



Visitor Motivation in Carrying out Recreational Activities during the COVID-19 Pandemic at Suluban Beach, Pecatu Village, Badung Regency

Syariifah Hanisah^a, Ida Ayu Suryasih^b, Putri Kusuma Sanjiwani^c

^aFaculty of Tourism, Udayana University, Bali

^bFaculty of Tourism, Udayana University, Bali

^cFaculty of Tourism, Udayana University, Bali

ABSTRACT

The tourism sector is one of the sectors that can accelerate the movement of the Bali economy. In February 2020, the tourism sector has begun to be quiet because foreign tourists are no longer able to visit Bali because their country has held a lockdown and domestic tourists cannot visit due to PSBB and PPKM regulations due to the COVID-19 pandemic. Doing activities on the beach during the COVID-19 pandemic should be considered several things such as ensuring the density of visitors first and whether the risk of starting off at the beach is high or not. Prevention efforts are carried out by the government to overcome the spread of COVID-19. This research was conducted to find out how the condition of the Suluban Beach tourist attraction during the COVID-19 pandemic & what recreational activities are carried out by visitors are in accordance with the health conditions in the Suluban Beach tourist attraction.

This study aims to determine the condition of Suluban Beach during the COVID-19 pandemic along with the implementation of health protocols that have been implemented by visitors. This study uses a qualitative descriptive approach by taking data using observations and questionnaires with a sample of 60 respondents who are visitors domiciled in Bali and have visited Suluban Beach during the COVID-19 and new normal period.

This study gave the results that the condition of the beach and facilities at Suluban Beach during Covid-19 was still quite adequate and the end consciously complied with the health protocols when recreational on the beach.

Keywords: *Motivation, Recreation, Health Protocol*

1. Introduction

The tourism sector is one of the sectors that can accelerate the economic movement of Bali. Bali is an area in Indonesia that has been awarded as the best tourist destination in the world from 25 best destinations according to TripAdvisor. Many tourists come from abroad, as well as from within the country itself. What makes Bali a tourist destination that is most often visited by foreign and domestic tourists is that Bali has a very diverse tourism potential in the form of culture, history, and nature. In early 2020, the world was shaken by a virus called the coronavirus or also known as SARS-CoV-2 or COVID-19. COVID-19 is a virus that is contagious to humans and attacks anyone of any age. There are three common symptoms that can indicate a person is infected with the COVID-19 virus, namely fever with a body temperature above 38°C, dry cough, and shortness of breath. There are also other symptoms such as diarrhea, headache, conjunctivitis, skin rash, and loss of taste and smell. This COVID-19 virus was first detected in December 2019 in Wuhan City, China, and has spread worldwide, so by the World Health Organization, this virus was declared a pandemic on March 11, 2020. The virus spread very quickly and has spread almost worldwide in just a few months. This caused some countries to implement policies such as lockdowns to prevent the spread of the COVID-19 virus. In Indonesia itself, the policy taken for handling the COVID-19 virus is by implementing Large-scale social restrictions in some big cities and also PPKM (Regional Large-scale Social Restrictions). These efforts are made to control the spread of the Covid-19 virus. With the presence of this COVID-19 virus, it has a very large impact almost in every sector, especially in the tourism sector in Bali.

Carrying out activities at the beach during the COVID-19 pandemic should be considered several things such as first ensuring the density of visitors and whether the risk of proliferation at the beach is high or not. Another thing to be considered again is whether the beach we want to visit is open and how long the operating hours are, then are there any restrictions on the number of visitors at the beach. Even though carrying out activities outdoors must still

apply a distance of about two meters from others and do not forget to use a mask. When carrying out water activities at the beach it is not possible to use a mask, the distance limit should still be applied.

Preventive measures have been taken by the government to overcome the spread of COVID-19, namely with the Health Protocol (prokes). The Health Protocol is an effort to prevent and control COVID-19 in public places and facilities by considering the aspects of individual health protection and critical points in community health protection, involving the management, organizers, or responsible parties of public places and facilities as well as users (Kemenkes RI, 2021). In this new adaptation period, society has begun to carry out activities outside the home with health protocols that have been set by the government with prokes. To carry out activities outside, it is advisable to carry out activities outside as the Covid-19 virus can survive longer indoors than outdoors. Getting used to complying with prokes is one of the keys to suppressing the spread of the Covid-19 virus, but self-discipline behavior is also needed.

The attraction of Suluban Beach tourism is a beach located in Pecatu Village. This beach already has a permit for tourism activities based on the Regulation of the Regent of Badung Number 7 of 2005 concerning Objects and Tourism Attractions in Badung Regency. This beach has often been visited by visitors to carry out recreational activities and surfers to do surfing sports. During the Covid-19 pandemic, the attraction of Suluban Beach tourism was forced to close the beach for several months to prevent the spread of the virus. However, at the end of July 2020, the beach reopened to the public but facilities such as warungs and shops remained closed until entering the new normal era. On certain days, the attraction of Suluban Beach tourism is visited by many visitors for recreation. From the explanation above, this research is deemed necessary to find out the condition of the attraction of Suluban Beach tourism during the Covid-19 pandemic, the motivation of visitors who carry out recreational activities during the COVID-19 pandemic and the application of prokes that have been implemented by visitors when carrying out activities at the attraction of Suluban Beach tourism..

2. Methodology

This research uses qualitative data analysis techniques and descriptive statistical analysis techniques. The qualitative data analysis technique in this research uses the technique of qualitative data analysis from Miles and Huberman (Sugiyono, 2014). Qualitative data analysis is carried out during the data collection process and at certain periods after the data collection process is completed. Activities in data analysis include data reduction, data display, and conclusion or verification. The steps in data analysis in this research are as follows:

a. Data Reduction

Data reduction is an activity that summarizes field notes by selecting main points related to the research problem. The summary of field notes is then arranged systematically to provide a clearer picture and make it easier to trace back if data is needed again. In this research, data reduction is used to make data collection in the field easier.

b. Data Display

Data display is useful for seeing an overall picture of the research results, whether in the form of matrices or coding, from the data reduction and display results, the researcher can then draw conclusions and verify the data, making it meaningful. In this research, data display is used to see the meaning of recreation for visitors and the research matrix for data on socio-demographic characteristics, geographic characteristics, psychographic characteristics, the meaning of health, the meaning of education, and social meaning.

c. Conclusion and Verification

To establish more reasonable conclusions and no longer speculative conclusions, verification is carried out throughout the research process in line with member checking, triangulation, and audit trail, thus ensuring the significance or meaning of the research results. In this research, this method is used to verify clear and definite conclusions. That is by checking again the information obtained during observation or interviews. In this case, after data is collected, it is checked again by confirming it to the research subject. Triangulation checks the validity of the data obtained by comparing it to the results of other sources, namely visitors and managers. The triangulation results are then presented in field notes. Audit trail is a method of validating data by discussing with experts and people who understand the problem and master the research method. The researcher conducts discussions with the managers of the Suluban Beach Tourist Attraction and supervisors to obtain high-validation data.

d. Descriptive Statistics

Descriptive statistics is statistics that is used to analyze data by describing or depicting collected data as it is without intending to make general or generalization conclusions (Sugiyono, 2015). In descriptive statistics, data presentation can be presented in tables, graphs, pie charts, pictograms, calculation of mode, median, mean (measurement of central tendency), calculation of deciles, percentiles, calculation of data distribution through calculation of mean and standard deviation, calculation of percentage. (Sugiyono, 2009: 207-208).

The descriptive data analysis technique describes the results in numbers. The function of descriptive analysis is to classify a variable data based on their respective groups from previously unorganized and easy to interpret by those who need the information in the case of a variable (Arikunto, 1993: 363). To find out how much the response/perception of visitors to the Suluban Beach Tourism Attraction is, the Likert Scale is used by distributing questionnaires according to the number of samples determined. The variable measured in the Likert scale is broken down into variable indicators. The indicators will be used as reference points in designing the instrument, which is a statement using a questionnaire and described in the form of an assessment that has a score of 1-5.

3. Results

3.1 Overview of Suluban Beach Tourist Attractions

The location of the Suluban Beach tourist attraction is located at 8°48'57.7"S - 115°05'17.9"E. Suluban Beach is one of the natural tourist attractions located in the southern part of Bali Island, with the condition that Suluban Beach is tucked between karst areas in the form of cliffs so you have to pass through these cliffs to get to the beach. The main potential of the tourist attraction of Suluban Beach are:

1. Clear bluish sea water so it looks clear and clean;
2. Has views of towering cliffs;
3. White sand; and
4. Has waves that are big enough so they can do surfing or surfing activities.

The tourist attraction of Suluban Beach has operating hours, which are open at 08.00 WITA until sunset. The beauty of the tourist attraction of Suluban Beach is even more enchanting when the sea water is receding. This low tide condition will be used by visitors to enjoy the coast while sunbathing, enjoying the unique natural scenery and swimming at the beach. At the location of the Suluban Beach tourist attraction, visitors can enjoy a natural phenomenon, namely the sunset which starts at 18.00 - 18.30 WITA.

Community involvement in the tourist attraction of Suluban Beach is classified as spontaneous. This is because several people are actively building tourism businesses spread across Suluban Beach. Communities around the tourist attraction of Suluban Beach also contribute greatly in supporting tourism businesses such as meeting the needs of tourists for food and drink, some people also sell Balinese souvenirs or souvenirs that attract a lot of attention from visitors.

3.2 Conditions of Suluban Beach Tourist Attraction During the Covid-19 Pandemic

The Covid-19 pandemic has caused all tourism activities to be suspended for the time being until conditions are conducive again. This situation caused Suluban Beach to close for quite a long time due to PPKM. Suluban Beach re-opened in July 2020, this reopening only applies to the beach. The reopening of Suluban Beach in July 2020 was carried out because the land owners around Suluban Beach no longer have other income. Another reason for reopening is because the management wants to take advantage of the situation where many beaches have not reopened visitor access so that this condition makes it possible to bring in more visitors.

The physical condition of the environment around the Suluban Beach tourist attraction has an unspoiled physical environment with physical conditions that are still the same as the conditions when tourism was developed. The position of the beach which is far below makes this coastal area free from air pollution and noise pollution. The condition of the coast in the Suluban Beach Tourist Attraction has a relatively narrow area at high tide. The sea water at the Suluban Beach Tourist Attraction is clean and not polluted with good marine biota conditions.

Tourism development at the Suluban Beach tourist attraction began in early 2000 with quite significant changes in the following years until now, namely 2022. The development of facilities has funding sources from private funds, so that currently the Suluban Beach tourist attraction already has Adequate facilities such as parking lots, toilets and bathrooms, shops and stalls. The condition of the facilities is adequate with the existence of a large and quite large parking lot, bathrooms and many stalls.

The tourist attraction of Suluban Beach has three access roads, namely road access from Uluwatu Temple, road access from Labuan Sait Beach, and road access from Single Finn. These three accesses can help tourists from the Kuta, Canggu, Nusa Dua and other South Bali areas to visit the tourist attraction of Suluban Beach. Third, the road access is adequate for four-wheeled and two-wheeled vehicles to pass, making it easier for tourists to get to the tourist attraction of Suluban Beach.

Based on the agreement of the land owners around the Suluban Beach tourist attraction, the main access to the Suluban Beach tourist attraction is access from Uluwatu Temple with a distance of 1.5 km from the direction of Uluwatu Temple. Visitors from the main parking area (Uluwatu Temple access) to the beach must walk \pm 200m by going down the stairs and walking again for \pm 50m to reach the beach. On access from the Labuan Sait and Single Finn roads, visitors must pass several steps which are fewer than the stairs on the main access. These three accesses will be via a smaller and slightly steep staircase because the steps on the stairs are uneven but still safe because there are ladder holders.

The condition of the type of recreational activity that is mostly carried out by visitors at the tourist attraction of Suluban Beach is the type of relaxation activity with activities to enjoy the beauty of nature, obtaining results that strongly agree (99.6%).

3.3 Visitor Motivation in carrying out Recreational Activities during the COVID-19 Pandemic at the Suluban Beach tourist attraction

Visitors' motivation in carrying out recreational activities during the COVID-19 pandemic at the Suluban Beach tourist attraction was assessed by each response by filling in answers to 3 questions about 3 aspects of health protocols in the form of a Likert Scale value range (1-5). This is done to find out whether visitors have practiced health promotion during their activities at the Suluban Beach tourist attraction.

The characteristics of visitors to the tourist attraction of Suluban Beach with a total sample of 60 respondents were dominated by visitors with the following criteria: a. Gender Female (41 respondents); b. Aged 15 – 24 years (53 respondents); c. Working as a student / student (51 respondents) d. Knowing the tourist attraction of Suluban Beach from friends (37 respondents), e. The number of visits to the tourist attraction of Suluban Beach was <3 times (21 respondents). This is due to being at an age that still has more energy and also more free time to explore the beach. Based on the observations also with the condition that access to the beach also passes through many stairs and a slightly steep road so it is less safe for visitors aged 0 -14 years, 45 – 64 years and over 65 years.

Visitors who have implemented the health program by using hand sanitizers when doing activities on the beach get very good results (73.3%), keeping their distance when doing activities on the beach get very good results (38.3%) and wearing masks when doing activities on the beach get very good results. agree (48.3%) With the intended numbers it can be proven that visitors are aware of the implementation of the health protocol.

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