

Identification of Menganti Beach Tourism Potential in Ayah Sub-District Kebumen Regency as an IPS Learning Source in 2018

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Abstract. One of the beach attractions in Kebumen Regency is Menganti Beach. Menganti Beach is located in Karang Duwur Village, Ayah Sub-District, Kebumen District, Central Java Province, Indonesia. Aside from being a tourist attraction, the existence of this beach is also useful for learning facilities, one of which is on social studies, through the potentials of Menganti beach. Based on the results of the research and discussion, it was found that the potential of Menganti beach, Ayah Sub-District, Kebumen District included attractions, good accessibility, supporting facilities, good accommodation and good infrastructure. Some of these potentials can be used as social studies learning resources in Indonesian natural resource and maritime materials. Those potentials are then identified and implemented into social studies so that students can think critically, care for the environment, and grow a sense of love for the country.

Keywords: Beaches, Tourism Potential, Social Studies Learning Resources.

1. Introduction

As an archipelago that has 65% of the sea area, Indonesia has a very potential coastal area. Coastal areas that contain potential resources in Indonesia are a transition between land and sea. This resource is supported by the presence of a coastline of around 81,000 km [1]. Coastal areas have a diversity of potential natural resources that are very important for the development of social, economic, cultural, environmental, and supporting national sovereignty [2]. The potential of coastal resources should be developed to improve people's welfare. The potential of coastal natural resources has a very important role in supporting economic activities, agriculture, fisheries, mining, industry, ports, settlements, and recreation [3].

Tourism activities make a large contribution in increasing the income of both the community and local government if the management is carried out in an integrated and sustainable manner. However, tourism activities currently prioritize economic interests by attracting as many tourists as possible without taking into account the carrying capacity of the region. The World Tourism Organization (WTO) in 2015 stated that tourism operations need to be carefully planned, managed and monitored to ensure the long-term sustainability of the tourism. If not, tourism will have a negative impact in the form of environmental damage in the area [4].

One of the districts in Central Java located in the coastal area is Kebumen Regency. Kebumen has a fairly extensive coastal area of 36.6 km² with a beach length of 57.5 km. The geographical location of Kebumen Regency, which is located on the southern tip of Java Island and directly adjacent to the Indian Ocean, makes this area has a fairly extensive coastal area, besides this area also has a South Coastline that stretches south of Kebumen Regency is still very potential to be developed as a tourist attraction beach. The business of tourism development is supported by Law No. 10 of 2009 which states that the existence of tourist objects in an area will be very profitable, including increasing Regional Income, improve community welfare and expand employment opportunities and increase caring for the environment while preserving nature and local culture.

One of the beach attractions in Kebumen District is Menganti Beach. Menganti Beach is located in Karang Duwur Village, Ayah Sub-District, Kebumen District, Central Java Province, Indonesia. The tourism object covering 43.75 hectares managed by Lembaga Masyarakat Desa Hutan (LMDH) Sengkuyung Makmur Karangduwur, in collaboration with Perhutani Public Corporation. Menganti Beach is approximately 17 kilometers south of Gombong City or 37 kilometers southwest of Kebumen City.

In this study the author explores further about the usefulness of Menganti Beach marine tourism, Ayah Subdistrict, Kebumen District as a source of social studies learning, in this case as *eduwisata*. Cohen (2008) suggested study tourism activities, including learning about history, geography, language, religion and culture through visits to important sites, involvement in research, and conferences [5]. Educational tourism is a very important activity because with educational tourism the students will gain new experiences in learning, with educational tourism students will become more fresh or fresher after taking a long time in the teaching and learning process in the classroom. So that will create a pleasant learning.

This research aims to:

1. Knowing the potential attractions of Menganti Beach, Ayah Sub-District, Kebumen District.
2. Identifying the usefulness of the potential attractions of Menganti Beach as a social learning resource.

2. Method and Research Design

2.1 Type and Location of Research

This study uses a qualitative method. In qualitative research efforts are made to interpret an event, interaction, or human behavior at a certain time with the perspective of the researcher himself and carried out in natural settings. Bogdan and Taylor (1992: 21-22) explain that Qualitative research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of the people observed [6]. The research was conducted in the Menganti Beach area, Ayah Subdistrict, Kebumen District.

2.2 Research focus

Based on the background and the formulation of the problem and the qualitative research approach used in this study, the focus of this research are: 1) Potential attractions of Menganti

Beach, Ayah Sub-District, Kebumen District. 2) Identify the usefulness of the potential attractions of Menganti Beach as social studies learning resources.

2.3 Research Data and Sources

The most important data or information to be collected and studied in this study is mostly in the form of qualitative data. This information will be extracted from various data sources. The data sources of this study are two, namely primary and secondary. Primary data in this study includes basic data about the potential attractions of Menganti Beach, Ayah Sub-District, Kebumen District. Secondary data in this study is the Menganti Beach Tourism Development Master Plan document, Ayah Sub-District, Kebumen District. This data is obtained through documentation techniques. The data is used by researchers from related parties in the form of processed data that can be used to support primary data in research.

2.4 Data collection technique

The existence of data in a reasearch is very important because it is used to prove a truth to the observed event. This research uses people (researchers) as the main instruments in carrying out data collection activities. Because to obtain data from informants who really mastered and directly related to the problems that will be observed during the research process takes place. Data collection techniques that the researchers used were interviews with Menganti beach tourist managers, Kebumen District Tourism Office, Communities around Menganti beach. Observations were made to determine the potential found in the Menganti beach area. Field documentation and records as a medium for gathering data in the field.

2.5 Data Validity Technique

The validity of the data in this study uses data triangulation techniques. Triangulation of data used are: (1) Data triangulation is a triangulation technique through interviews and observations, documents, pictures, and photographs. (2) Research triangulation is a triangulation technique that uses more than one resource person, (3) Methodological triangulation is a triangulation technique that compares data in different ways, (4) Theoretical triangulation is the result of the end of qualitative research in the form of an information formulation.

2.6 Data analysis technique

Qualitative data analysis in Miles (1992) consists of three activity lines, namely data reduction, data presentation and conclusion [7]. The steps taken after data collection in the research are as follows: (1) Data reduction, data reduction is the selection process, focusing on simplifying, abstracting, and transforming rough data that appears from written records in the field. As one form of analysis, the process of reinforcing, shortening, and also managing data is something very important to do. At this stage, the steps of analysis after data collection is complete, the researcher begins to present by reducing data first. (2) Presentation of data. As with data reduction, data presentation cannot be separated from analysis. Analysis remains a part that is not separate from the presentation of data. Analysis is still carried out during and after the presentation of the data is complete. The presentation of data in this qualitative study is in the form of direct quotes from the words of the interviewed. (3) Conclusions. The process

of this conclusion, the researcher analyzes the results of research with documents originating from the literature that are used as the theoretical basis. After that takes the initial conclusion, if it is considered less stable by the researcher because there are deficiencies or there are new problems, then it will make a reduction or see the reduction results again and see the results of data presentation. After completion, proceed with taking new data, and so on until the research is completed by drawing final conclusions.

3. Results and Discussion

3.1 Potential Menganti Beach Attractions

A place can be a tourist attraction must have the potential to attract tourists. The elements that influence tourism potential in tourist destinations include attractions, accessibility, infrastructure, accommodation and infrastructure. Based on the results of the study, the tourism potential of Menganti Beach attractions includes attractions, accessibility, infrastructure, accommodation and infrastructure are included in the high category.

3.1.1 Attractions

Based on the results of the research, Menganti Beach has a special attraction for tourists because this beach attraction has white sandy sand and also the color of turquoise sea water. Not only that, this beach also offers a view of rows of cliffs and karst hills surrounding the beach, this is because Menganti Beach is in an area that has a low topography and also a plateau in one area. The appeal of Menganti Beach also has waves as high as 1.0 - 2.5 meters so this beach is suitable for surfing.

In 2017 Menganti Beach attractions ranked V at the Central Java Province level in the category of tourist attraction that is managed privately or individually, while in 2018 this tourist attraction ranked second in the same category at the Central Java Province level. This proves that Menganti Beach tourism object does have a great attraction as a natural tourist attraction.

3.1.2 Accessibility

Furthermore, related to the potential for accessibility in this tourist attraction is still included in the low category. The location of Pantai Menganti which is located on a hilly topography makes the road to the tourist site narrow and many sharp turns added at some points there are sharp derivatives and located on the edge of a cliff making travel difficult to reach, especially for large buses.

In terms of the attraction of Menganti Beach tourist attraction does have great potential, not many beaches have karst hills surrounding it plus white sand. The uniqueness of this destination area is indeed a strong motivation for visitors. But it is not only the problem of the destination and the motivation of tourists that make tourism potential grow rapidly, which is no less important than both is the ease of accessibility. The ease of accessibility is not only limited to the meaning of convenience to reach the location, but also the availability of public transportation since not everyone has a private vehicle.

3.1.3 Infrastructure

The potential of facilities in this tourist attraction is already quite good. Some infrastructure facilities in Menganti Beach attractions include parking areas which are important things to consider for tourists' convenience. Menganti Beach as one of the tourist destinations in Central Java has adequate parking area, with the nature of seasonal tourist arrivals and its peak occurring during Eid al-Fitr, this tourist parking lot can still accommodate vehicles that come. In addition, at Pantai Menanti there is a special two-wheeled parking lot managed by local Karang Taruna so that the vehicle is neatly arranged. Sanitation needs are an important aspect that needs to be addressed by tourism area managers. Then for public toilets and places of worship is the effort of local residents so that it is built in a minimum, this also makes it difficult for managers to improve and provide these services to the fullest. Some facilities are also not yet available around tourist attractions such as ATM machines and health services. The nearest ATM machine is very far away, making it difficult for tourists who do not carry cash.

Another form of infrastructure is telephone or internet networks. Communication facilities found in Menganti Beach attractions are still lacking, there are still many tourists who complain about this. There are only a few signals from cell phone operators that can reach the Menganti Beach area. In addition to the internet network telephone network in the form of wifi it is actually already installed, but when the author tries to enter the wifi network it cannot be used.

3.1.4 Accommodation

Accommodation around the attractions of Menganti Beach is still lacking, the closest hotel is still far away. However, in the area of Menganti Beach tourist attraction precisely on Sigatel Hill there are three villas that can be rented by tourists if they want to spend the night at Menganti Beach. Each villa has two to three rooms. Each room can be rented from Rp. 150,000 to Rp. 500,000 per night depending on the facilities available. In addition to the villa, at some points such as in front of the beach and near the villa there are also several inns in the form of simple rooms. Some houses that are located around the tourist attraction area are also made as lodging places for tourists who want to spend the night in a tourist attraction.

3.2 Identification of the Potential of Menganti Beach Tourism as a Learning Resource for Social Studies

In social studies learning Grade VII junior high school on basic competencies (KD) 3.1 understands the concepts of space (location, distribution, potential, climate, shape of the earth, geology, flora and fauna) and interactions between spaces in Indonesia and their effects on human life in economic aspects, social, culture and education. Learning related to flora and fauna is included in one of the main material, namely the geographical condition of Indonesia (location and area, climate, geology, appearance of the earth, water, soil, flora and fauna) through a map of the earth. Social Studies learning that explains the potential of natural resources and maritime affairs.

Natural resources are all materials found by humans in nature that can be used for the benefit of their lives. These materials can be either inanimate objects or living objects that are on earth and can be used to meet the needs of human life. So, whatever is in nature that can be used to fulfill the needs of human life can be said to be a natural resource. The potential of Indonesia's natural resources is seen in various forms. Water, land, air, rocks, mining materials, etc. are forms of natural resources.

Indonesia is known as a country with enormous natural resource potential. Indonesia is also known as a maritime country with enormous potential for maritime wealth. Most of the territory of Indonesia is the sea, so in addition to the wealth of natural resources on land also the wealth of natural resources in the sea is not less large. The size of Indonesia's sea covers 2/3 of the total area of Indonesia, which is 5.8 million km². Inside the sea, the enormous natural wealth is stored. The potential of Indonesia's marine resources is not only in the form of fish, but also in mining materials such as oil, nickel, gold, bauxite, sand, iron ore, tin, etc. which are below the sea surface. The wealth that can be utilized from other marine resources is natural resources in the form of mangroves, coral reefs, and others, these resources are known as coastal resources.

In Social Studies learning in the material of natural resources and maritime, Menganti Beach tourism object Ayah Sub-District Kebumen District can be used as a source of social studies learning mainly on the material. The beauty of natural resources in the form of sea or beach encourages students to know the factors of the existence of natural resources and know what potential is related to natural resources, one of which is the maritime sector or the beach.

Geologically, the Menganti Coast region is included in the South Serayu mountain range. The Menganti Coast region is part of an ancient volcano marked by the presence of basalt lava as a result of ancient volcanic activity. This type of rock is a rare rock on the island of Java so that it can be used as a geoheritage and an educational tool.

3.3 Implications for social studies curriculum and learning

2013 curriculum requires an active learning model by involving students directly in the learning process. The tourism work learning model by choosing Menganti Beach tourism in Ayah Sub-District, Kebumen District into social studies learning on the sub-material of natural resource and maritime potential in Indonesia will produce output where students will be able to identify independently or in groups related to identifying potential tourism potential as a social studies learning resource. These activities can take the form of social research in the field. Students will be able to bring research instruments, cameras and others to conduct research activities.

Students can explain the potential of natural resources in Indonesia. One of them is at Menganti Beach, Ayah Sub-District, Kebumen District, with the beach being optimized for the socio-economic life of the local community even from the outside. Because Menganti beach is potentially very influential in influencing the socio-economic life of the community, with the existence of the beach the community is greatly benefited because it can open employment opportunities that can have implications for the economic conditions or community income. In addition, with the potential that has been described above which includes the existence of attractions, accessibility, facilities, infrastructure and accommodation can be a source of social studies learning. It is through these potentials that students are able to think critically about natural resources in general and Menganti beach in particular.

In addition, environmental-based social studies can also develop the character of students to be more concerned about the environment, and love the country. Character cultivation is very important, because learning outside the classroom not only explores what can be used as a learning resource for social studies students but also strengthens the characters of each student to always care about the environment, especially those in coastal areas Menganti, Ayah Sub-District, Kebumen District. Concern for the environment is also the forerunner of the growth of a sense of love for the homeland, because in themselves students form attitudes to always preserve the surrounding natural environment.

Thus the learning that has been carried out is also in line with the principles in the development of the 2013 curriculum. In the 2013 curriculum there is contextual learning or often abbreviated as CTL is one of the competency-based learning models that can be used to streamline and succeed curriculum implementation (Mulyasa, 2013) [8]. Social studies learning on the basis of environment is a mechanized learning on the relevance of learning material to the real world of students' lives, so that students are able to connect and apply learning outcomes competencies in everyday life. Through the process of applying competencies in everyday life students will feel the importance of learning, and they will gain deep meaning for what students learn.

3.4 Development for Social Studies Learning

Educational tourism activities are a means of socialization and foster a sense of pride and love for culture and nation. The integration of subjects in the world of education through tourism activities has an impact on students in learning. The learning process carried out through educational tours will make students learn with fun and learning will be more meaningful.

In the context of the development of Menganti Beach, Ayah Sub-District, Kebumen District as a tourism object, it can be used as an educational tourism which means the introduction of visitors in general and students in particular to see the potential of natural resources owned by Indonesia. It is expected that visitors will have a sense of love and pride in natural resources in Indonesia. In addition, educational tourism is considered very effective to convey a message / material in learning because students are directly involved and actively contribute to finding the learning material that will be understood.

Menganti Beach, Ayah Sub-District, Kebumen District, is considered to have been quite effective as a means of learning social studies in junior high schools, especially in the study of geography in the material potential of natural resources and maritime. This shows that learning by using tourism objects (tourism works) as a learning resource can be done so that learning for students is more interesting and the material to be learned can be conveyed. Learning with tourism works is considered more effective so that learning is more varied and fun and not focused on learning in the classroom. In addition, the products resulting from environmental-based social studies learning can be in the form of written products, videos, posters and others. So that social studies learning related to the sub-material potential of natural resources and maritime affairs in Indonesia with its learning resources is Menganti Beach, Ayah Sub-District, Kebumen District, can run optimally both in preparation, process and evaluation.

4. Conclusion

Based on the results of research and discussion, the potential results of the Menganti beach, Kecamatan Ayah, Kebupem Regency include the presence of attractions, good accessibility, supporting infrastructure, good accommodation and infrastructure. Geologically, the Menganti Coast region is also part of an ancient volcano that is rich in rock which has the potential to become a mineral. Some of these potentials based on the results of the analysis can be used as a source of social studies learning. Through these potentials, the implementation of social studies aims to make students think critically, care for the environment, and grow in a sense of patriotism.

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