



## **Development of Facilities and Infrastructure of Nyang - Nyang Beach, Badung Regency, Bali**

*Ilham Faizal Surya<sup>a</sup>, Ida Bagus Suryawan<sup>b</sup>*

<sup>a</sup>Faculty of Tourism, Udayana University, Bali

<sup>b</sup>Faculty of Tourism, Udayana University, Bali

### **ABSTRACT**

*The island of Bali stands as a prominent Indonesian tourist destination due to its rich cultural heritage, natural attractions, and the warm hospitality of its inhabitants. The steady flow of both domestic and international tourists has greatly benefited the local community, offering employment opportunities and promoting the export of local handicrafts. This article delves into the realm of tourism development on the island, focusing on Nyang-Nyang Pecatu Beach. This beach, acknowledged as one of the world's best, faced challenges in terms of accessibility due to its location beneath a steep cliff. Despite being a new attraction, Nyang-Nyang Beach has already seen growth in facilities, managed primarily by the local community. The development, although not extensively supported by governmental involvement, has successfully attracted interest from foreign investors aiming to enhance the visitor experience. This study emphasizes the significance of proper infrastructure and facilities, which are vital to ensure tourists' comfort, safety, and overall satisfaction, thus contributing to the further growth of Nyang-Nyang Beach as a tourist destination.*

Keywords: *Development, Facilities, Infrastructure, Nyang-Nyang Beach*

### **1. Introduction**

The island of Bali has a diversity of tourism potential including natural potential and cultural tourism potential coupled with the hospitality of its people making Bali a major tourist destination in Indonesia. The flow of tourist arrivals both from within and outside the country is very smooth. Bali's success in attracting tourists to visit has provided many benefits to the community, through job creation, encouraging exports of handicraft industry products and as a leading sector of the Balinese economy. It is also mentioned that tourism is currently the hope for many regions as a reliable sector for economic development (Muttaqin, 2011).

Based on (Article 1 Paragraph 3 of Law No.10 of 2009 concerning Tourism) explains that "Tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government". Tourism object is one of the elements that must get attention in order to support tourism activities in tourist destinations. Tourist attractions, which are also called tourist attractions, are the potential that drives the presence of tourists to a tourist destination (Suwantoro, 2004). Therefore, it is very appropriate if the government is committed to placing tourism as the backbone of the State's economy, and placing tourism as a national development priority (Brahmanto, 2017). Tourist satisfaction is the main goal of any regional tourist attraction development (Soebiyantoro, 2010).

One of the beaches in Badung Regency is Nyang NyangPecatu Beach. This beach, located in Pecatu Village, was named one of the world's best beaches and a must-visit in 2018 by CNN international travel. This beach is located before Uluwatu Temple and access to Nyang NyangPecatu Beach is quite difficult because the location of the beach is under a cliff and if you really want to go to the beach, you have to go down the road using a motorcycle vehicle whose slope is quite extreme. In essence, the development of infrastructure and facilities is the duty and responsibility of both the Central Government and Local Government. However, its operation can involve the active role of the private sector and the community. Communities located in the development area should be encouraged to identify their own goals and direct tourism development to improve the fulfillment of local community needs (Dewi, 2013).

The main reason researchers took the theme and location is that Nyang-Nyang Beach Tourism Attraction is fairly new because it was only established in 2018 so that until now it is still in the process of development in all aspects. The development process is also slow because all activities, costs, and planning are entirely in the decision of the local community without involving the cooperation and role of the government so that the development is not maximized. Therefore, the development of facilities and infrastructure is as it is, adjusting to the costs that come from the community's own money.

Another reason is based on visitors' responses when at the location, namely one of the visitors said that he was afraid and decided not to go down using a motorcycle but a road because the road was too steep and extreme. On the other hand, there are also many review quotes on Google that mention that the road to go down the beach is indeed extreme, such as an example submitted by the Bram Bramere account in January stating that "Access down is a bit extreme if you ride a motorcycle, but if you walk it is also tired". Another account named Limpo Siregar in October last year mentioned that "In addition, the access road there is a bit down sharply, I was afraid when I went down, but it worked, had to brake, and be extra careful, once out you have to be careful to go up, gas fast". Based on direct visitor responses and google reviews, it is stated that the road conditions leading to parking access below are steep enough to endanger visitors if they fall. Based on this, it is also the researcher's goal to find out the development of facilities and infrastructure in the dtw and it is hoped that improvements will be made to the road to make it safe and comfortable for visitors who come.

Infrastructure development of facilities and infrastructure is very important to do because it is one of the first steps to attract tourists to visit tourist attractions. In addition, the facilities at the tourist attraction must be adequate so that it will affect the comfort and safety of visitors. However, Nyang - Nyang Beach Tourism Attraction is currently in the process of developing facilities and infrastructure in order to be able to complete the facilities and infrastructure in the tourist attraction.

---

## 2. Methodology

Data analysis is an effort to systematically search and organize records of observations, interviews, and others with the aim of increasing the researcher's understanding of a case being studied so as to present it as a finding for others. Meanwhile, to improve understanding, analysis needs a further effort in finding meaning NoengMuhadjir (1998: 104). In technical data analysis, there are several things that need to be underlined, namely efforts to find data, efforts to organize the data that has been obtained, present the data that has been found and also understand the meaning of the research results. Based on the understanding of data analysis above, it can be concluded that in carrying it out it has four stages, among others:

### 1. Data Collection

Data collection is the first step which at this stage is carried out by collecting various kinds of data and information related to variables that are the topic of research which can be done by observation, interviews, searching for various kinds of documents that can be used as references as the development of facilities and infrastructure for Nyang - Nyang Beach Tourism Attraction.

### 2. Data Reduction

Data reduction is a stage that goes hand in hand during research in which researchers must carry out the process of selecting data, simplifying data, and changing data that was originally rough into data that is easy to understand. Thus the word reduction stage is a stage where researchers organize various kinds of data that have been obtained in the field from observations, interviews and documentation into a research result that is focused and simplified with the main topic in this study. The data and information obtained are data that focus on the development of facilities and infrastructure of Nyang - Nyang Beach Tourism Attraction.

### 3. Data Presentation

Data presentation is an activity of collecting various kinds of data and information arranged so that it can provide a result that can draw conclusions and take action. In the presentation itself, qualitative data can be in the form of narrative text in the form of field notes, graphs, matrices, networks and also in the form of charts so that it makes it easier to see the phenomena that occur and makes it easier to draw conclusions.

### 4. Drawing Conclusions

Drawing conclusions is the last stage when researchers combine all kinds of data that have been obtained in several ways, namely rethinking all the possibilities that occur during writing, looking back at some notes while in the field, and discussing with fellow researchers to get an agreement.

---

## 3. Results

### *Overview*

Nyang-Nyang Beach Tourism Attraction is located in the southern part of Bali Island. Precisely on Jl. Raya Uluwatu, Br. Dinas Karang Boma, Pecatu, South Kuta District, Badung Regency, Bali 80364. Nyang-Nyang Beach is located very close to the location of Uluwatu Temple Bali. Pura LuhurUluwatu is one of the favorite tourist attractions for domestic tourists while on vacation on the island of Bali. By going through the same access route as Pura Uluwatu Bali, Nyang-Nyang Beach can be reached using private vehicles, either motorbikes or cars. Although public transportation is available in the southern area of Bali, not all areas are covered by public transportation. The distance from the center of Badung Regency to Nyang-nyang Beach is about 34.7 km and takes approximately 1 hour 30 minutes. While the distance between Nyang-nyang Beach and Ngurah Rai International Airport is about 19 km which can be reached in approximately 40 minutes. With such a strategic location, Nyang-Nyang Beach is often visited by tourists.

Nyang-Nyang Beach began to be built into a tourist attraction in 2018. The development into a tourist attraction was spearheaded by the local indigenous village community because they saw the steep cliff conditions but could be used as a tourist attraction like other beaches that have steep cliffs as well such as Pandawa Beach, Melasti Beach, GunungPayung Beach, and so on. Another factor in making it a tourist attraction is that it is expected to be able to support the economy of the local community. The construction took 6 months, namely in terms of building access roads to the shoreline using large equipment to dredge the cliffs, in the construction the local community directly intervened in providing thoughts and energy because the construction did not use careful planning.

### ***Organization of Tourism at Nyang-Nyang Beach Tourist Attraction***

Attraction is a significant component in which there is its own uniqueness which will attract tourists to visit a tourist attraction. The main attraction of Nyang-Nyang Beach is the stretch of white sand and blue sea. The contour of the sand is quite comfortable for various tourist activities. The quieter atmosphere adds to the attractiveness of this beach, especially for tourists who want to get away from the crowds. While enjoying the beach, tourists are accompanied by the stunning scenery around the beach. Swimming is one of the interesting activities to do at Nyang-Nyang Beach. Although it has relatively large waves, it is still safe to do swimming activities on condition that the waves are not too high. With such waves, Nyang-Nyang Beach is perfect for surfing. Enjoying the sunset view and becoming a photo spot is also an activity that can be done at Nyang-Nyang Beach.

Accessibility is the most important thing in a tourism activity. All kinds of public transportation or transportation services become important access in tourism. Not only that, on the other hand, this access is referred to as transferability, which is the ease of moving from one place to another. The distance from the center of Badung Regency to Nyang-Nyang Beach is about 34.7 km and takes approximately 1 hour 30 minutes. While the distance between Nyang-Nyang Beach and Ngurah Rai International Airport is about 19 km which can be reached in approximately 40 minutes. To get there, you can use private vehicles, either motorbikes or cars. Currently there are two entrances to Nyang-Nyang Uluwatu beach. Namely the west side entrance and the east side entrance.

For beach access from the east side, is access through Nunggalan Beach. Because Nunggalan Beach and Nyang-Nyang Beach are in one coastline. Therefore, if you enter from the east side, you will arrive at Nunggalan Beach then walk west to Nyang-Nyang Beach. For beach access from the west side is the main access because there are counters and officers who guard. Currently there is an adequate road from the top of the cliff to the shoreline. However, the access road is still a concrete road with a fairly steep descent and the width of the road is not too wide. The width of the access road is not too wide and the descent is very steep, so the best transportation down the access road to the beach is by motorcycle. If driving a car, then it is best to park the car at the top and then descend this concrete road on foot for about 500 meters. After descending the concrete road, there is a motorcycle parking area and the parking lot is adjacent to the shoreline. From the shoreline location, it is only necessary to descend a few steps to get to the shoreline of Nyang-Nyang Beach.

Amenities (Supporting Facilities) are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. Facilities and infrastructure in question such as: lodging, restaurants, places of worship, travel agents. Supporting facilities at Nyang-Nyang Beach include a vehicle parking area, for parking car vehicles at the top of the hill, for parking motor vehicles near the shoreline, clean toilets, hand washing stations, stalls, both at the top of the hill and near the shoreline, and there are also other supporting facilities, namely motorcycle taxis for car drivers who do not want to walk when going down the cliff, namely using motorcycle taxis at a rate of Rp 25,000 per person.

Ancillary is a supporting facility that includes the existence of various organizations that facilitate and encourage the development and marketing of a tourist destination. Currently at Nyang-Nyang beach there is a local community organization called Bustegh Community. Bustegh is what started the development of Nyang-Nyang Beach as a tourist attraction. The organization is concerned and participates in managing Nyang-Nyang Beach. In this case, all matters related to tourism management are handled by the Bustegh Community. Those involved as the management of Nyang-Nyang Beach are entirely local indigenous villagers who are considered to have potential in their respective fields.

The role of the local community is the main actor in supporting tourism activities, especially at Nyang-Nyang Beach Tourism Attraction, the Pecatu Traditional Village community and the Bustegh Community play an important role in the development of Nyang-Nyang Beach Tourism Attraction, starting from the initial stage of development planning, the development process, even to its current management. The role of the local community is fairly large because in the process of development to management until now has not involved the government. On the other hand, the role of the local community can be realized because the benefits can be directly felt through the opening of employment opportunities for local people who are able to increase their income and their welfare.

Recently, entrepreneurs have begun to be interested in Nyang-Nyang Beach Tourism Attraction, so that currently there are entrepreneurs from Spain who play a role in development, especially in the facilities at Nyang-Nyang Beach Tourism Attraction, namely the Beach Club which is still under construction. The Beach Club can later be used by tourists as a place to enjoy the view from the top of the cliff, as well as enjoying food and drinks.

For the role of the government towards Nyang-Nyang Beach Tourism Attraction until now does not exist, it is because the manager and the local community have not communicated directly to involve the government in developing and managing Nyang-Nyang Beach Tourism Attraction. With the absence of the government's role until now, the development of Nyang-Nyang Beach Tourism Attraction is not maximized.

### ***Condition of Facilities at Nyang-Nyang Beach Tourism Attraction***

Tourism facilities that have been available and their conditions at the Nyang-Nyang Beach tourist attraction location according to the data obtained in the field are as follows.

#### **1. Cafe/Restaurant**

To provide services in the form of providing food and drinks to tourists visiting Nyang-Nyang Beach Tourism Attraction, there are various types of restaurants, as well as stalls with different prices between domestic tourists and foreign tourists. In addition, there are also several cafes with a relaxed atmosphere. The cafe is located at the top of the hill which is managed directly by the local community, while there is one stall located near the shoreline so that tourists can buy food and drinks without the need to climb the hill first.

#### **2. Transportation**

In accordance with the observations of researchers regarding the availability of existing transportation, in order to support tourism activities at Nyang-Nyang Beach, it is known that the availability of transportation in the form of motorcycle taxis. This is because the parking lot for car drivers is at the top

of the hill so that it requires tourists to walk down the cliff as far as 500 meters, so that motorcycle taxis are held so that tourists who walk can use motorcycle taxis at a rate of Rp. 25,000 per person so as not to get tired. For tourists who use motorbikes, they can go directly to the parking lot near the beach.

### 3. Parking Lot

In the Nyang-Nyang Beach Tourism Attraction area, there is already a large parking lot at two points, namely the upper parking lot and the lower parking lot. The upper parking lot is specifically for car users because cars cannot go down the cliff because the road is not too wide. The lower parking lot is dedicated to motorcycle users located near the shoreline. There is no charge for the parking lot because at the entrance counter there is already an entrance fee in the form of a donation which is at the same time as the parking fee.

### 4. Toilet

In accordance with the observations of researchers that at Nyang-Nyang Beach Tourism Attraction the availability of existing toilets is very good and adequate. Existing toilets are already available in cafes/stalls around and there are also 2 toilets located near the motorcycle parking lot at a reasonable rate which is used for toilet maintenance costs.

## ***Infrastructure Condition at Nyang-Nyang Beach Tourism Attraction***

Infrastructure in this case concerns the availability of good roads in terms of (road conditions, road width), availability of clean water, and availability of electricity at the Nyang-Nyang Beach Tourism Attraction location. According to the researcher's observation as follows.

### 1. Road Condition

The availability of existing roads is feasible to be used to support the mobilization of tourism activities in Nyang-Nyang Beach Tourism Attraction seen from several aspects, namely the condition and width of the road. Based on the results of the research conducted, it can be seen that the condition of the road available to get to the location of Nyang-Nyang Beach Tourism Attraction is very good, especially the road accessed is the same road as heading to Uluwatu Temple Bali. Whereas the road access from the entrance to the shoreline is not good, according to the head of the management, the poor road access is caused by the lack of careful planning in the construction of the road, so that the community in making the road does not involve the role of the government and without architecture but directly brings in heavy equipment and directly. Even some tourists give their opinions both directly and indirectly, for example through google maps reviews, mentioning that the road conditions are still inadequate and unsafe when going downhill. Moreover, there is no government involvement, so road access development is still not maximized because it uses minimum costs.

### 2. Clean Water Availability

Clean water available at Nyang-Nyang Beach Tourism Attraction is very good, where the existing water comes from PDAM and wells around the location. The existing water is intended for tourists both for drinking and toilets.

### 3. Electricity Availability

Similar to water, electricity is also an important infrastructure in tourism activities. The availability of electricity in Nyang-Nyang Beach Tourism Attraction is sourced from PLN. With the availability of electricity that has been adequate will provide comfort for visiting tourists.

### 4. Telecommunication Availability

Through the availability of electricity that already exists, of course, it makes internet network access already exists. With this network access, visitors feel comfortable and can use their gadgets at any time.

## ***Development of Facilities and Infrastructure at Nyang-Nyang Beach Tourist Attraction***

In the process of development, of course, facilities and infrastructure that already exist but are not yet feasible will be reviewed and considered by the manager to be renovated to make it better. One of the things that will be renovated at Nyang-Nyang Beach Tourism Attraction is the access road to the shoreline because the condition is still a concrete road, too steep and less wide. So it is targeted that in the next 2-3 years it will involve the local government and the government is able to take a role in managing Nyang-Nyang Beach Tourism Attraction, especially renovating road access to make it more feasible so that the safety and comfort of tourists are guaranteed.

In the process of development, Nyang-Nyang Beach Tourism Attraction is in the process of building a Beach Club on the top of the hill by taking a view of the beach seen from above. The construction process involves foreign investors from Spain. The point of this development is that tourists are increasingly interested and have entertainment facilities to relax and enjoy the beauty of the beach.

In the future development process, of course, the manager has a target in the future so that later the Nyang-Nyang Beach Tourism Attraction has an improved destination quality and attracts more and more tourists. The initial target is to involve the local government so that in future development there is a direct government role both in terms of ideas and costs. After that, planning in the addition of facilities and infrastructure such as the addition of cafes or stalls, toilets, expanding parking lots, lodging, and so on.

---

## **4. Conclusion**

The tourism potential in Nyang-Nyang Beach Tourism Attraction is very good in supporting the development of tourism. The tourism potential at Nyang-Nyang Beach is dominated by natural potential. With a stretch of white sand, waves that are relatively large but safe for children to do swimming activities so that they can also do surfing activities, as well as the view in the afternoon from the west side which looks high cliffs and beautiful sunsets.

The availability of supporting facilities and infrastructure for tourists in Nyang-Nyang Beach Tourism Attraction in several sectors is good, this can be

seen from the availability of existing facilities and infrastructure even though they are not in optimal condition, but considering that Nyang-Nyang Beach Tourism Attraction is a new destination so it requires a longer process so that it can provide maximum facilities and infrastructure. But specifically on the condition of the road which still uses concrete, is less wide, and too steep when going downhill so that it can endanger tourists and is less than optimal in supporting the tourism activities of Nyang-Nyang Beach. Tourists' perceptions regarding the condition of supporting facilities and infrastructure at the Pasir Putih Beach tourist attraction, most tourists are very satisfied with the existing natural potential, but in terms of road conditions which are a few complaints from visiting tourists.

The management of tourism activities at Nyang-Nyang Beach has been managed by the local community without any assistance from other parties. Where the income obtained from entrance tickets with the concept of donations as sincerely as possible is used for tourism activities at Nyang-Nyang Beach so that it can continue to run in its development.

## REFERENCES

- Angela, F. A. (2018). Strategi Pengembangan Sarana Dan Prasarana Pariwisata Di Kawasan Objek Wisata Danau Poso Kabupaten Poso (Studi Pada Dinas Pariwisata Kabupaten Poso).
- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Brahmanto, E., Hermawan, H., & Hamzah, F. (2017). STRATEGI PENGEMBANGAN KAMPUNG BATU MALAKASARI SEBAGAI DAYA TARIK WISATA MINAT KHUSUS. *Jurnal Media Wisata*.
- Dewi, M. H. (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal Di Desa Wisata Jatiluwih Tabanan, Bali. *Jurnal Kawistara*.
- Fajriah, S. D., & Mussadun. (2014). Pengembangan Sarana dan Prasarana untuk Mendukung Pariwisata Pantai yang Berkelanjutan (Studi Kasus: Kawasan Pesisir Pantai Wonorejo Kabupaten Pecalongan). *Jurnal Pembagunan Wilayah dan Kota*, 219-233.
- Ghani, Y. (2015). *Pariwisata*.
- Ghani, Y. (2017). Pengembangan Sarana Prasarana Destinasi Pariwisata Berbasis Budaya di Jawa Barat. *Jurnal Pariwisata*, 22-31.
- Hadi, S. (1989). *Metodologi Research Jilid I & II*. Yogyakarta: Andi Offset.
- Hasan, M. (2002). *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia.
- Mardalis. (1999). *Metode Penelitian Suatu Pendekatan Proposal*. Jakarta: Bumi Aksara.
- Muttaqin, T., Purwanto, R., & Rufiqo, S. (2011). Kajian Potensi dan Strategi Pengembangan Ekowisata Di Cagar Alam Pulau Sempu Kabupaten Malang Provinsi Jawa Timur. *Jurnal GAMMA*.
- Noeng, M. (1998). *Metodologi Penelitian Kualitatif*. Yogyakarta: Rake.
- Soebiyantoro, U. (2010). PENGARUH KETERSEDIAAN SARANA PRASARANA, SARANA TRANSPORTASI TERHADAP KEPUASAN WISATAWAN. *Jurnal Manajemen Pemasaran*.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabeta.
- Sumarno, A. (2012). *Perbedaan Penelitian dan Pengembangan*.
- Sunyoto, D. (2013). *Metodologi Penelitian Akuntansi*. Bandung: PT Refika Aditama Anggota Ikapi.
- Suwantoro, G. (2004). *Dasar-Dasar Pariwisata*. Yogyakarta: ANDI.
- Suwena, I. (2010). *Pengetahuan Dasar Ilmu Pariwisata*. Denpasar: Udayana University Press.
- Undang-Undang Republik Indonesia No. 10 Tentang Pariwisata. (2009).
- Undang-Undang Republik Indonesia No. 18 Tentang Pengembangan. (2002).
- Warpani, S., & Warpani, I. (2007). *Pariwisata dalam tata ruang wilayah*. Bandung: ITB.
- Widoyoko, E. P. (2014). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar.
- Yoesti, A. (2012). *Pengantar Ilmu Pariwisata*. Bandung: Angkasa.