEACH TOURISM POTENTIAL AS A TOURISM OBJECT IN LAKARINTA VILLAGE, LOHIA DISTRICT, MUNA REGENCY, SOUTHEAST SULAWESI, INDONESIA.

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Abstract

Melura Beach tourism object has the potential to be developed into a tourist attraction as an educational tourism object. This study aims to 1) identify the tourism potential of Meleura Beach as tourism education in Lakarinta Village, Lohia District, Muna Regency. This research uses descriptive quantitative research method with data collection conducted in coastal areas by means of purposive sampling. The data analysis technique used in this study is the Tourism Suitability Index. The results of this study indicate the potential that can be developed, among others: the tourism potential of Meleura Beach consists of natural tourism in the form o, scenery, and tourist rides. This potential is very strategically located because it is casy to earch. Meleura Beach has a very interesting atmosphere. This is based on natural beach conditions, meaning that the water is clear and the rocks around it add to the beauty of the beach. Meleura beach has potential that can be developed, including the potential for natural resources, especially in terms of tourism and the potential for tourist attraction. The Meleura Beach area is very suitable to be used as a beach recreation tourism category with a tourism sutability index value at stations I,II, and III respectively 87%, 83%, and 71%. Based on the tourism suitability index matrix at stations I and II meleura beach is in the S1 category (Very Suitable), while station III is in the S2 category (appropriate). Meleura Beach has the potential to be used as an educational tourist attraction, where visitors who come not only for tours but visitors can get new knowledge about rocks. This potential can also be used for the world of education where students can directly study the rocks in Meleura Beach so that students get quality knowledge.

Keywords: Tourism, Meleura Beach.

A. Introduction

Indonesia has great tourism potential because Indonesia is a vast archipelagic country, whose territory stretches from Sabang to Merauke. Tourism is a social, economic, political, cultural and technological phenomenon, so that this situation is of great concern to development experts and planners. Tourism is everything related to tourism and businesses related to this field (Baniya, et al., 2018).

Indonesia as an archipelagic country has a geographical position between the Indian Ocean and the Pacific Ocean. The natural potential in Indonesia really shows its maritime identity as one of the leading natural attractions when traveling. There are thousands of beaches in Indonesia. The surrounding community makes the beach and sea a potential which if managed will provide benefits (Yulius, 2018).

Aspects that really determine whether an area is good or not developed as a tourism area, namely the existence of freedom of movement in the sense of traveling, completeness, transportation and communication facilities, the existence of accommodation and catering facilities, the existence of tourist attractions, guaranteed security in tourist destination areas, the presence of factors factors of greater convenience in visiting tourist destinations and the occurrence of adequate elements and services including materials and information facilities (Devy, 2017).

The development of tourist objects and attractions which are the main drivers of the tourism sector requires the cooperation of all stakeholders consisting of the community and the government. The main factor that makes visitors or tourists to visit tourist destinations is the potential and attractiveness of these tourist objects. In an effort to support the central government's program, it is necessary to equalize tourist destinations and resources for all tourist destinations throughout Indonesia. Alignment to grow regional tourism potential is one of the strategies to reduce the level of economic disparity between the center and the regions.

One of the islands in Indonesia that has a lot of cultural diversity and very interesting tourism potential is Muna Island which is a district in Southeast Sulawesi Province which has very promising tourism potential, ranging from natural tourism in the form of marine tourism, beach tourism, lake tourism. , cave tours, waterfall tours, and cultural tours.

The tourism sector is very important considering that the tourism sector encourages the development of an area, especially areas that have enormous potential and bring in considerable foreign exchange for areas that have enormous potential for areas visited by tourists, including increasing state revenues. According to Mappi and Pradikta, (2013) stated that a tourist object is an embodiment of human creation, way of life, art and culture, as well as national history and places or natural conditions that have an attraction for tourists to visit.

One of the beach tourism objects in Muna Regency is the Meleura Beach tourist attraction located in Lakarinta Village, Lohia District which has its own beauty and uniqueness. Beautiful beach panorama, where the locals call it a miniature of Raja Ampat in West Papua. The best features offered are the white sand and clear water, the shoreline is shallow enough so tourists can play as much as they want.

The Meleura Beach Tourism Object has the potential to be developed as an ecotourism that promises to be developed optimally, especially the Meleura Beach ecotourism which really needs to be done so that priorities and development strategies can be determined. Based on the description above, the researcher is interested in conducting this research to find out the potential for developing a Meleura Beach tourism object with the title Meleura Beach Tourism Potential as a Tourism Object in Lakarinta Village, Lohia District, Muna Regency.

B. Methodology

1. Research Design

This research was conducted to describe the tourism potential of Meleura Beach in Lakarinta Village, Lohia District, Muna Regency, Southeast Sulawesi Province, Indonesia. The type of research used in this study is a quantitative descriptive research using the Tourism Suitability Index. Descriptive research is defined as research that intends to present data by analyzing the data obtained so as to get a clear picture (Sudarma, 2014). The subject used in this research is Meleura Beach. The object of this research is the potential of Meleura Beach as a tourist attraction in Lakarinta Village.

2. Instruments

Research instruments are needed to collect data in the field. Research instruments are measuring tools such as tests, questionnaires, interview guidelines and observation guidelines used in a study (Sugiyono, 2019). The study used several instruments, namely observation sheet guidelines consisting of parameters of water depth, beach type, current speed, water brightness, land cover, dangerous biota, and fresh water availability. As well as guidelines for the interview sheet which contains a list of questions that will be answered by the respondents of this study.

3. Technique of Data Analysis

The Tourism suitability index (IKW) shows the assessment of an area regarding the feasibility level of an area regarding the level of feasibility/suitability to be used as a tourist attraction. According to Mutmainah, et al., 2016, this tourism suitability is needed for the development of tourist areas, namely to estimate environmental impacts, control and limit management, so that tourist destinations are aligned (Mutmainah, et al., 2016). A visually attractive tourist area cannot be said to be good and ecologically appropriate, it still has to consider and test several physical and biological parameters. So we need a Tourism Suitability Index as supporting data for the development of a tourist area to be sustainable. Data analysis uses a suitability matrix or Tourism Suitability Index (IKW) which is compiled based on the importance of each parameter to support activities in the area (Yulianda, 2017). The formula used for the suitability of beach tourism is:

$$IKW = \Sigma \frac{(Ni)}{(N\ Max)}\ x\ 100\%$$

Keterangan:
IKW : Tourism Suitability Index
Ni : Parameter Values to – 1 (quantity x skor)
N Max: Maximum Value of a Category (71)

Based on the suitability matrix, suitability classes are then prepared for beach recreation tourism and swimming activities. Suitability classes are divided into 4 suitability classes including:
S1 : Great Value 83 – 100%
S2 : According to Value 50 – 82%
S3 : Conditional Compliant with Value 17 – 49%
TS : Does Not Match Value < 16%

C. Findings and Discussion

1. Findings

a. Potential Meleura Beach Tourism Objects

Meleura Beach has potential in the form of beach tourism which can be developed as a tourist attraction. The tourism potential in Meleura Beach is in the form of clear sea, views, and strategic location. Where Meleura Beach has a very strategic location and an attraction that can attract tourists to come to visit. Based on this potential, the Lakarinta Village community supports Meleura Beach as a tourist spot. The tourism potential of Meleura Beach can be described as follows:

b. Water Conditions

Meleura Beach has its own charm and uniqueness that can attract tourists to be able to visit. Leura Beach has an attraction in the form of clear water that makes the eyes of visitors look as if they can penetrate the seabed. White rocks without mud that can enhance the beauty of these waters. Meleura Beach is surrounded by karst rocks. The attractiveness of Meleura Beach can attract tourists to come to visit. Devy and Sumanto, (2017) which state that the main factors that make tourists visit tourist destinations are the potential and attractiveness of an object. The uniqueness of Meleura Beach is based on the condition when the high tide eats the volume of water on the beach increases, whereas when the sea water recedes, the volume of water on Meleura beach will recede. The conditions of Meleura Beach during ebb and tide can be presented in Figures 1 and 2.

Figure 1. *Beach conditions at high tide*

Figure 2. *Beach conditions at low tide*

Based on the results of interviews with the people of Lakarinta Village, Meleura Beach can be enjoyed by visitors at any time, but Meleura Beach can look more beautiful if enjoyed at high tide. The volume of water in Meleura Beach depends on the conditions when the tides and ebb, this happens because the distance between the beach and the sea is so close. The rocks on Meleura Beach and the fish will appear when the tide is high. Whereas when it recedes, the rocks on Meleura Beach will be visible and the fish on Meleura Beach will look for the deepest place to gather. Based on the results of interviews with the people of Lakarinta Village, Meleura Beach can be enjoyed by visitors at any time, but Meleura Beach can look more beautiful if enjoyed at high tide. The volume of water in Meleura Beach depends on the conditions when the tides and ebb, this happens because the distance between the beach and the sea is so close. The rocks on Meleura Beach and the fish will appear when the tide is high. Whereas when it recedes, the rocks on Meleura Beach will be visible and the fish on Meleura Beach will look for the deepest place to gather.

c. Strategic Location Easily Reachable

Meleura Beach has a strategic tourist location. It is easy for tourists who come to visit to reach the baths, this can be seen from the distance to the location of the Meleura Beach tourist attraction. The distance between the main road and Meleura Beach is as follows:

1) The Distance to The Loation of the Meleura Beach Tourist Attraction

Meleura Beach is quite far from the main road and the dense traffic of vehicles makes the air on this beach clean and cool. Meleura Beach is 18 kilometers from the capital city of Raha and takes about half an hour to reach Meleura Beach. Based on these data it can be explained that tourists who come to visit will easily reach the location of tourist objects, because they are easy to reach. Mileage to the location of a tourist attraction is one of the considerations in making a tour. Keliwar and Nurcahyo, (2015) state that distance (access) is a factor that also determines tourist visits. Meleura Beach is quite far from the main road and the dense traffic of vehicles makes the air on this beach clean and cool. Meleura Beach is 18 kilometers from the capital city of Raha and takes about half an hour to reach Meleura Beach. Based on these data it can be explained that tourists who come to visit will easily

reach the location of tourist objects, because they are easy to reach. Mileage to the location of a tourist attraction is one of the considerations in making a tour. Keliwar and Nurcahyo, (2015) state that distance (access) is a factor that also determines tourist visits.

2) Footpath Conditions

Based on the observation results, the condition of the footpaths on Meleura Beach is inadequate, where the condition of the footpath connecting the axis road with Meleura Beach still needs to be repaired. Based on the results of an interview with the Village Secretary of Lakarinta Village, the road to the Meleura Beach location is still being repaired. The condition of the Meleura Beach footpath can be presented in Figure 3

Figure 3. *Footpath Conditions Towards Meleura Beach (2022)*

d. Meleura Beach Tourism Suitability Index

Tourism suitability analysis uses a suitability matrix that is arranged based on the importance of each parameter to support beach recreation activities in the area. Tourism suitability parameters include: water depth, beach type, current speed, beach brightness, land cover, dangerous biota, and fresh water availability. The results of the suitability analysis for Meleura Beach tourism are presented in Table 1. The distribution map for each station is presented in Figure 4 below:

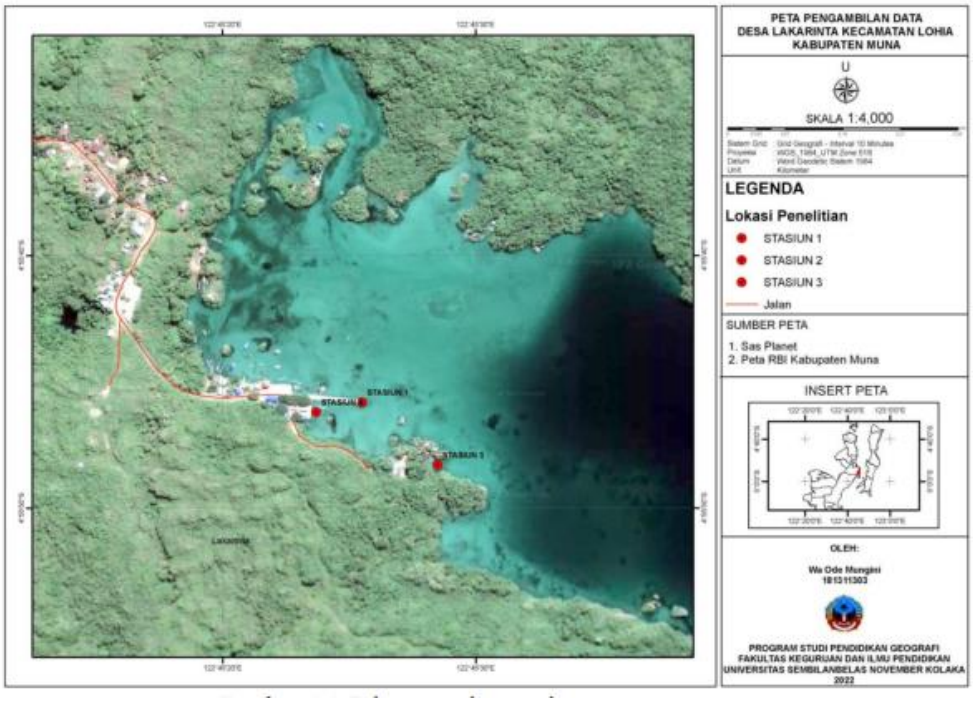

Figure 4. *Distribution of Obseration Stations on Meura Beach*

The results of the suitability analysis for Meleura Beach tourism can be presented in Tables 1, 2 and 3 below:

***Tablel 1**. Results of Station 1 Meleura Beach Tourism Suitability Analysis*

No	Parameter	Quantity (Q)	Category	Score (S)	QxS
1	Water Depth	5	2,3	3	15
2	Beach Type	5	White sand	3	15
3	Flow Speed	3	0.049	3	9
4	Beach Brightness	5	2.5 meter	3	15
5	Land Closure	1	Open field	3	3
6	Dangerous Biota	1	There isn't any	3	3
7	Availability of Fresh Water	1	1,61 KM	2	2
	Amount	21			62

From Table 1 it is known that the value of the Meleura Beach Tourism Suitability Index (IKW) is 87%. Based on the tourism suitability matrix, Meleura Beach is included in the S1 category (Highly Appropriate) because it is in the range of 83-100%.

***Tablel 2**. Results of Station 2 Meleura Beach Tourism Suitability Analysis*

No	Parameter	Bobot (B)	Kategori	Skor (S)	BxS
1	Water Depth	5	1,3	3	15
2	Beach Type	5	White sand	3	15
3	Flow Speed	3	0.021	2	6
4	Beach Brightness	5	2 meter	3	15
5	Land Closure	1	Open field	3	3
6	Dangerous Biota	1	There isn’t any	3	3
7	Availability of Fresh Water	1	2.33 KM	2	2
	Amount	21			59

From Table 2 it is known that the value of the Meleura Beach Tourism Suitability Index (IKW) is 83%. Based on the tourism suitability matrix, Meleura Beach is included in the S1 category (Highly Appropriate) because it is in the range of 83-100%.

***Tablel 3** Results of Station 3 Meleura Beach Tourism Suitability Analysis*

No	Parameter	Bobot (B)	Kategori	Skor (S)	BxS
1	Water Depth	5	1,3	2	10
2	Beach Type	5	White sand	3	15
3	Flow Speed	3	0.033	2	6
4	Beach Brightness	5	1.35 meter	3	15
5	Land Closure	1	Open land With Shrubs	1	1
6	Dangerous Biota	1	There isn’t any	2	2
7	Availability of Fresh Water	1	2.49 KM	2	2
	Amount	21			51

From Table 3 it is known that the value of the Meleura Beach Tourism Suitability Index (IKW) is 71%. Based on the suitability matrix, Meleura Beach is included in the S2 category (Appropriate) because it is in the range of 50-83%.

2. Discussion

The results of measuring the depth of the waters of Meleura Beach show relatively shallow waters. At station I the water depth is between 2.3 meters, station II is between 1.3 meters, and station III is between 1.3 meters. Based on the tourism suitability matrix of depth of waters at station I and station II in the S1 suitability category (Highly Appropriate) and station III is in the S2 category (Suitable). The depth of the waters on Meleura Beach is good for beach tourism, especially bathing and swimming. This is in accordance with the research of Cahyadinata, (2009),

Juliana, et al (2013) stating that the suitability of the coastal area for depth ranges from <3 m with a very suitable category for bathing and swimming tourism. The depth of the waters is very important for the comfort and safety of tourists who carry out water play activities safely. According to Tambunan, et al., (2013) visitors usually swim at a depth of no more than 1.5 meters in anticipation of safety in swimming.

The results of observations and visual observations of the type of beach at each station on Meleura Beach are white sand. Based on the tourism suitability matrix, stations I, II, and III fall into the S1 category (Highly Appropriate). Research by Ardian, et al., (2015) said that white sandy beach areas are good for beach tourism activities such as sightseeing and recreation. The stretch of white sand gives a distinct impression to tourists visiting Meleura Beach for beach tourism activities. Mukhtar, et al., (2016) stated that sandy beaches or sand-dominated substrates would be very good for beach tourism, compared to rocky and muddy beaches because they could disturb the comfort of tourists.

Information about currents is very useful for various purposes, such as consideration in choosing a location for building near the coast. Current speed is also related to the safety and comfort of traveling because a current speed that is too high can endanger visitors considering that there are no restrictions on areas where swimming is permitted, so this parameter is very important to measure its suitability. Current speed measurement is carried out at low tide towards high tide. The measurement results of the current velocity at Meleura Beach at station I was 0.049 m/s, station II was 0.021 m/s, and station III was 0.033 m/s. Current speed at all observation stations including S1 (Very Appropriate) and does not endanger tourists who carry out bathing and swimming tourism activities on Meleura Beach. Tambunan, et al., (2013) suggests that the classification of current speed consists of 4 categories, namely the slow category with a speed of range of 0-0.25 m/s, medium current category with speed in the range of 0.25-0.50 m/s, fast current category with speed in the range of 0.5-1 m/s and very fast flow category with high speed above 1m/s.

Besides being a water quality parameter, brightness is also a parameter in water quality, brightness is also a parameter in tourism suitability, namely to be a parameter that characterizes beauty, the value of scenic beauty when carrying out tourism activities. The brightness of the waters in relation to beach ecotourism activities plays a very important role in terms of the comfort of tourists when swimming. Based on the results of measurements in the brightness field on Meleura Beach at stations I, II and III, namely > 3. This is included in the tourist suitability category S1 (Highly Appropriate). The condition of the waters on Meleura beach is very clear and activities and visibility for swimming activities are still very supportive. In addition, the brightness of the waters also greatly affects the comfort of tourists in swimming. The water brightness measurement was carried out using a Sechi disk which was tied with a 5 m long rope, then lowered slowly into the water. Then you can see the brightness level of the waters on Meleura Beach.

Coastal land cover is managed utilization of the area around the coast. Of the three stations covered by open land overgrown with trees and shrubs, the rest is open land. The manager of coastal land cover aims to increase tourist attraction in the coastal area and good management will result in the sustainability of the area, so it is necessary to pay attention to maintaining that land cover on Meleura Beach is well managed. Land cover in the tourist suitability matrix for the category of recreation and swimming is divided into open land and coconut, tall shrubs, low shrubs, settlements and ports. The Meleura Beach area has a cover of open land with tree vegetation which indirectly provides views of shady and green trees and views with stretches of sand which are often used as a place to play and rest for beachgoers.

Dangerous biota is an important factor in tourism both recreation and swimming. The less dangerous biota found in that location, the better. The biota indicators are sea urchins, stingrays, sea snakes and venomous fish. From the results of visual observations, no dangerous biota were found in the Meleura Beach area so this area is safe to support swimming activities related to the safety and comfort aspects of visitors. If in an area there are dangerous biota such as sea urchins or stingrays it will reduce the level of security for visitors, and can even reduce the intensity of the number of visitors who come. Not so with Meleura Beach, based on observations at observation stations at stations I, II, and III no dangerous biota was found. Based on the suitability matrix, all stations are in the S1 category (Highly Suitable). This is presumably due to the absence of seagrass vegetation on Meleura Beach which is used by sea urchins (Diadema sp) as their habitat and as their main food. So it can be concluded that according to the theory of Yulianda, (2007), Indardjo, (2012) it is very suitable as a beach tourism area, especially in the category of beach recreation and swimming.

D. Conclusion

In accordance with the research objectives that have been formulated in Chapter I and based on the research results described in IV, the following conclusions can be conveyed:

1. The tourism potential of Meleura Beach consists of natural attractions with views and a strategic location. This tour is very strategically located, because it is easy to reach. Meleura Beach has a very attractive atmosphere, this is based on natural beach conditions, meaning that the water is clear and the rocks around it add to the beauty of the beach. The potential that can be developed includes the potential of natural resources, especially in terms of tourism, the potential to be used as a tourist attraction.
2. he Meleura Beach area is very suitable to be used as a tourist object in the beach recreation category with the Tourism Suitability Index (IKW) values at stations I, II, and III of 87%, 83%, and 71% respectively. Based on the Travel Suitability matrix, stations I and II fall into the S1 category (Very Appropriate), while station III falls into the S2 category (Appropriate).

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