

Management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency

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ABSTRACT

The tourism management process is carried out by the local government together with the local community, which has an impact on economic, social, cultural, and environmental aspects. This study aims to identify the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency. The research method used is a qualitative approach by utilizing primary and secondary data, as well as analytical techniques including data reduction, data presentation, and validation through triangulation. The results of this study show that management is carried out synergistically by various parties, including the village government, Pokdarwis, Pokmaswas, the Sustainable Green community, and supported by the Tourism Office and the Environment Office. This management focuses on organizational and supervisory aspects, such as ticket sales, small and medium enterprises (SMEs), accommodation, and other tourism facilities. Human resource development is carried out through training and empowerment. Waste management still faces technical issues and a lack of awareness among visitors, while challenges such as extreme weather and an increase in the number of tourists during the holiday season are also affecting management. The positive results of this management include local economic growth, increased social and cultural interaction, and environmental conservation through zoning and embankment construction. These findings also contribute academically and practically, including as a reference source for social studies lessons at the junior high school level on economic potential and community empowerment.

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1. INTRODUCTION

Tourism is a complex phenomenon because it involves a variety of different stakeholders, with geographically different demands and supply, but the production and consumption processes take place in the same location. Tourism management is one of the most important aspects in building national tourism, this is stated in Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025, that it is very important to ensure that every tourism destination has clear legality, this aspect can increase the existence of tourist destinations in helping their tourism activities and providing benefits such as public facilities and services from government in the long term (Eddyono, 2021).

The main goal of the tourism management strategy is to strengthen the local economy by identifying and developing the potential of various tourist locations in Indonesia, including urban and remote areas. It is important to pay attention to natural resources, social aspects, and local culture as basic elements that increase tourism attraction. Efficient tourism development should maximize national potential, making it a productive economic sector that can absorb large numbers of seasonal labor. As the tourism sector grows, infrastructure and facility development is essential to improve the quality of the local workforce, encourage the growth of domestic businesses, and create an integrated transportation system that benefits the community, this requires optimal human resource management, strategic marketing, sustainable destination development, and the application of science and technology in tourism management (Yulanda & Rahayu, 2019).

The implementation of tourism also aims to promote various destinations in Indonesia to remain competitive, especially in areas with high potential but have not been cultivated. Tourism management is essential for economic growth, with an emphasis on social cohesion and community well-being. The management approach focuses on regional development that encourages active community participation, in addition to the marketing strategy aims to optimize tourism activities, including the potential of maritime tourism, supported by technology and information to strengthen the tourism sector as the main motor of local economic development in the global era. The idea of rural tourism is an alternative type of tourism that offers natural beauty, authentic social life, and cultural diversity. The active involvement of the community in the development of the tourism sector is often caused by the impact of development that occurs (Anugrah et al., 2021).

In accordance with the learning of Social Sciences (IPS) at the junior high school level, especially for grade VII. There is a learning theme in the social studies package book for grade VII, namely Theme 3: Environmental Economic Potential which includes subtopics about the use and conservation of natural resources, surrounding economic activities, and social interaction. This research is also related to Theme 4: Community Empowerment, regarding community empowerment and the role of community or social groups in community life (Amelia et al., 2025)

Community participation as a local asset is crucial to ensure that tourism in rural areas is managed comprehensively. Increasing local potential is considered to be able to encourage the growth of local businesses related to the tourism industry. Local potential will be a magnet that strengthens local identity and motivates people, both from within the country and abroad. The effective performance of local governments and their active participation will have an effect on the development of the tourism sector in Indonesia, as explained in Law No. 23 of 2014 (Nadina & Dwimawanti, 2021).

The provision of facilities to increase the number of visitors to destinations, through the Regional Government, namely the Culture and Tourism Office, plays a role as a guide for tourists. They also act as a driving force, encouraging the community to actively participate in the development of tourist attractions (Khotimah & Pawestri, 2022). The Tanah Bumbu Regency Government has great opportunities in developing the tourism sector, especially through promising tourism potential such as Angsana Beach. The advantages of Angsana Beach, such as its strategic location close to the center of the sub-district capital as well as the natural beauty and stunning sea views, make it worthy of serious attention from the South Kalimantan Provincial Government and the Tanah Bumbu Regency Government as a potential to be developed into a leading tourist destination that is able to attract tourists to visit Tanah Bumbu Regency.(Amelia et al., 2025).

Previous studies on the tourism sector have made significant contributions to understanding the industry's potential, challenges, and benefits, but many of them have limitations in their approach, scope, and focus. Some studies emphasize the role of local governments in managing tourism, dealing with internal problems such as human resource shortages, poor coordination, and limited budgets, providing institutional recommendations without involving other parties. Other studies focused on the introduction of tourism potential in areas such as Kamasan Village and Pannanan Beach, but did not discuss in depth the social, cultural, and environmental impacts of tourism activities (Amanda et al., 2024).

Previous research has only highlighted the economic impacts of community participation, such as increased income and job creation, without considering the broader relationship between tourism development and social, cultural, and environmental dynamics. Previous studies adopted macro and theoretical approaches, lacking insight into practical tourism management, to address this gap the researcher focused on tourism management in Angsana Beach, using a more comprehensive and contextual approach. This research not only explores the economic contributions of tourism, such as job creation and business opportunities, but also investigates the active role of coastal communities in collaboration with governments as well as local communities. This research highlights the social and cultural impacts arising from interactions with foreign tourists regarding the local culture of fishermen, as well as the preservation of coral reefs and the environmental impacts of waste management and zoning systems. It offers a more comprehensive approach to understanding sustainable tourism management at the local level, addressing weaknesses that were not previously described in previous studies (Musriana et al., 2024).

Not only displaying its natural beauty, Angsana Beach also offers various marine activities such as fishing, snorkeling, diving, and renting tourist facilities which make it a tourist destination in Angsana District, therefore the management of this location requires collaboration between the government and the community to explore the role of each party in the planning, organizing, directing, and supervision stages. The limitations of academic studies on the management of Angsana Beach also aim to increase the wealth of scientific literature and provide empirical data that are useful for decision-making in the tourism sector. Based on the background of the above problem, the author conducted a study entitled "Management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency."

1. METHODS

This study uses a qualitative approach with data collection methods that include in-depth interviews, direct observations, and documentation studies. Interviews were conducted with various parties, namely the chairman of the Tourism Awareness Group (Pokdarwis), the Head of Angsana Village, the Head of Attraction and Tourist Destinations as well as Jft. Adyatama Tourism and Creative Economy, the Head of UPTD, cleaners, tourists, counter guards, and MPResort Managers. The observation aims to identify the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency. Documentation is also carried out to collect on-site data regarding the impact of management on Angsana Beach tourist attractions. The main data source was interviews with the Head of Angsana Village and the Chairman of the Tourism Awareness Group (Pokdarwis). Meanwhile, secondary data sources are obtained from articles, journals, and other materials that are used to obtain accurate and in-depth information (Putro et al., 2024).

2. FINDINGS AND DISCUSSION

A. Management of Angsana Beach Tourist Attractions in Angsana District

The management of Angsana Beach tourist attractions requires active involvement from various parties who coordinate to realize a safe, clean, comfortable, and sustainable tourist destination. Roni as the chairman of the Tourism Awareness Group (Pokdarwis). This condition shows a close link between theory (Hutabarat & Sihite, 2025) and practice on the ground, where tourism sustainability can be realized thanks to the active role of local residents and the support of the village government. Viewing health and hygiene as an important long-term investment that greatly affects the success of tourism, maintaining cleanliness and health is not just about the comfort of tourists, but also about sustainable development. The efforts made by Angsana Beach to continue to maintain cleanliness and safety are not only aimed at making tourists feel comfortable, but also taking part in developing sustainable tourism. The placement of monitoring posts and garbage cans as a means in strategic locations around tourist attractions, the environment becomes clean and safe, and increases the attractiveness of the beach as a tourist destination, without disturbing the quality of life of local residents (Ihsan et al., 2024).

Figure 1. Interview with the Head of the Tourism Awareness Group

(Source: Personal Documentation, 2025)

The management approach at Angsana Beach also involves various important elements that contribute significantly to supporting the sustainability of the tourism sector. This situation is in line with the idea that the active participation of residents, tourism awareness groups (Pokdarwis), local economic actors in tourism, and tourist attraction managers are the main aspects to ensure the success of the development of the tourist village (Utama & Haryadi, 2025). Research on Angsana Beach tourist attractions also opens up opportunities for relevant research and can fill the gaps in previous studies, namely (Khotimah & Pawestri, 2022) with the title "The role of the local government of Bangkalan district in the management of beach tourist attractions" and research (Nadina & Dwimawanti, 2021) with the title "Management of Karang Jahe Beach Tourist Attractions in Rembang Regency". The two have not discussed in depth the role and contribution of non-governments, such as local communities and coastal communities, in supporting sustainable tourism management. Local communities at Angsana Beach tourist attractions, namely the Tourism Awareness Group (Pokdarwis), the Karang Kima Supervisory Community Group (Pokmaswas) and Mangrove Observers participate in the management of Angsana Beach tourist attractions (Nursahid et al., 2024).

The Tourism Awareness Group (Pokdarwis) received training to increase the capacity of Human Resources (HR) in services by the Tourism Office as tourism management through the provision of infrastructure and facilities. The Environment Agency (DLH) also contributes through the provision of waste management officers and transporting waste to the Final Disposal Site (TPA), in collaboration with the Tourism Awareness Group (Pokdarwis) through the cleanliness and beauty section. Angsana Beach Conservation is divided into 2 communities, namely the Karang Kima Supervisory Community Group (Pokmaswas) plays a role in the preservation of coral reefs, while the Sustainable Green community is active in maintaining the sustainability of mangrove forests.

Revenue management is carried out through the sale of entrance tickets, the existence of MPResort as a tourism icon, the development of agro-tourism, Micro, Small, and Medium Enterprises (MSMEs), the provision of lodging such as homestays, and tourist facilities as support. All of these elements synergize with each other in creating an integrated tourism management system, based on community participation, and oriented towards environmental sustainability and local economic welfare.

1. Management

Management functions or activities consist of *planning*, *organizing*, *actuating*, and *controlling* (George R. Terry, 2009) in (Indicha, 2020). The results of findings in the field show that the management of Angsana Beach Tourist Attractions is more prominent in 2 aspects, namely *organizing* and *controlling*. The organizing aspect refers to the stages where activities are grouped to achieve a certain goal, as well as the assignment of each group to a manager who is responsible for supervising the members of his group. Organizing involves aspects such as tasks, personnel, interaction between individuals, and the work environment (George R. Terry, 2009) in (Indicha, 2020).

It is reflected in the management structure of the Tourism Awareness Group (Pokdarwis) in the division of roles and duties in the internal structure of the Tourism Awareness Group (Pokdarwis), in which in this case an interview is conducted with the Chairman, Secretary and Cleanliness and Beauty Section. The Chairman who is in charge of leading and coordinating all activities of the Tourism

Awareness Group (Pokdarwis) in the management of Angsana Beach, the Secretary who is in charge of assisting the chairman in preparing work programs and regulating communication within the organization, including conveying information related to the agenda and establishing coordination between members, as well as the Cleanliness and Beauty Section as the waste management officer at Angsana Beach.

The Karang Kima and Hijau Lestari Supervisory Community Group (Pokmaswas), namely the Mangrove Observer Group, are also included in the organization in the management of Angsana Beach. The interview was conducted with the Secretary of the Supervisory Community Group (Pokmaswas) Karang Kima and members of Hijau Lestari Mangrove. The Secretary of the Supervisory Community Group (Pokmaswas) Karang Kima plays a role in recording the potential resources of coastal areas as well as illegal or illegal activities in the supervision area, participating in educational and socialization activities to coastal communities, and participating in mutual cooperation in environmental maintenance, be it the coastal or marine environment, while members of Hijau Lestari Mangrove are involved in planting and caring for mangrove areas that are protected, participating in mutual cooperation activities to clean coastal areas from garbage and waste that threaten the balance of the ecosystem, and supporting the implementation of mentoring programs in mangrove conservation efforts.

The aspect of controlling is an essential process that involves comparing or measuring performance that is ongoing or has been carried out with standards, criteria, or plans that have been predetermined in all types of activities and environments (George R. Terry, 2009) in (Indicha, 2020). It is manifested in the regular monitoring of the use of tourist facilities, infrastructure, cleanliness and security by the Tourism Awareness Group (Pokdarwis). This collaboration aims to build a more optimal management system by emphasizing communication and active community involvement in preserving the coast.

The management of Angsana Beach does not only depend on the government, but also becomes a shared responsibility. In line with the explanation (Alandera, 2019) in (Ilhami et al., 2023) that the Tourism Awareness Group (Pokdarwis) is an official institution consisting of people who have a concern for the development of tourism. The involvement of Tourism Awareness Groups (Pokdarwis) with local governments in the management of Angsana Beach tourist attractions can encourage the growth of the tourism sector more optimally, therefore both individuals and groups have important responsibilities and roles in supporting the development and management of these tourist destinations. Sayid Firdaus as the Head of Angsana Village said in an interview that various steps were taken to increase public awareness to participate in maintaining the cleanliness and safety of the beach.

Cooperation between the government of Angsana Village, Pokdarwis, coastal communities and tourists is also supported by the involvement of the Tourism Office, the Environment Office, the Supervisory Community Group (Pokmaswas) and Hijau Lestari or the Mangrove observation community is the main factor in realizing effective and long-term oriented tourism management. The Tourism Awareness Group (Pokdarwis) is a community organization formed by the community to manage matters related to customs (Hidayatullah et al., 2017) in (Rajiani et al., 2023). As direct managers at Angsana Beach they are responsible for the cleanliness, safety, and comfort of tourist attractions on Angsana Beach. Pokdarwis also directed the community about the benefits of tourism for the local economy and encouraged residents to be more concerned about tourism potential. They work closely with governments and businesses to create innovation and attract more visitors, supporting community-based economic growth.

The Tourism Awareness Group (Pokdarwis) has a crucial role in ensuring that all aspects of management run smoothly. They are responsible for keeping the tourist area clean, including daily waste management, maintenance of public facilities such as toilets, garbage cans, and gazebos, and keeping the beach clean and comfortable for visitors. On the security side, Pokdarwis collaborates with local security forces and other related parties to maintain order and prevent potential disturbances during tourism activities. The comfort of visitors is also the main thing, by observing and evaluating facilities, providing the information needed by tourists, and being open to receiving input from visitors

for service improvement. Pokdarwis also functions as an agent of education and community empowerment. They play an active role in educating the surrounding community to realize the importance of tourism as a sector that can boost the local economy, by providing this knowledge, it is hoped that the community will not only become spectators, but also be directly involved in tourism activities, for example by opening small businesses such as stalls, renting tourist equipment, local transportation, or providing homestays.

This approach is in line with the concept of community-based tourism, where citizen participation is the key to sustainability, as involving local communities and empowering them proactively is very crucial in the growth of the tourism sector, as previously described (Permatasari, 2022). Pokdarwis builds cooperation with village governments, tourism offices, and private business actors to present innovations in the tourism sector. This collaboration includes the implementation of cultural events, digital promotion of tourist destinations, the development of integrated tour packages, and skills training for the community which includes tourism services, environmental cleanliness, and hospitality. Through this collaboration, it is hoped that Angsana Beach can continue to increase its attractiveness, both in terms of facilities and services, so that it can compete with other tourist destinations that have already existed. Furthermore, the involvement of Pokdarwis in the process of planning and implementing tourism activities shows a participatory approach in local tourism management. They act as a link between the needs of tourists, government policies, and community aspirations, so the existence of Pokdarwis is not only vital in the technical aspects of management, but also in maintaining a balance between environmental conservation, improving community welfare, and the sustainability of the tourism sector itself.

The Marine Ecosystem Supervision and Conservation Community Group, or Pokmaswas, focuses on the protection of marine ecosystems. The Marine Ecosystem Supervision and Preservation Community Group, better known as Pokmaswas, is a vital component in maintaining the preservation of the marine environment in the Angsana Beach tourist area. The main goal of Pokmaswas is to protect and supervise marine ecosystems so that they are well maintained. They actively monitor activities that have the potential to damage the marine environment, such as harmful fishing techniques (such as the use of poisons or explosives), illegal mining, and waste disposal by irresponsible parties.

Pokmaswas also contributes to ecosystem preservation efforts, such as replanting damaged coral reefs, caring for mangrove areas, and cleaning the ocean from plastic waste. They also provide education to coastal communities and tourists about the importance of preserving marine ecosystems, while inviting them to participate in environmental activities that involve communities. The existence of Pokmaswas makes marine tourism management not only focus on increasing the number of visitors, but also consider environmental sustainability aspects, which is an important basis in the development of conservation-based tourism. In line with the statement of Sayid Nuh, Secretary of Pokmaswas Karang Kima, explained that this group was formed to empower the community in the sustainable management of marine resources., as in his interview statement.

Their primary job is to oversee destructive practices and monitor changes in marine ecosystems, including coral reef health. They also map important areas such as conservation areas and tourist zones. Other activities are in the form of mutual cooperation in repairing bridges & joint discussions on the use of marine and coastal space, community service, making media and transplanting the cube & spider method as well as repairs in damaged coral reef areas.

Hijau Lestari is a community that focuses on the preservation and development of mangrove ecotourism. They actively maintain mangrove forests through replanting, monitoring, and mentoring. Regular monitoring ensures that the ecosystem remains healthy. Mangrove forests protect coastlines from erosion, provide habitat for marine life, and sequester carbon, helping to combat climate change. Hijau Lestari also accompanies guests from government agencies or other parties who want to visit or explore the area.

Figure 2. Pokmaswas Karang Kima & Coral Reef

Source: Secretary of the Supervisory Community Group (Pokmaswas) Karang Kima



(Source: Personal Documentation, 2025)

The three groups do not work separately, but collaborate and synergize with each other to improve the quality of tourism on Angsana Beach. Harmonious cooperation between the government of Angsana Village, Pokdarwis, coastal communities and tourists is also supported by the involvement of the Tourism Office, the Environment Office, the Supervisory Community Group (Pokmaswas) and Hijau Lestari or the Mangrove observation community, it is hoped that the management of Angsana Beach can be carried out in a sustainable manner and provide optimal benefits for all parties involved.

Referring to (Article 1 Paragraph 3 of Law No. 10 of 2009 concerning Tourism) states that "Tourism is a set of tourism activities supported by various facilities and services provided by the community, business actors, the government, and local governments." (Wawa et al., 2025). The local government, in this case the Tourism Office, proves its commitment by providing various supports, especially in the provision of infrastructure and facilities which are carried out gradually every year as well as internal training, both regarding services to tourists and the provision of snorkeling equipment. Ari Herlianto as Head of Attractions and Tourist Destinations and Ajir Rahman as Jft. Adyatama Tourism and Creative Economy at the Tourism Office.

The availability of adequate infrastructure is an important factor in increasing the attractiveness of Angsana Beach as a leading tourist destination. Assistance from the government supports local communities to manage tourist areas independently more optimally, without being hampered by limited facilities. Another form of collaboration between the Angsana Village government, the Tourism Office, the Tourism Awareness Group (Pokdarwis) and coastal communities can be seen from the existence of resorts and inns around the beach. The local government supports the development of accommodation facilities by providing regulations and incentives for local business actors to create environmentally friendly lodging. The presence of these resorts and inns allows tourists to enjoy a more comfortable visiting experience, thus contributing to the increase in the income of the local community. This solid collaboration shows that community-based tourism management can run optimally if supported by the right government policies.

The Tourism Awareness Group (Pokdarwis) also participates in various trainings organized by the Tourism Office which cover various aspects, ranging from the management of tourist destinations, improving the quality of service for visitors, to environmental conservation efforts. The experience gained from the training is then shared with the community, so that they can understand the importance of keeping tourist areas comfortable and attractive for all parties. This capacity increase not only has an impact on the quality of tourism services, but also on the environmental and economic sustainability of the surrounding community. Better management, tourist attractions can increase, support local economic growth, and create collective awareness of the importance of maintaining cleanliness, safety, and sustainability of the tourist environment.

2. Human Resource Management (HR)

Human resources are the foundation in the tourism management system, therefore it needs to be planned, trained, and run properly in order to create quality tourism services. A good service experience will make visitors feel happy and motivated to visit again. The development of the tourism sector also has the potential to have a positive impact on the local area. This industry creates significant job opportunities, both in the formal and informal sectors (Fadilla, 2024). The management of manpower or human resources (HR) in the management of Angsana Beach includes the Angsana Village Government, Tourism Awareness Group (Pokdarwis), MPResort Manager, Sustainable Green Mangrove Community, Supervisory Community Group (Pokmaswas), coastal communities and tourists. The parties that have been described are a form of utilization of human resources that contribute directly to the management of Angsana Beach tourist destinations.

The involvement of various parties reflects the application of collaborative and participatory principles in the development of tourist attractions. For example, the Angsana Village Government functions as a facilitator and regulator to guide local policies related to coastal management. Pokdarwis, which is a community organization that supports tourism, plays a role in carrying out activities in the field, including promotion, facility management, and educating local communities. MPResort managers provide contributions through professional accommodation management, setting service standards that can be used as a reference in community-based tourism management. The Sustainable Green Mangrove Community and Pokmaswas play a role in preserving ecological aspects and preserving the coastal environment. They focus on protecting the mangrove ecosystem and supervising tourism activities that can damage the environment. Meanwhile, coastal communities are not only beneficiaries of development, but also active participants who offer services, food, and goods that support tourism, such as souvenirs or equipment rentals. The involvement of tourists in management is also an important factor. The role of human resources here is not only operational, but also contributes to the creation of a healthy and sustainable tourism ecosystem.

The implementation of human resource management in Angsana Beach shows that an approach that prioritizes local empowerment has a significant impact on tourism sustainability. Not only improving the quality of tourism services, but also opening up economic opportunities for the local community. Over time, this kind of management system is able to build synergy between destination management, environmental conservation, and improving community welfare. Human resources are not only seen as technical implementers, but also as important assets that need to be planned, developed, and managed strategically in the overall tourism management system in Angsana Beach.

Table 3. Human Resources (HR) Angsana Beach.

No	Nama	Keterangan
1.	SF	Head of Angsana Village
2.	R	Head of the Tourism Awareness Group (Pokdarwis) and owner of a homestay
3.	B	Manager of Matahari Persada Resort
4.	P	Coastal communities and businesses
5.	J	Coastal communities and businesses
6.	EW	Tourists
7.	SA	The coastal community that maintains the Angsana Beach ticket booth
8.	SH	The Cleanliness and Beauty Section of the Tourism Awareness Group (Pokdarwis) and Waste Management at Angsana Beach
9.	SK	Tourists
10.	DI	Secretary of the Tourism Awareness Group (Pokdarwis) and Manager of ATV (All-Terrain Vehicle), Speedboat, and Sun Lounger (Set of Relaxing Umbrella Chairs) Tourist Facilities
14.	SN	Secretary of the Karang Kima Community Group and Deputy Chair of the Hijau Lestari Mangrove Conservation Group

Personal Source: (Data Process 2025)

The focus on this explanation is on the empowerment of waste management officers by the Environment Agency (DLH), training and socialization by the Tourism Office which is attended by the Tourism Awareness Group (Pokdarwis) and then also socializes the results to coastal communities and tourists as well as *events* and tourism activities of Angsana Beach by the Tourism Awareness Group (Pokdarwis) and the coastal community of Angsana Beach.

a. Empowerment of Waste Management Officers by the Environment Agency (DLH)

The Environment Agency (DLH) also takes a role in managing its human resources. The Environment Agency (DLH) empowers local residents to participate in maintaining the cleanliness of the beach area. The purpose of this effort is not only to ensure cleanliness and comfort for tourists, but also to open up job opportunities for the surrounding community. Rizki Kurniawan as the Head of UPTD explained that the main responsibility in waste management in tourist areas is actually under the authority of the Tourism Awareness Group (Pokdarwis). The role of the Environmental Agency (DLH) is more focused on transporting waste from Temporary Shelters (TPS). The Environment Agency (DLH) emphasizes more on community empowerment and transporting waste to landfills. The applicable provisions are that the responsibility for waste is not only in the hands of the local government, but also the responsibility of the entire community. DLH officers are still carrying out the function of transporting waste from tourist areas to available TPS, then continued to containers with a capacity of 6 cubic meters before finally being taken to the landfill. Ideally, the community is responsible for transporting and managing waste from the source, while DLH only handles the final residue that cannot be processed.

Proper Human Resource Management (HR) can improve the quality of an institution or company, this applies in various fields including regional tourism development (Astrama et al., 2024). There are efforts to empower the community at the Angsana Beach tourist attraction through the company's *Corporate Social Responsibility (CSR)* program and socialization targeting Tourism Awareness Groups (Pokdarwis), although the Environmental Service (DLH) officers also help activities in the tourist area, their employment status remains under the auspices of the Environment Agency (DLH), not the Tourism Office. Waste management officers can work flexibly, both as cleaners from DLH and as members of Pokdarwis, depending on the needs in the field.

b. Training and Socialization by the Tourism Office

The Tourism Office also plays a role in increasing the capacity of local communities through various training and education programs related to the tourism sector. Training that is carried out internally is routinely carried out every year for Pokdarwis members, including training for tour guides (*guides*), *diving*, and others. The impact of the training can be seen in improving the quality of service, the level of cleanliness, and the completeness of *diving* and *snorkeling equipment facilities*.

The involvement of the coastal community of Angsana Beach and tourists in this socialization is expected to create collective awareness to protect the environment, so that the tourism sector can develop without damaging the local nature and culture. Improving the quality of professional tour managers and prioritizing the best service can contribute positively to the progress of Angsana Beach tourist destinations, because if the quality of tourist destinations decreases, it is likely that these destinations will be avoided by visitors (Eucharist et al., 2023).

c. Events and Activities at Angsana Beach

The organization of various *events* and activities at Angsana Beach not only serves as a means of entertainment and collaboration between the Tourism Awareness Group and coastal communities, but also has an important role in tourism promotion strategies. Roni's statement, as the Chairman of the Tourism Awareness Group (Pokdarwis), which emphasized

1. Waste Management

An effective way to overcome the waste problem in tourism areas is to invite local residents to actively participate in its management. The community and local communities as competent human resources play a crucial role in maintaining the cleanliness and preservation of nature, because they interact directly with tourist areas every day (Zain & Muslim, 2024). Waste management at Angsana

Beach is carried out by the Cleanliness and Beauty Section under the auspices of the Tourism Awareness Group (Pokdarwis), which in its implementation is empowered by the Environment Agency.

According to the garbage management officer in the field, Sayid Harun, he said in his interview that the cleanliness manager performs his duties every day at tourist attractions, collects his garbage and then takes it to the polling station provided on Angsana beach, but at certain times such as Eid al-Fitr, waste also increases due to the number of visitors. The following is what Sayid Harun said:

The process of collecting and transporting waste is carried out until night, and can even last until 11 pm. The waste from the polling station will be transported to Satui District, Tanah Bumbu Regency, and the transportation time depends on how quickly the polling station is full. The majority of the waste collected is non-organic waste, such as used plastic drinks and food packaging (e.g. pentol). Organic waste such as Ketapang leaves, the manager chooses not to transport it to the TPS because of its light nature and easy to fly during the transfer process. Garbage collection in tourist areas is usually carried out at night, this is done to respect the comfort of visitors who come during the day, especially during the wind season, where sand and garbage are more easily carried away by the wind and can interfere with tourist activities. Cleaning activities usually start around 19.00 to 22.00, as explained by Sayid Harun conveying that the determination of beach cleaning time is adjusted to the situation in the field, including environmental conditions and the intensity of tourist visits. Natural factors such as strong winds also affect the smooth cleaning process, so the night is chosen as the most appropriate time to carry out these activities without interfering with tourist activities and with the potential for smaller natural disturbances. Certain moments such as Eid al-Fitr, this activity can last until midnight or around 00.00 due to the high volume of waste due to the surge in the number of visitors. Cleaning is carried out at night because the situation is quieter, so work can be done more freely. Efforts to collect garbage are still carried out as much as possible every day because the number and time of arrival of visitors is uncertain.

Especially for the New Year celebration, cleaning does not wait at night, instead garbage collection activities are carried out intensively for a full week before the turn of the year. The division of work areas for cleaners is also arranged in such a way, where everyone handles different areas, this aims to ensure that each officer has a sense of responsibility for the area they are part of. The work site is usually rotated once a year so that the officers do not get bored with the same environment. The main obstacle in waste management in this area is the limited transportation fleet. The number of vehicles is insufficient for the transportation process, so it must be carried out alternately by the officers, this certainly has an impact on delays in transporting waste to TPS or landfills.

There are 10 cleaning officers, cleaning activities at Angsana Beach are carried out through a system of proportional division of work areas to each officer. This division is designed to prevent boredom in carrying out tasks and strengthen a sense of responsibility for their respective areas. Regional rotation is implemented every year so that all officers have the opportunity to manage various parts of the beach. Cleaners receive a salary of IDR 3,200,000 per month.

This initiative is designed not only to foster an understanding of how crucial waste management is, but also to bring a positive financial impact to local residents (Brotosusilo et al., 2022). As at the beginning of the work period of waste managers in Angsana Beach, namely in 2015, the salary given was Rp1,600,000 per month. This number has increased gradually until 2025. The economic support provided, the community becomes more motivated to participate in maintaining the cleanliness of the coastal environment. These factors show that empowerment methods not only result in clean tourist areas, but also improve social and economic well-being for the residents involved.

The 10-person cleaning staff is still very much needed to add human resources, especially for the waste sorting section, because the existing officers are already overwhelmed if they have to handle the collection and sorting of waste at the same time. The waste transportation process handled by the Environmental Service (DLH) often experiences delays, causing a buildup of waste that disturbs the comfort of visitors and pollutes the environment. One of the main causes of this problem is the distance to the Final Disposal Site (TPA) in Satui Binar Village, Satui District, Tanah Bumbu Regency, so that the

transportation process does not always run smoothly and on time. As a result, the accumulated garbage is often scattered again, creating an unpleasant scene and potentially having a negative impact on health and the environment.

The low awareness of visitors to environmental cleanliness is also a problem. Many of them are still reluctant to dispose of garbage in its place, even though garbage cans have been provided in easily accessible locations, this is in line with the opinion (Pujayanti & Yuda, 2023) that the development of beach tourist attractions has a negative impact on the environment, namely an increase in the amount of garbage and waste due to a surge in tourist visits. The increase in garbage scattered along the coast can be due to tourists' lack of awareness of the environment, as well as the increased backflow of garbage from the sea during the rainy season.

Cooperation between the community, the government, tourism awareness groups (pokdarwis), and waste managers is also well established. An example can be seen from the participation of Micro, Small, and Medium Enterprises (MSMEs) actors, such as young coconut sellers (degan), who independently dispose of their business waste without burdening cleaning workers. The government is also cooperative, they do not give too much burden to waste managers, especially when the volume of waste increases drastically, the most important thing is that waste can still be handled and controlled safely. The government also supports cleanliness management through socialization programs that aim to increase public and visitor awareness of the importance of maintaining environmental cleanliness.

It is necessary to conduct training for tourism managers on more effective and sustainable waste management techniques. This training can cover various aspects, such as the sorting of organic and inorganic waste, the processing of organic waste into compost, and the use of plastic waste for recycling, so that the waste produced is not only thrown away or burned, but can be reprocessed into something more useful, because if waste management is done well, the attraction of the beach to visitors will increase (Jayantri & Ridlo, 2021). This statement is reinforced by the opinion of Siti, one of the tourists who visited Angsana beach:

Siti as a tourist from Bunati Village who often visits Angsana Beach shows that the cleanliness condition in the beach area is not always consistent. He revealed that there were times when the beach looked dirty with scattered garbage, but at other times it looked clean and organized, as he experienced when he visited on April 13, 2025. According to him, this is greatly influenced by the level of awareness of each visitor. He also highlighted the importance of the common role between tourists in maintaining the cleanliness of the beach for mutual comfort. For example, there is a negative impact of the development of tourist attractions on the environment around the area, that the increase in garbage scattered along the coast can be caused by tourists' lack of awareness of the environment around them (Pujayanti & Yuda, 2023).

2. Revenue Management

The development of the tourism industry has a great opportunity to increase regional income, this can be done with various methods. Efforts to increase income achievement begin by advancing the quality of human resources and also carrying out sustainable environmental management. This situation is because these two things are the most important basis in realizing a sense of comfort for visitors in tourist attractions. The more visitors who come to a place, the higher the income obtained from the tourism sector. The longer visitors stay in a location, the greater their expenses will be for various needs, such as housing, tourist facilities, culinary, and souvenirs (Fadilla, 2024).

The main income from the Angsana Beach tourist attraction comes from various economic activities directly related to the tourism sector in the region. Factors that contribute greatly are businesses managed by the community, such as the sale of entrance tickets to Angsana Beach, the existence of MPResort as a tourism icon, Micro, Small, and Medium Enterprises (MSMEs), the provision of accommodation such as lodging or homestays, as well as various supporting services for tourists such as tourist facilities.

Desy as the direct manager of tourism facilities explained in her interview that the presence of these businesses is not only a source of income for local business actors in Angsana Beach, but also plays a role in supporting the sustainability of the local community's economy. This economic activity

not only contributes to increasing the income of individuals who run businesses but also creates a wide impact on the surrounding economy, in other words the local economy also develops thanks to the turnover of income from the tourism sector, such as increasing demand for local food products, delivery of goods, and other supporting services. This situation is in line with the theory of the sustainability of a tourism area, where the role of business actors is very important to continue to encourage the development of the tourism sector. The more efficient the role of business actors will have a positive effect on increasing the number of visitors and satisfaction from tourists (Hajarrahmah, 2017; Bačik, 2019; Hsu, 2019) in (Abbas, 2021), it is said that business actors are an important part of a sustainable tourism system. The more planned and effective the contribution of business actors, the greater the influence on increasing the number of visitors and their satisfaction while on vacation.

Objek wisata Pantai Angsana, memberikan peran pada pelaku usaha dalam bentuk kontribusinya yang tidak hanya dengan menyediakan produk dan layanan, tetapi juga dalam menjaga kenyamanan, keamanan, serta keberlanjutan area wisata. Contohnya, beberapa pelaku usaha ikut serta dalam kegiatan pembersihan pantai, menyediakan fasilitas umum seperti tempat duduk dan tempat sampah, serta memberikan informasi bagi para pengunjung. Kondisi tersebut menunjukkan bahwa pelaku usaha tidak hanya fokus pada keuntungan finansial, tetapi juga menyadari pentingnya menciptakan pengalaman berwisata yang menyenangkan dan berkelanjutan untuk para wisatawan.

The perspective of sustainable tourism development explains that the active involvement of local business actors helps to achieve balance in the economic, social and environmental realms. Through the empowerment of local communities in the tourism sector, dependence on the economy from outside can be minimized. This means that the public becomes more aware of the importance of preserving natural resources and local cultural heritage, as both are the main advantages of tourist destinations. The role of business actors in Angsana Beach is a concrete example of the application of sustainability principles in the management of tourism destinations. When business actors are empowered and actively involved, not only local income increases, but also the quality of service, the attractiveness of the destination, and the satisfaction of visitors are maintained.

a. Admission

Angsana Beach implements an organized guard system to ensure the safety and comfort of tourists. This explanation is in accordance with what was conveyed by Syarifah Aulia Rahmi as the officer who stood guard at the entrance counter of Angsana Beach:

This step was taken in anticipation of an increase in the number of visitors that usually occurs on weekends and holidays. The month of Ramadan has a change in the guard schedule at the entrance counter. Considering the special conditions in the holy month, the operational hours of the guard start in the afternoon, namely from 15.00 to 17.00. This adjustment aims to enable officers to carry out worship better while still carrying out their duties in managing levies and maintaining security in tourist areas. With the implementation of this work system, each individual receives compensation of IDR 2,000,000 per month as part of the implementation of their duties.

The structure of the levy rate at Angsana Beach has undergone several changes. On *weekdays*, each visitor is charged IDR 8,000 per person, meanwhile, on weekends, the rate has been adjusted to IDR 10,000 per person. Especially on big days, such as Eid al-Fitr, joint leave, and New Year celebrations, the levy rate is set at IDR 13,000 per person.

One of the interesting policies in the Angsana Beach levy system is the implementation of free entrance fees for children. The levy is only applicable to adult visitors, while children can enjoy the beach free of charge. The levy rate system at Angsana Beach is applied equally to all tourists, both domestic and foreign, but there are exceptions for local residents from Angsana District.

Local residents are given privileges in the form of exemption or waiver of levy fees. This step was taken as a form of appreciation for the role of the community in maintaining the preservation and sustainability of Angsana Beach tourism. The levy payment system in the beach tourism area, the payment method currently applied only uses cash, this is due to the provision that the levy proceeds must be deposited directly into the local government account in accordance with the applicable regional

regulations (Perda). The deposit process is carried out through the bank by the party responsible for managing the levy.

Evaluations of the levy system are carried out periodically every year to ensure its effectiveness and conformity with applicable regulations. The levy rate in the previous year was enforced at Rp8,000 and Rp13,000, but with the issuance of a new governor's regulation (Pergub), there was an adjustment to the levy rate. Starting in March 2024, the tariff applied has changed to IDR 10,000 specifically for weekends.

This policy faces several obstacles in the field. A number of residents protested against the fare increase which was considered too high, some of them questioned the reason for the increase and objected to paying the levy even though they were locals. There are visitors who refuse to pay the levy. However, the beach management does not make this the main problem, because the main focus in the implementation of the levy is to provide insurance protection for tourists to ensure their safety during their visit.

The distribution of the proceeds from this tariff is carried out based on the following conditions:

Table 4. Angsana Beach Entrance Ticket Prices and Distribution in 2025

Day	Total Rate (Rp)	Local Regulation (Rp)	Village Regulation (Rp)	Insurance	Description
Weekday	8.000	5.000	2.000	1.000	Regional Regulations are distributed to the regions, Perdes levies (Village Regulations) go to village funds (APBDes) and Insurance for tourist protection.
Weekend	10.000	7.000	2.000	1.000	
Public holidays (Idul Fitri, collective leave, New Year, etc.)	13.000	10.000	2.000	1.000	

Sumber Pribadi: (Data diolah, 2025)

a. *Penginapan/Homestay dan MP Resort*

The management of *Homestay Family*, which is located in the Angsana Beach tourist area, has started in 2020 and is still ongoing until now. This *homestay* operation is carried out independently as a form of real contribution in supporting the development of regional tourism. The application of tariffs is divided into 2 types that are adjusted to the facilities offered and the preferences of tourists. The first rate is set at IDR 250,000 per night, including basic facilities in the form of fans, toilets outside the room, and a occupancy capacity of up to four people. This option is for travelers who are on a budget but still prioritize comfort during their stay.

The second rate is offered at a price of IDR 400,000 per night and includes more complete facilities, such as air conditioning, indoor bathroom, television, and *Wifi* connection. The provision of this facility is intended to meet the expectations of tourists who want a greater level of comfort and convenience while at a tourist location. The determination of tariffs is carried out independently by the management without direct involvement from government agencies. Since it began operating in 2020 until now, the amount of the levy imposed has not changed. The policy is taken by considering market conditions, available facilities, and price levels that are considered to be in accordance with the purchasing power and expectations of tourists.

All income obtained from the levy is fully allocated to homestay construction and maintenance activities. The manager periodically carries out maintenance of various facilities including electronic devices such as air conditioning (AC) and televisions, to ensure that conditions remain optimal and can be used properly, in addition to maintaining the cleanliness of the environment around the homestay area. Even though the management of the homestay is running quite stable, the manager still faces a number of challenges, especially in the marketing aspect. A non-optimal promotional strategy is one of the main obstacles in expanding market reach and attracting more tourists, this is exacerbated by the

tendency of tourists who want lodging at affordable prices but still equipped with adequate and comfortable facilities.

The net income earned every month is in the range of IDR 15,000,000 to IDR 17,000,000. This amount is already the final result after deducting operational costs, such as facility maintenance and daily homestay needs. The building tax obligation paid every month reaches around IDR 500,000. The homestay industry ownership and management system at Angsana Beach not only provides accommodation options for tourists but also opens up economic opportunities for the local community. The management of Angsana Beach tourist attractions requires various parties to play a role, including the private sector such as *MP Resort*, which supports the sustainability of tourism in the region.

MP Resort has been involved in the management of Angsana Beach since the end of 2013. Bowo as the Manager of *Matahari Persada Resort*. The funds obtained from the lodging levy are fully allocated for *resort* operations, covering various important aspects to ensure the comfort and satisfaction of tourists. Facility maintenance includes room repairs, building renovations, and the provision of equipment and supporting facilities such as toiletries, air conditioning, and internet networks. Improving service quality is also the main focus, for example with training for staff in providing more professional services, improving hygiene standards, and adding entertainment or recreational facilities for visitors. Not only that, the funds are also used for environmental care around the beach, including routine cleaning activities, waste management, and nature conservation efforts such as tree planting and marine ecosystem protection.

A review of the levy system is carried out every three months to ensure its effectiveness in financial management and service improvement. This evaluation covers various aspects, such as the occupancy rate of the lodging, the level of customer satisfaction, and the effect of tariffs on the number of tourists who visit. Challenges in the implementation of the levy are still faced, especially with the decrease in the number of tourists compared to the 2015-2017 period, influenced by various factors, such as changes in tourism trends, increased competition with other destinations, and economic conditions that have an impact on tourists' purchasing power. Accommodation rates at *MP Resort* range from IDR 300,000 to IDR 1,250,000 per night, depending on the type of room and facilities chosen. Taxes from lodging and other services are paid to local governments at a Value Added Tax (VAT) rate of 11%, which also plays a role in increasing regional revenue and is routinely paid annually.

3. CONCLUSION

The management of Angsana Beach Tourist Attractions prioritizes 2 aspects of management, namely *organizing* and *controlling*. Tourism management is carried out collaboratively between the Village Government, Pokdarwis, Pokmaswas, the Sustainable Green community, the Tourism Office, and the Environment Office. Angsana Beach's revenue management is sourced from entrance tickets, *MPResort*, *Homestays*, Micro, Small, and Medium Enterprises (MSMEs) as well as the provision of tourist facilities such as *All-Terrain Vehicles (ATVs)*, *speedboats*, and *sun loungers* or a set of beach chairs. Human Resource Management (HR) involves waste management officers by the Environment Agency, the Tourism Office conducts training and socialization to Pokdarwis as well as activities and *events* at Angsana Beach such as fishing competitions, *funbikes*, joint gymnastics, *touring*, and *offroad* by the Tourism Awareness Group (Pokdarwis) and the involvement of coastal communities. Waste management at Angsana Beach is managed by the cleanliness and beauty section of the Tourism Awareness Group (Pokdarwis) which consists of 10 people. Tourism management at Angsana Beach faces seasonal challenges, such as erratic weather during *pancaroba* that disrupts tourism activities and endangers safety, as well as a surge in tourists during long holidays that require intensive coordination.

The management of Angsana Beach Tourist Attractions has an impact on improving the economic standard of living of the surrounding community. The existence of this tourist attraction opens up various economic opportunities, such as the establishment of food and beverage businesses, rental of tourist equipment, accommodation services, and local transportation services. The increase in economic activity helps maintain the economic stability of citizens and even encourages sustainable growth. The

visit of foreign tourists to Angsana Beach brings a positive influence socially and culturally, as seen from their interaction with local residents, interest in coastal culture, and encouragement to learn foreign languages. The main attraction for foreign tourists is the underwater beauty of Angsana Beach, especially the well-preserved coral reefs and activities such as *snorkeling* and *diving*. Environmental management on Angsana Beach is carried out by establishing development zones to preserve ecosystems and animal habitats, as well as building retaining structures to prevent coastal abrasion. Waste management activities are carried out every day with the help of adequate facilities and the collaboration of various parties. The limited number of fleets, the distance of the landfill location, the lack of officers, and the lack of education to visitors are obstacles in maintaining maximum cleanliness.

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