

## Study of People's Opinion about Tanjung Lesung Tourist Destination

Yunita Ismail<sup>1</sup>, Debora Vennecya<sup>2</sup>

Faculty of Engineering, President University<sup>1</sup>

Faculty of Business, President University<sup>2</sup>

Jl. Ki Hajar Dewantara, Kota Jababeka, Cikarang Utara, Bekasi, Jawa Barat, 17550,  
Indonesia

Correspondence Email: [yunitaismail@president.ac.id](mailto:yunitaismail@president.ac.id)

ORCID ID: <http://orcid.org/0000-0002-3297-8850>

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### ABSTRACT

Tanjung Lesung is a possible tourism attraction. This is consistent with the rising amount of investment in Tanjung Lesung's ecotourism sector, but the growth in poverty in Tanjung Lesung is not. The goal of this study is to examine people's perceptions of Tanjung Lesung. The elements that impact people's opinions will be categorized as economic, socio-cultural, and environmental. The survey approach was used to collect data for this study, with a questionnaire serving as the instrument. This study's sample size is 103 respondents chosen at random among Tanjung Lesung visitors. Descriptive and multiple regression analyses were employed in this study. The findings reveal that economic and environmental factors have a substantial effect on people's opinions. The socio-cultural factor, on the other hand, has no substantial impact on people's opinions.

**Keywords:** Economic Aspects, Ecotourism, Environment Aspect, People's Opinions, Social Aspects, Tanjung Lesung

**JEL Classification:** Z30, Z32, Z39

## **INTRODUCTION**

Given Indonesia's status as a mega-biodiversity country with diversified biodiversity and backed by magnificent natural attractions, the ecotourism sector is well suited to be a source of regional revenue. According to Mustika (2016), the notion of ecotourism has expanded quickly at this time. This ecotourism is therefore a convergence of interests stemming from environmental, economic, and socio-cultural considerations. Ecotourism and conservation are inextricably linked. According to Mustika (2016), ecotourism is a type of tourism that is closely related to the conservation philosophy. Ecotourism applied conservation strategies even during plan formulation. As a result, ecotourism is extremely precise and efficient in preserving the integrity and authenticity of ecosystems in areas that are still wild. Ecotourism activities not only provide the beauty of the environment as a tourist attraction but also provide insight into the lives of the local community. Locals often have a distinct culture that is seen to have the potential to attract tourists. Tourists may not only enjoy the beauty of nature, but they can also learn about the lives of local communities, each of which is distinct. Local people's lives are still largely tied to local wisdom, tradition, religion, and culture, all of which serve as the primary draw for each location.

According to *Badan Pusat Statistik Banten* (2017), the poverty rate in 2016 is 657.74 thousand people or 5.36% and increased in 2017 to 699.83 thousand people or 5.59% at Banten District. It indicates that the economic growth is decreased. This condition is not aligned with increasing tourism to improve the welfare of local communities.

According to Mustika (2016), tourism in Tanjung Lesung is a natural tourist area that has a beautiful diversity of coastal resources and clean air. The potential of tourism in Tanjung Lesung is expected to be a tourist center in Banten Province. According to *Dinas Budaya dan Pariwisata Banten Province* (2013), Tanjung Lesung located in Pandeglang Regency. Banten Province is one of the areas in Indonesia which has been designated as the first Special Economic Zone in the tourism sector based on Government Regulation Number 26 of 2012 on Special Economic Zone Tanjung Lesung. Tanjung Lesung Tourism is one of the tourist areas in Pandeglang District, which is currently a tourist destination that attracted many tourists. Tanjung Lesung has panoramic coastal and beautiful white sand beaches, air that has not been polluted by pollution, and has a wide coastline. Tanjung Lesung has several natural attractions, such as Mount Krakatau and Ujung Kulon National Park. In addition to the beach, Tanjung Lesung also has land for the conservation of flora and fauna area that continues to be developed to become a conservation center. The potential of Tanjung Lesung tourism is expected to be a tourist center in Banten Province which has high economic value and is sustainable with environmentally friendly.

This research saw the people's opinion about the development of Tanjung Lesung as a tourism destination. People's opinions could be seen through economic, socio-cultural, and environmental aspects based on Kiper, Ozdemir, and Saglam (2011). Thus, the objectives of this research are to investigate the people's opinions about the development of tourism at Tanjung Lesung, Banten.

The objective of this research is to examine the economic influence based on people's opinions about tourism at Tanjung Lesung, to examine the socio-cultural influence people's opinion about tourism at Tanjung Lesung, and to examine the environment influence people's opinion about tourism at Tanjung Lesung.

## **LITERATURE REVIEW**

### **Ecotourism toward people opinion**

The International Ecotourism Society (2015) defines ecotourism as "a travel to natural regions of nature that conserves the environment, supports the welfare of local populations and includes interpretation and environmental education." The notion of ecotourism seeks to incorporate three crucial components: natural protection, community empowerment, and environmental awareness. According to Gultekin (2010) in ecotourism plans, economic and environmental activities can improve the quality of life of local people by developing organized ecotourism, increasing habitat conservation participation, raising environmental awareness, preserving natural landscape values, culture, and history for future generations with the support and participation of responsible and related organizations. Natural and cultural planning that generates resources for ecotourism activities would benefit the local population significantly. According to Joshi (2011), ecotourism is a responsible trip and natural attractions that encourage conservation to have a low visitor effect and enable to activate the socioeconomic engagement of communities that are used locally. According to Fadahunsi (2011), ecotourism is a very complicated activity that necessitates instruments to aid good decision-making in order to compete for economic, social, and environmental needs for sustainable development. According to Bhuiyan, Siwar, Ismail, and Rabiul (2012), ecotourism development refers to the environmental, economic, and social elements of tourist development, and an adequate balance between the factors should be maintained to ensure long-term sustainability.

According to Irianto (2011), opinion occurs when an individual looks at an item and attempts to interpret what it sees; the interpretation is heavily impacted by the person's features and behavior. People's attitudes about the economy, society, and the environment all have an impact on ecotourism. One of the sponsors of the growth of tourist attractions is the social and cultural community. A region's culture influences the conduct and character of society in communal life. People's lives will be influenced by harmonious social and cultural settings. The service quality offered by society in Linow Lake has exceeded the expectations of the visitors (Angmalisang, 2021). Tourists who visit a town will be pleased and pleasant if the community has a healthy social culture.

The concept and foundation of ecotourism should be referenced in effective ecotourism planning, development, and management. As a result, people's perspectives on ecotourism materials relevant to the concept and foundation of ecotourism are required. It may contain relevant information and it can support the management decision-making process toward sustainable eco-tourism development, based on the opinions of persons involved in ecotourism. The analysis of management policy in developing Manado city as a tourism destination refers to four aspects, namely environmental, socio-cultural, economic, and political aspects (Tangian, Bernadain, & Seska, 2021).

### **Economic Aspect**

One of the purposes of ecotourism, according to Clayton (2017) is to boost local economic growth, it ensures a country's long-term economic prosperity. As Jeane Rumawir (2019) states the success of economic growth is decided by three main factors: human, process, and technology. That is the reason why tourists are important to the economics of ecotourism destinations. Ecotourism activities have a significant impact on the surrounding ecosystem. Ecotourism, when managed effectively has the potential to maintain biodiversity, create funding for environmental protection, produce local labor, raise local incomes, and alleviate poverty. Ecotourism, according to Adetola

and Adediran (2014), may produce cash for the economy by producing jobs. Locals from the destination area might be involved in the development, implementation, and maintenance of ecotourism attractions. Manu and Kuuder (2012) on the other hand, argue that countries may reinvest some ecotourism earnings directly in people living near tourist areas to alleviate poverty. Ecotourism that is developed sustainably has the potential to produce employment, revenue, and economic livelihoods. There will be an increase in employment and income if local people are involved in the establishment and maintenance of ecotourism attractions. According to Bhattacharya, Chowdhury, and Sarkar (2011), ecotourism supports the sustainable use of natural resources, resulting in economic prospects for local populations. Ecotourism, as one of the natural region's economic activities, is projected to be one of the strategic conservation measures. Ecotourism generates revenue for long-term economic growth. People's opinions are needed to determine if ecotourism is aligned with the aims. People's opinions are one of the tools that may be used to assess the state of ecotourism.

According to Sefah 2014 (as cited in Akonga, 2020), ecotourism has a strong impact on the economy. The economic impacts of tourism are generally positive but also bring some negative aspects. Positive and negative impacts are stated below:

Positive economic impact:

1. Creation of a new workplace.
2. The foreign exchange contribution to the growth of government revenues from inflows of large and medium-sized financial enterprises to local and national budgetary support of investment, and changes in quantity and quality growth of goods and services from business opportunities of land growth companies, and property processes financed by local budget tourism can be used for development in other areas.

Negative economic impact:

1. Seasonal character of economic dependence on tourism jobs.
2. The burden of high economic dependence of local people on tourism outcomes in increasing prices of tourism products.
3. Decreased availability of land for agriculture, as this will replace tourism-based activities and increase property prices.

### **Socio-Cultural Aspect**

According to Acquah (2013), the benefits of nature-based tourism include increased conservation awareness, the supply of ecosystem services, and the preservation of cultural heritage. According to Vishwanatha and Chandrashekara (2014), the positive socio-cultural impact of ecotourism is to strengthen local economies by accepting financial advantages from ecotourism. Ecotourism will have a significant beneficial influence on local food security and livelihood. Meanwhile, Sambotin, Sambotin, Patrascoiu, Coroian, and Mercel (2011) state that ecotourism plays an active role in the conservation of natural and cultural heritage, including local communities in organizing, developing, operating, and contributing to welfare. This includes providing a complete and potent explanation for natural visitors and cultural resources, particularly for individual visitors and organized small groups. Kiper (2013), on the other hand, claimed that ecotourism always includes numerous activities in nature (hiking, mountain climbing, seeing living creatures in their natural environment, and so on), but it may also contain cultural activities. Ecotourism is an essential component of education; it is an opportunity to learn to appreciate nature and local culture, and for some, it is an opportunity for self-reflection inspired by natural beauty.

### **Environment Aspect**

Indonesia, as a country with tremendous natural wealth and tourism as one of the country's foreign exchange earnings, must pay attention to the impact and condition of the environment where tourism occurs, so that the existing natural conditions can be sustained and become a tourist attraction with its own value. The environment is a significant aspect of tourism, as tourism is heavily reliant on environmental conditions, both as a key attraction of tourism and as a location where tourist activities take place. As a result, according to Damanik and Weber (2006), ecotourism policy is based on the environment in the following ways:

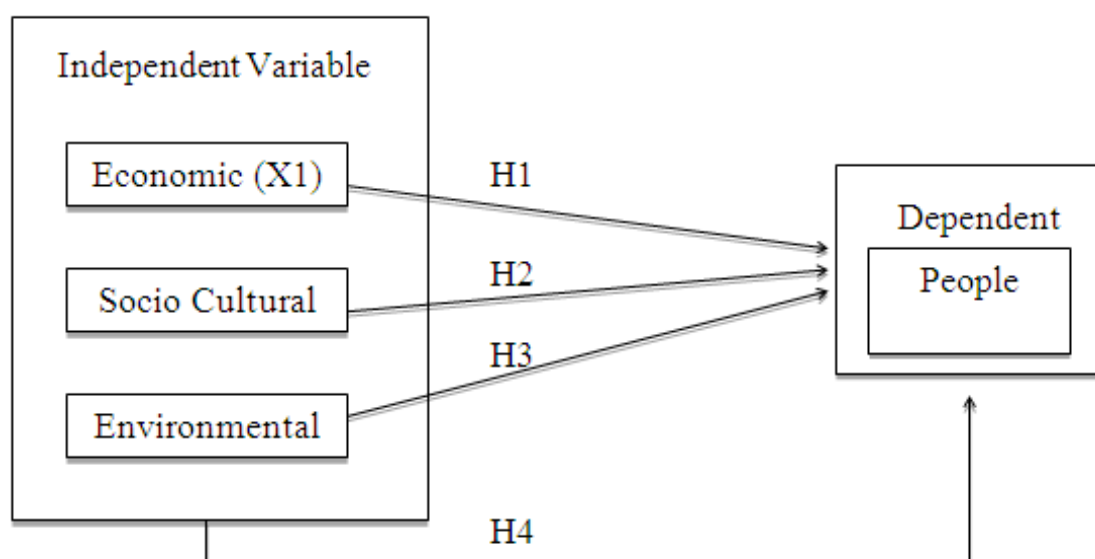
1. Establishing and maintaining environmental carrying capacity.
2. Waste control and the use of less energy-intensive raw materials.
3. Prioritize the creation of environmentally friendly products and services.
4. Raise environmental awareness related to conservation issues.

Ecotourism, according to Clayton (2017), will raise environmental consciousness. Most ecotourism initiatives incorporate environmental education. Visitors may assist to promote environmental awareness by using what they've learned in their daily lives. Ecotourism growth may have a favorable influence on natural resource reservations, national park development, coastline preservation, and marine parks, among other things. According to Bansal and Kumar (2011), Godratollah, Azlizam, Mahonar, Mohd, and Syed (2011), and Tewodros (2010), ecotourism is gaining popularity not just as a kind of tourism but also as a way of promoting economic growth and environmental preservation in the nation. The purpose is to protect resources, particularly biodiversity, and to ensure sustainable resource usage, which can provide ecological experiences for visitors while also helping to conserve the environment.

### **RESEARCH METHOD**

The theoretical framework of this research showed in Figure 1.

**Figure 1.** Research Framework



Source: Kiper et al, 2011

The quantitative technique was utilized in this study, with three independent variables (economic aspect, sociocultural aspect, and environmental aspect) and one dependent

variable (people's opinion). The sample approach utilized is non-probability sampling, also known as purposive sampling (Sugiyono, 2013), using the criteria persons who have ever visited Tanjung Lesung, Banten.

The survey approach was employed to gather data, with a questionnaire that had 16 items and a sample size of 100 persons. The validity and reliability of the questionnaire were first assessed, and then descriptive statistics and multiple regressions were employed to analyze the results.

Several-linear-regression is a linear regression extension that may be subjected to multiple explanatory variables at the same time. Linear regression computes the equation of the best fit line for a given collection of data, which can be expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y : People Opinion  
 $\beta_0$  : Constant  
 $\beta_1, \beta_2, \beta_3$  : Regression Coefficient  
 $X_1$  : Economic aspect  
 $X_2$  : Socio-cultural aspect  
 $X_3$  : Environment aspect  
e : Error

To assess the correctness of the multiple regression models, the classical assumption test is performed (Sujarweni, 2015). The traditional assumption tests used in this study include the normality test, multicollinearity test, and heteroscedasticity test.

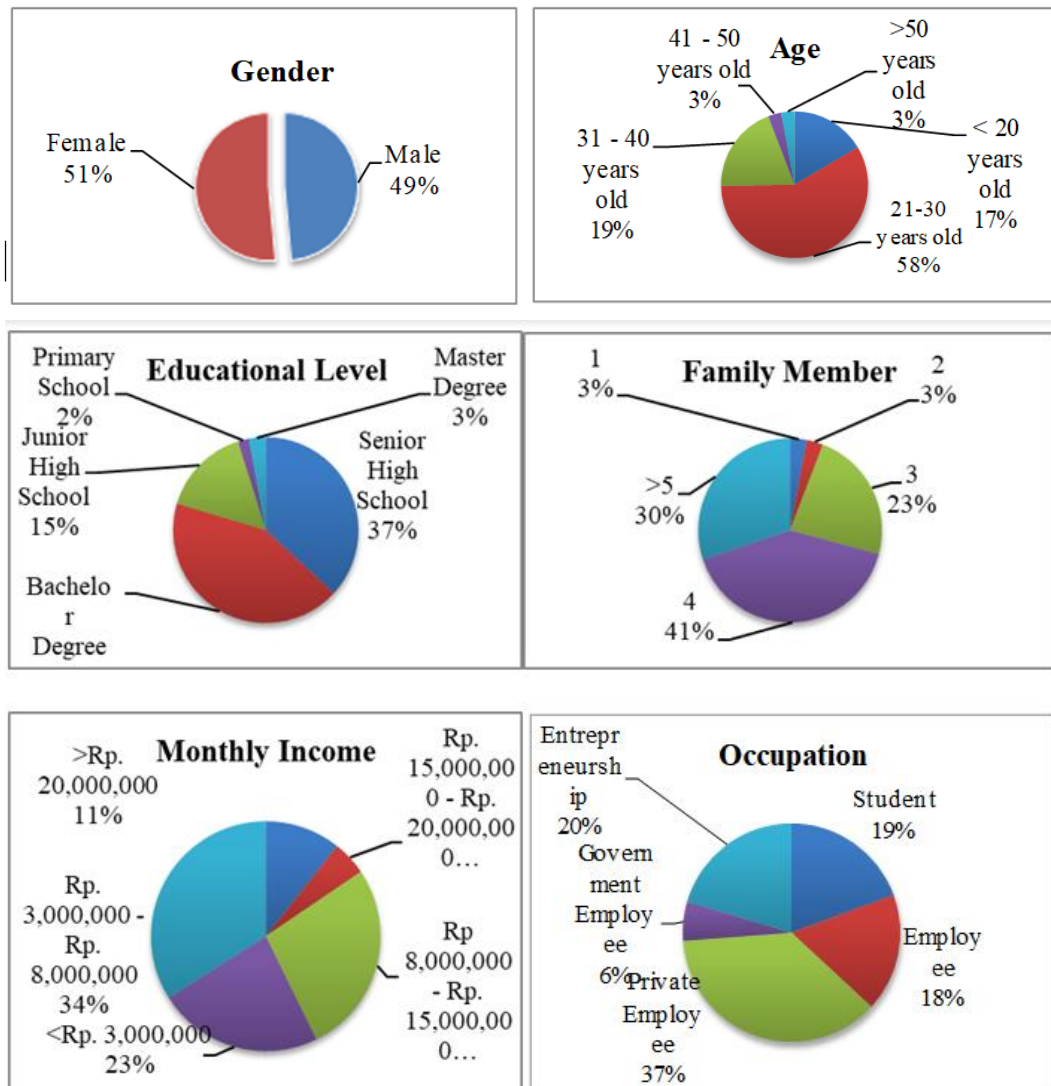
The hypothesis was tested using the F and t tests. The F test was used to determine if independent factors impacted the dependent variable simultaneously or partially. The t test was used to determine whether independent variables influenced the dependent variable partially. Adjusted R is used in the model to determine how many independent variables explain the dependent variable or to quantify the intensity of the influence between variables. The range of values for adjusted R is 0 to 1. The closer the model may be stated to be near the number one, the better, because independent variables are more able to explain the dependent variable. In contrast, if R<sup>2</sup> is 0, the independent variable cannot explain its influence on the dependent variable.

## **RESULTS**

### **Respondent Profile**

In this study, respondents' profiles were collected through a questionnaire to gain insight into characteristics of the respondents.

**Figure 2.** Respondent Identity



As shown in the figure 2, the respondents of this research are dominating by female as many 53 people or 51%, followed by male as many 50 people or 49%. Respondent dominated by aged 21- 30 years old for 58% of 60 people, bachelor's degree with amount 43% which is 44 respondents, 4 family member is 42 respondents equal 41%. Respondent's monthly income dominated with Rp 3.000.000 – Rp 8.000.000 for 35 respondents or 34%, and 18 respondents or 18% are employee.

### Multiple Regression Analysis

The result of multiple regression models showed at Table 1.

**Table 1.** Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	.902	.292		3.084	.003
Economic	.361	.076	.401	4.776	.000
Socio-cultural	.035	.096	.040	.365	.716
Environment	.395	.103	.404	3.842	.000

Source: Data Processing method SPSS 23

According to Table 1, multiple regression analysis models become:

$$Y = 0.902 + 0.361 \text{ Economic} + 0.035 \text{ Socio culture} + 0.395 \text{ Environment} + e$$

The multiple linear regression models can be interpreted as follows:

1. The constant is 0.902, it means if all independent variables does not exist or zero value, the people opinion about Tanjung Lesung is 0.902 unit.
2. The regression coefficient for Economic aspect ( $X_1$ ) is 0.361, it means if economic aspect increased 1 unit, people's opinion will increase 0.361 unit.
3. The regression coefficient for Socio culture aspect ( $X_2$ ) is 0.035, it means if economic aspect increased 1 unit, people's opinion will increase 0.035 unit.
4. The regression coefficient for Environmental aspect ( $X_3$ ) is 0.395, it means if economic aspect increased 1 unit, people's opinion will increase 0.395 unit.

For t test, the p-value for economic and environmental aspect is lower than 0.05 as a significance level used, meaning reject  $H_0$ , or economic and environmental aspects which significantly influence people's opinion about Tanjung Lesung. Socio culture p-value is 0.716 more than 0.05, it means socio culture aspect does not have significance influence toward people's opinion about Tanjung Lesung. But for simultaneous test, showed that p-value is less than 0.05. The R Square for the model is 0.525, it means the variation of people's opinion could showed by independent variables as much as 52.5 %, the rest influenced by the other factors.

### DISCUSSION

The effect of economic ( $X_1$ ) on people's perceptions of Tanjung Lesung ecotourism shows that the economic hypothesis outcome demonstrates a considerable effect on people's opinions. According to the T-test, the economic t value is 4.776 and the significance value is 0.000, both of which are less than the level of significance of 0.050. Based on earlier study, Kiper et al. (2011) and Ernawati, Sudarmini, and Sukmawati. (2018) concurred that economic factors have a substantial impact on ecotourism. However, according to Brandao, Barbieri, and Junior (2014), economics has no substantial impact. As a result, the economy has an impact on ecotourism.

The socio-cultural hypothesis resulted in no substantial effect on people's opinions. The socio-cultural t result from the T-test is 0.365, and the significance value is 0.716, which is greater than the threshold significant of 0.050. Unlike prior studies, Kiper et al. (2011), and Brandao et al. (2014) concurred that socio-cultural factors had a major impact on people's opinions. However, Ernawati et al (2018) claim that there is no



substantial impact on socio-cultural attitudes regarding people's opinions. As a result, the socio-cultural aspects of ecotourism still require consideration. However, trust and importance showed in research about attitude of stakeholders of Toba Lake area, which stakeholders with low income, live in the lake Toba area are the key priority to consider (Nababan, Santi, Benekdita, and Yosef, 2021).

The Environment hypothesis outcome reveals a considerable effect on people's opinions. The environment t value from the T-test is 3.842, and the significance value is .000, which is less than the level significant of .050. According to earlier study, Kiper et al. (2011), Brandao et al. (2014), and Ernawati et al. (2018) believed that ecotourism has a major impact on people's opinions. As a result, the public's perception of the environment has an impact on ecotourism. The hypotheses result for Environment shows significant influence towards people opinion. From the T-test, environment t value is 3.842 and the significance value is .000, which is below the level significant of .050. From the previous research, Kiper et al. (2011), Brandao et al. (2014) and Ernawati et al (2018) considered that ecotourism environment have significant influences toward people's opinion. Thus concluded, the people's opinion has any influence of environment toward ecotourism.

## **CONCLUSION**

The goals of this study are to determine whether there is a relationship between independent factors (economic, socio-cultural, and environmental) and people's perceptions of Tanjung Lesung. According to the research and interpretation above, it is possible to conclude that economic factors have a considerable impact on people's attitudes towards tourism in Tanjung Lesung.

Tanjung Lesung has no substantial socio-cultural effect on people's attitudes toward tourism. At Tanjung Lesung, the environment has a tremendous impact on people's perceptions of tourism. Tanjung Lesung management is paying attention and considering various elements that may be influencing people's perceptions of Tanjung Lesung. For future study, other recommendations, such as another ecotourism destination in Indonesia, might be utilized as a location for research on people's opinions, and new factors could be used to quantify ecotourism.

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## **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interest.

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