The Concept of Place Identity in Coastal Areas Based on Threat Prediction of Earthquake with Tsunami Case Study: Mertasari Beach, Denpasar, Bali

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Abstract. The potential for natural and cultural tourism in Bali has occupied the first position as the most favorite tourist destination in the world in 2017, one of which is due to the charm of the coastal area in Denpasar City, Bali, not Mertasari Sanur beach. This is inseparable from the concept of place identity that is applied to human settings, the physical environment and activities as the leading tourism potential. But behind this potential, it turns out that the Mertasari Sanur coastal area holds the threat of an earthquake and a tsunami. Located about 200 kilometers from the meeting of the Australian and Asian plates or known as the megathrust plate, the coast of Sanur and its surroundings is the area most prone to tsunami impacts. Based on this, it is necessary to study further about the concept of place of identity in the Mertasari Beach area which is based on the threat of earthquake and tsunami disaster. This study uses a descriptive approach with the main instrument in the study itself and assisted by a total station measurement tool for existing, drones to get an aerial mapping atmosphere, questionnaires to community tourist respondents and local tourism managers. The result is that in the aspect of continuity with the past, Mertasari Beach is said to be a mel area for local people who build houses for fishing purposes, but now it has become a tourist accommodation area for hotels, villas, restaurants. In terms of place attachment, most tourists have a strong attachment to visiting this place again despite knowing the potential for a tsunami disaster. In terms of perception of familiarity, the Mertasari Beach area is already well known by tourists, although it is still less popular than Sanur Beach and its surroundings. In terms of the commitment of the local community to live and settle in the Mertasari Beach area is very high with 80% choosing to stay. In terms of external evaluation of the beaches around and in Bali, there are 3 uniqueness of Mertasari Beach, namely being able to see the sunrise and sunset in one place, the best location for kite competitions with the characteristics of flat land topography and good wind conditions, as well as the presence of tourist attractions. new on the coast named Taman Inspiration Mertasari Muntig Siokan.

Keywords: earthquake with tsunami disaster; coastal area; place identity

1 Introduction

Bali occupied the first position as the most favorite tourist destination in the world in 2017 beating London (England) in second position and Paris (France) in third position (Kompas, 2017). This predicate is inseparable from the many natural and cultural tourism objects that attract local and foreign tourists to visit Bali, one of which is the charm of the coastal area in Denpasar City, Bali. Of the many coastal areas that have been widely known by the public, there is Mertasari Beach Sanur which has a wide coastal width so that the tourist activities that can be carried out here are very diverse such as the kite festival which involves more than 1000 people, the best place to enjoy sunrise and sunset in Bali , there are gazebos that line the beach, the existence of a Dream Island recreation park, as well as water sports facilities.

In addition, its location is close to I Gusti Ngurah Rai international airport (only 15 minutes by car), a coastal area with white sand with calm and shallow sea waves making it suitable for children to swim, complete infrastructure, a fast dock boat to Nusa Lembongan and Nusa Penida, as well as complete tourist support facilities such as: resorts, hotels and villas, restaurants, seaweed and coral reef cultivation, and local fishing villages are the main attractions of Mertasari Beach Sanur (Sugiharta, 2013).

However, behind the tourism potential that brings tourists to come and travel to the Mertasari coast of Sanur, it turns out that this beach holds the threat of an earthquake and tsunami. Located about 200 kilometers from the confluence of the Australian and Asian plates or known as the megathrust plate, Sanur and Kuta are areas that are potentially the most prone to tsunami impacts (Bali, 2020). Geologists and tsunami experts consider that apart from Sanur beach, Serangan island coast is also at high risk of being affected by future tsunamis because of its topography and land elevation which is relatively parallel to the sea or only as high as 1-2 meters which makes the coastal areas in Denpasar city vulnerable to being submerged in water sea (Sutarja, 2015).

A place can have a person's memory if there has been interaction between humans, physical settings and activities that can form the identity of a place or known as the concept of "place identity". A place can be said to be very important for a person or a group of people because its physical attributes are accompanied by activities in that place. This setting forms the concept of place identity accompanied by the image of a place that is attached to a person's psychology, both residents who inhabit the place and tourists who visit the place (Lalli, 1992). This is what has happened to the architecture and environment in the coastal area of Mertasari Beach, Sanur. The environmental setting and architecture of the coastal area of Mertasari Beach, Sanur, which have been formed naturally and adapted by the local community through typical coastal activities, have become an attraction and magnetic field for tourists so that Sanur beach and its surroundings are known to the world.

However, in addition to being a potential and tourist attraction, the concept of place identity at Mertasari Beach needs to be linked to the issue of the threat of an earthquake and tsunami in the South Bali region, including Mertasari Beach. It is hoped that existing data will be obtained regarding how far the physical settings, environment and activities of tourists, communities and managers have applied the elements of disaster mitigation in their daily lives. The knowledge of the community, local managers and tourists on this disaster issue and how much they want to stay and continue to visit the Mertasari Beach area after learning about the issue of earthquake and tsunami disaster which is predicted to occur in the future. By knowing this, later conclusions can be drawn regarding the interest of tourists, the community and local managers to the existence of Mertasari Beach
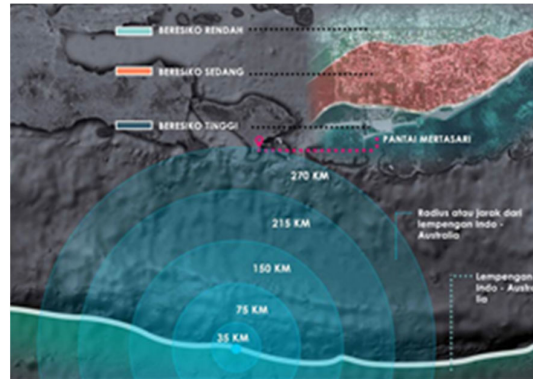
Fig.1. Estimated distance of the plates causing the earthquake and tsunami to the study site
Source: Researcher Documentation, 2021

Literature Review

The concept of "place" (place) is based on the interaction between a person, physical setting, and activities that occur at that location (R.B. Ruback, 2008). Some places are considered more important than others because of the physical attributes they have and because of the types of activities that take place in those places. Meanwhile, the concept of "identity" in the context of social psychology has developed an identity process model which is divided into four principles (Breakwell, 1986): self-esteem, self-efficacy, distinctiveness, and continuity. There are five aspects of "place identity" in urban and regional contexts, namely (Lalli, 1992):

Continuity with one's past. This principle collects the significance of the urban environment for a subjective sense of temporal sustainability. This principle reflects the hypothetical relationship between his biography and the city, symbolizing personal experience. This aspect is in line with the principle of continuity in the Breakwell model.

Place Attachment. This principle is a feeling of "at home" in the city concerned, namely a sense of belonging or rootedness as described in various literatures. A person is bound to a place through a process that reflects their behavior, cognitive and emotional experiences in the social and physical environment (Bernardo, 2005).

Perception of familiarity. This perception is the impact of everyday experiences in urban areas. Familiarity is assumed to be the result of one's actions in an urban environment, which in this case is an expression of the success of one's cognitive orientation.

Commitment. The commitment in question is a commitment to "stay in the city". This aspect refers to the significance of the city as it is felt by a person for his future.

The four aspects proposed by Lalli (1992) emphasize more on the side of a person. However, basically external environmental factors have a big role in the formation of place identity. Lalli (1992) refers to this aspect as "External evaluation". External evaluation shows an evaluative comparison between the city itself and other cities, with the special character possessed by a place, and the uniqueness of the city as perceived by the people.

The concept of place identity in urban and regional contexts is closely related to city/regional image theory. The image of an area is closely related to the identity of several elements in an area that are characterized and distinctive as identities that can distinguish them from other cities (Purwanto, 2001). The image of the city/region can be created instantly, while the identity takes a long time to form. The identity of the city/region is related to the historical rhythm that has gone through a long process so that the identity of a city cannot be created simply different from

the image of the city. An image requires (Lynch, The Image of The City, 1975): an identity in an object or something that is different from others, a structure or pattern is interconnected between the object and the observer, and the object has meaning for the observer. The elements that make up the image of the city/region are :

Paths, is a path used by observers to move or change places and become the main element because observers move through it when observing the city and along the path other environmental elements are arranged and connected.

Edges, which are boundaries, can be a design, roads, rivers, mountains. Edge has a strong identity because of its clear visual appearance. Edge is a barrier although sometimes there is a place to enter which is the termination of a district or the boundary of a district with another.

Districts, is a part of the city that has a special character or activity that can be recognized by the observer. District has a distinctive pattern and shape as well as district boundaries so that people know the end or beginning of the area. District has the characteristics and characteristics of the area that is different from the surrounding area.

Nodes, are nodes or circles of strategic areas where the directions or activities meet each other and can be changed to other directions or activities, for example traffic intersections, stations, airports, bridges, cities as a whole on a large macro scale, markets, parks, square, a place for a circular motion, and so on. Node is also a place where people have the feeling of 'in' and 'out' in the same place.

Landmarks are visually appealing symbols with attractive placement properties. Usually landmarks have a unique shape and there are differences in scale in their environment.

2   Research Methods

The research approach used in this study is a descriptive qualitative approach. Descriptive qualitative approach describes phenomena based on the point of view of informants, finds various realities and develops a holistic understanding of a phenomenon in a certain context (Hilal, 2013). Qualitative approaches are generally used in inductive descriptions, with assumptions based on social reality, variables that are difficult to measure, complex and interrelated, and the data collected contains an in-depth point of view from the informant (Almalki, 2016).

In this case, more data will be obtained through direct observation to the field to see and analyze existing conditions, both potential and problems related to research, as well as existing measurements with total station tools and image approaches using Google Earth software and drones to map macro positions. building to the surrounding area. In addition, digital questionnaires were distributed in the form of google forms to tourists, local communities and beach managers to obtain 2 aspects of the concept of place identity at Mertasari Beach, namely the concept of place attachment and aspects of commitment to stay in the Mertasari Beach area.

The location of this research is set in the coastal area of Mertasari Beach, Sanur, whose territory stretches from the north to the south. while the locus of this research is in disaster-prone zones and zones that are visited by many tourists and travelers who are in this zone longer than just passing from this place such as the zoning of stalls, restaurants, hotels, seating and spots. photography, docks and spots that are the tourist attraction of Mertasari Beach, Sanur.

Research instruments can be interpreted as the tools needed to collect data. In qualitative research, the main instrument in data collection is the researcher and other people who help the researcher. In this study, researchers collect data by asking, asking, listening, and taking (Afrizal, 2014). The additional instruments needed by researchers in this study include: a basic

map of the coastal area of Mertasari Beach, Denpasar, a digital questionnaire in the form of a google form, a total station measuring instrument and a laser meter to map in detail the architecture and coastal environment, stationery and drawings, a camera to document existing conditions in the field, a computer with a core i7 specification to be able to use 2D Autocad and 3D software in copying measurement results and simulating a complete picture of the location, and a camera for documenting survey results.

3 Results and Discussion

In making the existing place identity model at Mertasari Beach, it is based on interviews with informants who are considered to have the most useful information in supporting this applied product research, such as the Head of Regional Head (Bagha Padruwen Desa Adat) Intaran, Bendesa Adat and Beach Manager. In addition, questionnaires were distributed in the form of a digital google form to three types of informants, namely tourists, beach managers and local communities to find out the informants' perceptions of the potential issue of earthquake and tsunami disasters in the South Bali region including Mertasari Beach.

In addition, researchers also observed the pattern of people coming to the beach including their activities on the beach. Furthermore, the results from interviews, questionnaires, and direct observations in the field are interpreted in the form of a place identity model image based on 5 aspects, namely: continuity with the past, attachment to a place, perception of familiarity, commitment, and external evaluation. These five aspects will be combined into an existing place identity model at Mertasari Beach.

3.1 Continuity with The Past

The first aspect collects the significance of the urban environment for a subjective sense of temporal sustainability. This principle reflects a hypothetical relationship between a person's biography and a city, symbolizing personal experience. This aspect is in line with the principle of continuity in the Breakwell model. If you look at the history of the existence of Mertasari Beach, according to Mr. Wayan Suta as the Manager of the Regional Development Planning Agency, one of which is the head of tourism management in the Mertasari Beach area, Mertasari Beach was previously said to be a mel area or an area used by the community to stay or build temporary houses in the form of semi-permanent because it is close to their source of livelihood, namely as fishermen.

Fig 2. The Condition of Sanur Mertasari Beach and Its Surroundings Around 1975
(Researcher Documentation, 2021)

The original house from the local community in ancient times until now is on the north side of Jl. Bypass Ngurah Rai which is located quite far from the beach, while in the south Jl. Bypass Ngurah Rai is used as a temporary residence made with semi-permanent buildings such as using wood and bamboo as the main structure. This is done because the sea water is often high tide and reaches the mainland so that it is not possible to make permanent housing along the coast. In addition, the coastal area is used as a place to moor boats and salt farming.

Over time, the increasing number of local residents, plus the presence of migrants living there, caused one by one the residents to build permanent houses on the south side of Jl. Bypass Ngurah Rai. Even though the residents are starting to build near the beach, it is actually still quite far from the beach, which is about 40 meters from the beach. The influence of the fast tourism of Sanur Beach including Mertasari Beach makes along the coast more designated for coastal tourism accommodation such as hotels, villas, inns, restaurants, cafes, and other supporting facilities. There are also Segara Temples and Mangrove Forests on the coast.
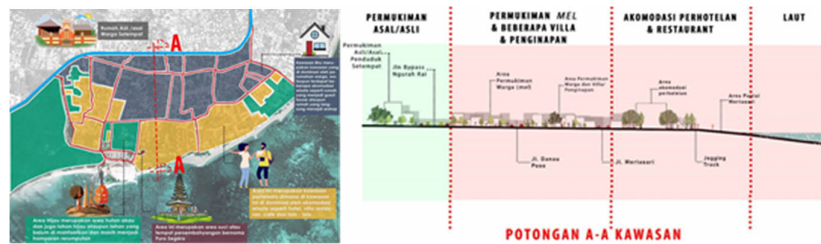

Fig 3. Land Use Model at Mertasari Beach (Block Plan and Pieces)
Source: Researcher Documentation, 2021

The results of the interview with Mr. Suta also mentioned that to prevent the increasing number of coastal areas in Bali including Mertasari Beach being affected by abrasion, a special Bali beach rescue project was carried out in Nusa Dua, Kuta and Sanur which was commanded by the Public Works and People's Housing Office in collaboration with the River Basin Center. Penida started in 2003 until gradually until 2014 sand piling was carried out in the Mertasari Coastal area.

The reclaimed sand dune, called the Stop Pile, is used daily for kite-boarding and other tourist purposes such as music concerts. In addition, on the west side of Stop Pile, a new tourist attraction managed by the local Traditional Village named Taman Inspiration Muntig Siokan was established.

Fig.4. Mertasari Beach Reclamation Results
Source: Researcher Documentation, 2021

3.2 Place Attachment

Attachment to a place (attachment). This principle is a feeling of "at home" in the city concerned, namely a sense of belonging or rootedness as described in various literatures. A person is bound to a place through a process that reflects their behavior, cognitive and emotional experiences in the social and physical environment (Bernardo, 2005). Mertasari Beach Sanur is one of the beaches favored by both local and international tourists to visit, even in this pandemic condition, foreign tourists can still be found, although not as much as before the pandemic as a result of the closure of international flights at Ngurah Rai Airport. So much beauty is offered on this beach. The wide and spacious coast is used by local people to fly kites, especially during this dry season.

In addition, white sand is preferred by tourists to just sit or bathe on the beach. In addition, there is a Muntig Siokan Inspiration Park tourist attraction in which there are many selfie spots, seating areas both on chairs and in the gazebo in the form of terraced jineng, restaurants, places that can be used to ride horses and camels.

Fig 5. The Beauty of Taman Inspirasi Mertasari Muntig Siokan
Source: Researcher Documentation, 2021

To be able to find out how strong a person's attachment is to Mertasari Beach, a digital questionnaire is distributed via google form with the link https://forms.gle/asCXADDugYCamEfD7, which in the questionnaire consists of 3 types of informants, namely tourists, local communities, and managers (people who carry out business activities in the coastal area).

Questions from this questionnaire emphasize more on the informant's knowledge about the threat of an earthquake and tsunami that is predicted to hit the South Bali region, including Mertasari Beach. The aim is to find out how strong the informant's attachment to the location is and knowing the threat of the disaster, also to find out whether the informant still wants to visit Mertasari Beach or not. This is important to know to measure how attractive this place is for tourists, the community and local managers.
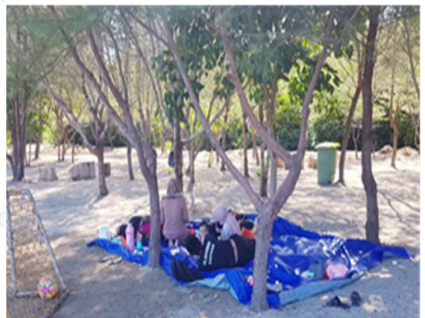
Fig 6. Distribution of Questionnaires via Google Form to Tourists at Mertasari Beach

In determining how strong a person's attachment to Mertasari Beach is, the authors look for respondents, namely tourists with a total of 200 respondents taken from the number of tourists who come on the most crowded day, namely Sunday. Respondents were sought in the morning and evening because it was considered that at that time the most tourists visited. Questionnaire statements regarding tourist interest in Mertasari Beach and knowledge about the prediction of the threat of an earthquake and tsunami that might hit the South Bali region, including Mertasari Beach, to see the response of respondents to this regarding how much they want to visit again after the prediction of the disaster threat is known. Tourists were asked several questions related to the issue of the tsunami that occurred and the responses given to the information. The results are as follows:

Fig 7. Questionnaire Results Based on Age and Likes from Mertasari Beach
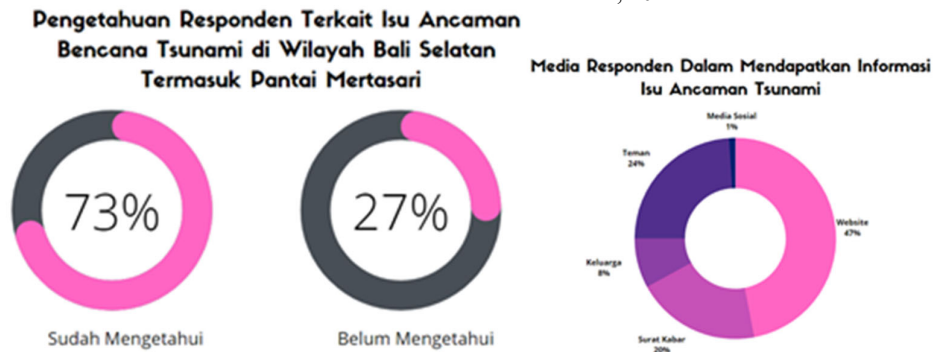Source: Researcher Documentation, 2021

Fig 8. Questionnaire Results Based on Tsunami Disaster Issues at Mertasari Beach Source: Researcher Documentation, 2021

Perasaan Setelah Mengetahui Isu Ancaman Tsunami

Tidak Khawatir 22%

Khawatir 78%

Keinginan untuk Berkunjung Kembali Setelah Mengetahui Isu Adanya Tsunami

73% Iya, Tentu

23% Tidak

Alasan ingin berkunjung kembali:
1. Suasana yang cocok untuk bersantai
2. Keindahan Pantainya
3. Tempat terbaik untuk berwisata
4. Angin kencang, lahan yang luas untuk menaiki layang-layang
5. Kuliner seafood yang enak
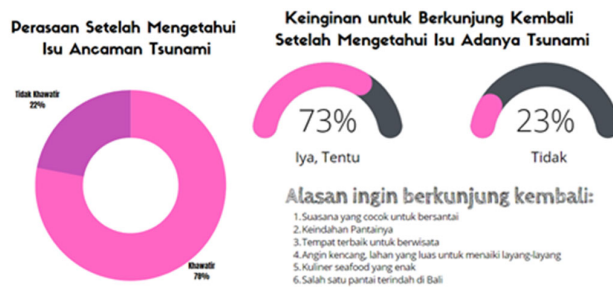6. Salah satu pantai terindah di Bali

Fig 9. Questionnaire Results Based on the Level of Desire to VisitSource: Researcher Documentation, 2021

Based on the graphs of the results of the questionnaire to tourists, conclusions can be drawn regarding the interest of tourists to Mertasari Beach after being conveyed information through questionnaires regarding the threat of an earthquake disaster accompanied by a tsunami threat in the South Bali region including Mertasari Beach, as follows:

Most of the tourists who visit Mertasari Beach are productive, ranging in age from 20-50 years with the highest percentage of 51.4%. There are many reasons tourists visit Mertasari Beach. There are 3 best things that are the main reasons for tourists to visit, namely the attractive and well-ordered beach view, enjoying the beauty of the sunrise and sunset, and playing kites supported by the wind and wide land.

Dominant tourists already know about the predicted threat of an earthquake accompanied by a tsunami in the South Bali region, including Mertasari Beach (as many as 73%). Of the 5-information media, web site media including Google and online newspapers became the most information media obtained by respondents about the issue of an earthquake and tsunami disaster in the South Bali region, including Mertasari Beach, which was 47%.

The majority of respondents are worried about this issue, which is 78%. Although they are worried about the issue of an earthquake and tsunami in the future that might occur at Mertasari Beach, most of the respondents, around 73%, have not given up and have a desire to visit Mertasari Beach again.

Of the many reasons tourists do not give up returning to visit Mertasari Beach, the author summarizes into 6 reasons, namely: a suitable atmosphere for relaxing, beautiful beaches, the best place to travel, strong winds and large land for kite flying, delicious culinary, as well as one of the most beautiful beaches in Bali.

Based on the 7 statements above, it can be concluded that the attachment of tourists to Mertasari Beach is very high as evidenced by the high interest of tourists to visit again. This proves that the charm of Mertasari beach is a magnetic field for tourists because it has provided a strong cognitive and emotional travel experience and makes tourists happy to want to visit again.

3.3 Perception of Familiarity

This perception is the impact of everyday experiences in urban areas. Familiarity is assumed to be the result of one's actions in an urban environment, which in this case is an expression of the success of one's cognitive orientation. In the context of Mertasari Beach, everyday this beach is used as coastal tourism activities including swimming and bathing, canoeing, crossing by sea to Nusa Penida or Nusa Lembongan, tourism in Mertasari Inspiration Park, and supported by other activities such as flying kites. kite and learn to ride a car because it is supported by a large area and conditions that allow for these activities.

Of course, tourists who already know the potential of Mertasari beach, whether introduced by the closest people or from social media, must be very familiar when visiting here. Moreover, Mertasari Beach has a very large stretch of beach sand which is the result of reclamation, so it is not difficult for the beach manager to arrange it. For the spiritual context, it is also very supportive of religious activities such as melasti by local villagers and surrounding villages as well as nganyut activities for Hindus whose families have died and have been cremated, the ashes can be dumped into the sea via this beach.

So, it can be concluded that Mertasari Beach has the most complete tourism potential advantage when compared to other beaches in the Sanur area. The location of Mertasari Beach can also be said to be quite close to Ngurah Rai International Airport, which is only about 14 km or about 24 minutes if taken via Jalan Bypass Ngurah Rai.

Fig 10. Various Types of Tourism Activities on the Mertasari Coast
Source: Researcher Documentation, 2021

In terms of tourist activities staying around Mertasari Beach, hotel accommodation and lodging here are also quite a lot, although not as many as other beaches in the Sanur area. There are several well-known hotels on this beach, namely: Prama Sanur Beach Hotel (5-star hotel), Mercure Resort Sanur and Waka Maya (4 star hotel), Sanur Seaview Hotel (3 star hotel), and other 3 star hotels. In addition, types of lodging such as villas are also mushrooming in the Mertasari Beach area and do not miss the restaurants, cafes, and food stalls located on Mertasari Street and on the Mertasari Coast, which complements tourist accommodation along this beach. Access to and from Mertasari Beach consists of 2 main accesses, namely the Tirta Empul road and the shooter road.

However, the road that is often/commonly traversed by tourists is Jalan Tirta Empul (B) because the location of the road is on the main route, namely Jalan Mertasari (A) and the location of the road which is in the middle to Mertasari Beach and the size of the road is wide so that it can be passed. 2 cars pass. While the Shooting Road (C) is a path that is not commonly traversed because apart from the location of the road which is hidden and not traversed by the main route, it is also because the width of the road is relatively narrow so that it can only be passed by 1 car and 1 motorbike passing each other.

Fig 11. Access to Mertasari Beach and Inside the Beach Area Source: Researcher Documentation, 2021

In terms of road access, it is actually quite adequate with the condition of international tourism that has not been opened due to the pandemic but seeing the potential in the future the possibility of access to this beach will be less as a result of the many tourists who may come to Mertasari Beach. Moreover, if it is related to the issue of the threat of an earthquake accompanied by a tsunami, early detection should be possible for everyone to be able to see directly the beach from Jalan Mertasari, not having to be on the coast first. The entire arrangement of the area along Jalan Mertasari is closed by fences or buildings so that from a disaster response perspective it does not support the acceleration of evacuation for people around the coast.

Fig 12. Complete Tourism Support Facilities on the Mertasari Coast Source: Researcher Documentation, 2021

In terms of supporting facilities for beachside tourism, it can be said that it is complete, namely there are gazebos or seats along the vehicle parking lot, there is a large bus, car and motorcycle parking area, toilets, hand washing facilities, showers, and adequate changing rooms, as well as a stall. - food stalls selling various types of local specialties. The location of the supporting facilities for beachside tourism is also appropriate and close to each other with the dominant tourist activities on the beach. In terms of the type of building, it has also used semi-permanent buildings, namely only using wooden structures on the poles and roofs.

Fig 13. Various Tourist Activities Along Mertasari Beach
Source: Researcher Documentation, 2021

3.4 Commitment

The commitment in question is a commitment to "stay in the city". This aspect refers to the significance of the city as it is felt by a person for his future. To find out how high a person's desire is to live in a city, in this case Mertasari Beach, then the same as in the Place Attacment aspect with different informants, questionnaires are distributed to the local community and local tourism managers. This questionnaire was made in digital form with the link https://forms.gle/asCXADDugYCamEfD7.

The local people who are used as informants are people who live on the coast which according to the local community is said to be the mel area which is taken as a sample of 2-3 informants who represent every road in front of their house that leads to the beach. While the local managers in question are the Bupda Manager and his staff as beach managers, parking attendants, bathroom and dressing room guards, owners of beach stalls, restaurant and hotel employees on the coast of Mertasari Beach.
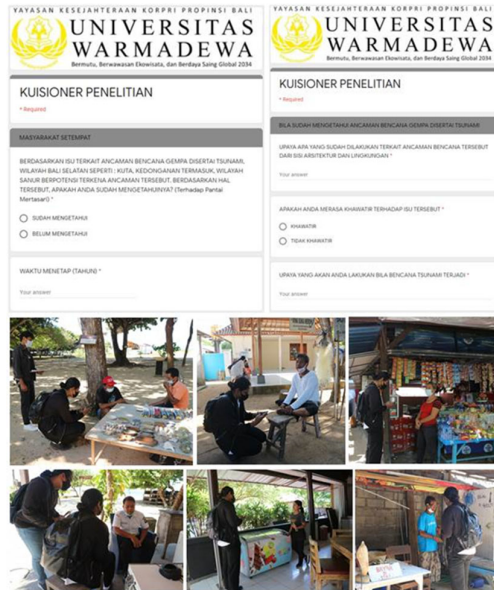
Fig 14. Dissemination of Questionnaires to the Community and Local Managers
Source: Researcher Documentation, 2021

The local people who are used as informants are people who live on the coast which according to the local community is said to be the mel area which is taken as a sample of 2-3 informants who represent every road in front of their house that leads to the beach. Meanwhile, the local managers in question are the Bupda Manager and his staff as beach managers, parking attendants, bathroom and dressing room guards, owners of beach stalls, restaurant and hotel employees on the coast of Mertasari Beach. The results obtained informants reached one hundred people which is concluded in the picture below.
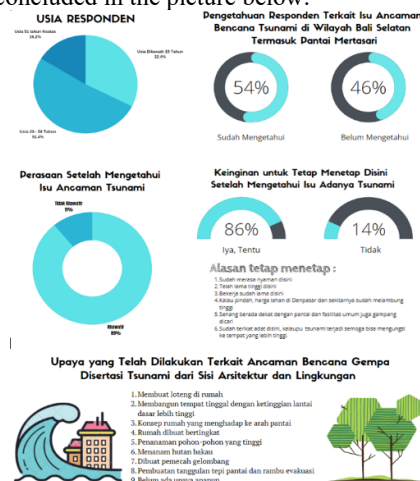

Fig 15. Recapitulation of Questionnaires to the Community and Local Managers
Source: Researcher Documentation, 2021

Based on the 6 statements above, it can be concluded that the commitment of the community and local managers to live in the coastal area of Mertasari Beach is very high even though they are aware of the issue of the earthquake and tsunami disaster in the South Bali region, including in the area. The need for structuring from the side of the area, architecture and environment can certainly minimize casualties in the event of a disaster in the future.

Based on the graphs of the results of the questionnaire to the local community and local managers, conclusions can be drawn regarding the commitment to stay in the coastal area of Mertasari Beach, after being submitted information through a questionnaire regarding the threat of an earthquake disaster accompanied by a tsunami threat in the South Bali area including Mertasari Beach, as follows :

Most of the informants are in the productive age range, which is between the ages of 20-50 years with the highest percentage of 51.4%. Most of the informants were aware of the issue of the threat of an earthquake accompanied by a tsunami in the South Bali region, including Mertasari Beach, which was 54% or half less than the sampling of all informants. Dominant informants or about 89% feel worried after knowing the issue. This is inseparable from most of the informants who have lived in the Mertasari beach area for years and make a living there. Even though the community is aware of the disaster issue and is worried, almost all of the community and local managers want to stay in the coastal area of Mertasari Beach, which is 86%.

There are many reasons why the local community and managers choose to stay in this area even though they already know the issue, namely the comfort aspect of living or working in this place, having lived for a long time and a strong sense of belonging, easy access to public facilities, tourism and health, high land prices in Denpasar which made informants reluctant to move and elements of attachment to local customs. Efforts that have been made by the informant in anticipation of disasters from an architectural and environmental perspective include making an attic above the house, building a multi-storey residence / high ground floor height, orientation of the house facing the beach, planting tall trees including mangrove forest, construction of breakwaters, coastal embankments and evacuation signs.

Based on the 6 statements above, it can be concluded that the commitment of the community and local managers to live in the coastal area of Mertasari Beach is very high even though they are aware of the issue of the earthquake and tsunami disaster in the South Bali region, including in the area. The need for structuring from the side of the area, architecture and the environment can certainly minimize casualties in the event of a disaster in the future.

3.5 External Evaluation

The four aspects proposed by Lalli (1992) emphasize more on the side of a person. However, basically external environmental factors have a big role in the formation of place identity. Lalli (1992) refers to this aspect as "External evaluation". External evaluation shows an evaluative comparison between the city itself and other cities, with the special character possessed by a place, and the uniqueness of the city as perceived by the people. Based on this aspect, the author tries to present a comparison between the surrounding beaches, namely Sanur Beach, beaches in different areas such as Kuta Beach and other beaches in Bali.

The result is that there are 3 unique or distinctive characteristics that characterize Mertasari Beach which distinguishes it from other beaches that make tourists more interested in visiting it, namely:

Can see sunrise and sunset in one place. It's quite rare that there are beaches in Bali that can see the process of sunrise and sunset in one place. This is what can be found at Mertasari Beach, Sanur. By standing on the platform containing the gazebo or standing in the stop pile area and the pier, anyone can see the sunrise and sunset. It could be that this experience is the only

experience that can be obtained by tourists visiting Mertasari Beach by seeing the sunrise and sunset without being hindered by anything from the three spots. This is what can be used as something that makes someone feel special about Mertasari Beach which is part of the external evaluation and of course feels increasingly attached to this place (place attachment) and it may be that not a few tourists want to stay and live in this place, namely aspects commitment. These three aspects make Mertasari beach have its own identity that is second to none in terms of views and sunrises and sunsets.
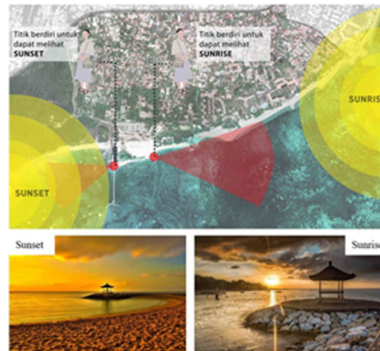

Fig 16. The Uniqueness of Getting Sunrise and Sunset at Mertasari Beach
Source: Researcher Documentation, 2021

A good kite-boarding place with wide land and wind characteristics as well as a supportive atmosphere for a large-sized kite race. It could be that apart from Padang Galak Beach, this place is one of the best places in terms of land area, the character of the strong coastal winds, the relatively flat contours make kite-boarding activities can be carried out optimally without any obstacles. When compared to Padang Galak Beach as a place to ride a kite, this place can be said to be better because apart from the flat land in terms of contours, a large parking area, as well as the number of food stalls and culinary delights are also the main factors that this location is a favorite for tourists and tourists. local people in terms of kiteboarding.

Moreover, kite festivals are also often held here. Recently, the largest kite in Bali named "Nagaraja" was raised on Mertasari Beach and broke the 2017 MURI Record as the largest and longest kite in Indonesia, which was witnessed by thousands of people who packed Mertasari Beach, Sanur. Indirectly this has become one of the marketing of Mertasari Beach tourism which makes it even more viral and famous despite the current covid 19 pandemics, it could be that in the future this beach will become one of the most favorite tourist beaches in Bali.

Fig 17. Stop Pile as Strategic Place for Kite Competition Source: Researcher Documentation, 2021

There is a new tourist attraction called Taman Inspiration Mertasari in which there are many tourist activities, so it is suitable for holding gatherings or other big events. With the icon of a pair of swings containing the words "Deam Island", as well as the many tourist activities in one place make Mertasari Inspiration Park more attractive to visit.
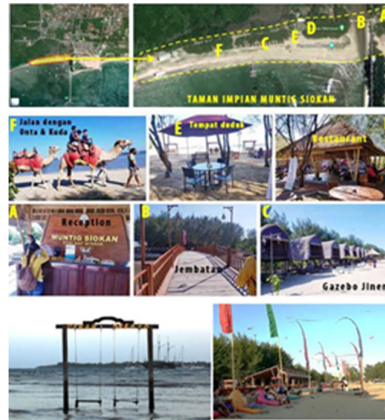

Fig 18. The Uniqueness of the Mertasari Muntig Siokan Inspiration Park Taman
Source: Researcher Documentation, 2021

4   Conclusion

Based on the results of research that has been presented before, the concept of identity of the place of Mertasari Beach is based on the prediction of the threat of earthquake disaster accompanied by a tsunami that hit the South Bali region including the area which is based on 5 aspects as follows:

Continuity with the past. Mertasari Beach was previously said to be a mel area or an area used by the community to stay or build temporary houses in the form of semi-permanent because it is close to their source of livelihood, namely as fishermen. The original house from the local community in ancient times until now is on the north side of Jl. Bypass Ngurah Rai which is located quite far from the beach. The coastal area is used as a place for mooring boats and salt farming. Over time, one by one the residents built permanent houses to the south of Jl. Bypass Ngurah Rai with a distance that is still quite far from the beach, which is about 40 meters from the beach. Along the coast, it is more intended for coastal tourism accommodation such as hotels, villas, inns, restaurants, cafes, Segara Temples and Mangrove Forests.

Place attachment. In determining how strong a person's attachment to Mertasari Beach is, the authors look for respondents, namely tourists with a total of 200 respondents taken from the number of tourists who come on the most crowded day, namely Sunday. The conclusion is that the majority of tourists already know and feel worried about the predicted threat of an earthquake accompanied by a tsunami in the South Bali region including Mertasari Beach, but most of the respondents do not give up and have the desire to return to Mertasari Beach on the grounds that the atmosphere is suitable for relaxing, beauty. beaches, the best places to travel, strong winds and vast land for kite flying, delicious food, and one of the most beautiful beaches in Bali. This proves that the charm of Mertasari beach is a magnetic field that makes the interest of tourists to visit again high.

Perception of familiarity. In terms of tourist activities staying around Mertasari Beach, hotel accommodation and lodging here are also quite a lot, although not as many as other beaches in the Sanur area. Access to and from Mertasari Beach consists of 2 main accesses, namely the Tirta Empul road and the shooter road. Road access is actually quite adequate with the condition of international tourism which has not been opened due to the pandemic but seeing the potential in the future the possibility of access to this beach will be less as a result of the large number of tourists who may come to Mertasari Beach.

Moreover, if it is related to the issue of the threat of an earthquake accompanied by a tsunami, early detection should be that everyone can see directly the beach from Jalan Mertasari, not having to be on the coast first. In terms of supporting facilities for beachside tourism, it can be said that it is complete, namely there are gazebos or seats along the vehicle parking lot, there is a large bus, car and motorcycle parking area, toilets, hand washing facilities, showers, and adequate changing rooms, as well as a stall - food stalls selling various types of local specialties.

Commitment. The commitment to stay in this area is carried out by distributing questionnaires to local communities and local tourism managers. The result is that most of the informants are aware of the predicted threat of a tsunami disaster that may hit Mertasari Beach in the future, although most are worried about the issue, but most of the informants are committed to staying in this area.

External Evaluation. In terms of comparison with other coastal environments, Mertasari Beach seems special because it can see the sunrise and sunset in one place, a good kite boarding place with the characteristics of wide, flat land and wind that supports kite competitions at national and international levels. as well as the existence of a new tourist attraction called Taman Inspiration Mertasari in which there are many tourist activities so that it is suitable for holding gatherings or other big events with the icon of a pair of swings containing the words "Deam Island".

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