



## **Characteristics and Motivation of Domestic Tourists at the Nyang-Nyang Beach Tourist Attraction, Uluwatu, South Kuta, Bali**

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### **ABSTRACT**

This research discusses the characteristics and motivations of domestic tourists at the tourist attraction of Nyang-Nyang Beach, Uluwatu, South Kuta, Bali with the research limit being that it only discusses the characteristics and motivational push and pull factors of tourists at Nyang-Nyang Beach. The research was carried out with the aim of developing the management of Nyang-Nyang Beach by providing valuable information to managers and the government to maximize the development of tourist attractions to become tourist destinations. This research uses quantitative methods. The data sources used include primary and secondary data. The data collection techniques in this research were observation, questionnaires, literature study and documentation which was carried out in the period September 2023. The sampling technique used was purposive sampling and accidental sampling with a sample size of 100 respondents. This data processing uses IBM SPSS software version 25. Data analysis starts from data collection, data reduction, data presentation, drawing conclusions and Likert scale analysis. Based on the research results, it is known that the characteristics of tourists visiting Nyang-Nyang Beach can be identified based on the gender of the tourists, dominated by men (58%), aged 21-30 (75%), outside Bali (80%), students (80%), students (45%), SMA/SMK/MAN (45%), Not Married (82%), Social Media (57%), Couple (43%), 2 times (60%) and 1-2 hours (43%). This means that many visitors come from generation Z, with many visitors coming with their partners. Apart from that, because many come from generation Z, social media has become a medium for obtaining information on tourist destinations. The highest motivation for the push and pull factor is the romance indicator with a score of 4.19 and the natural environment and weather attraction indicator with a score of 3.94. The lowest motivational push and pull factors are self-fulfillment and culture indicators with scores of 2.32 and 2.55. So this means that Nyang-Nyang Beach is visited a lot because it has a good atmosphere for being with your partner and is accompanied by a cool and beautiful beach atmosphere far from urban areas. So it is necessary to keep the beach clean. Furthermore, adding cultural attractions and local customs for managers can be an added value for tourists who come.

Keywords: *Motivation, Characteristics, Nyang-Nyang Beach, Push and Pull factor, Domestic Tourism*

### **Introduction**

The tourism sector is a sector that can contribute to the economic growth rate of a country and is an important sector in earning foreign exchange. In addition to being a driver of national economic growth, tourism can also introduce the tourism and culture of a country to be known by other countries. Indonesia is one of several developing countries that actively promote its tourism with the aim of being recognized internationally. Referring to the website of the Ministry of Foreign Affairs, Indonesia is one of the countries with the most islands, totaling 17,508 islands overall (kemlu.go.id accessed on October 12, 2023). According to the Ministry of Marine Affairs and Fisheries (KKP), Indonesia is the country with the second longest coastline in the world, with a length of 95,181 km (www.kkp.go.id accessed on October 12, 2023). From the above narrative, it can be said that Indonesia has a large number of islands and great potential for developing its tourism, especially beach tourism. One of the famous tourist destinations in Indonesia, especially for beach tourism, is Bali.

Bali is one of the tourism destinations that is well-known both locally and globally. With various types of attractions, artistic and cultural attractions, Bali has its own uniqueness in the eyes of tourists. Tourist visits from 2020 to 2022, despite experiencing an increase post and during the COVID-19 pandemic, Bali remains a popular destination to this day. Bali boasts abundant tourism attractions across its various regions; in North Bali, there's Lake Beratan, in West Bali, there's the Juwuk Manis waterfall, in East Bali, there's the Besakih Temple, and in South Bali, there's Kuta Beach. Places of interest far from the city center are less frequented by tourists due to shortcomings in accessibility or inadequate supporting facilities. However, behind these tourist spots with shortcomings, there are strengths that can be unique features, thus providing positive value for tourists.

South Bali is the most developed area in Bali in terms of accessibility. In South Bali, there are several areas that are favorite tourist spots including Kuta, Legian, Tanjung Bena, and Uluwatu with destinations such as the Garuda Wisnu Kencana (GWK) cultural park, Uluwatu Temple, Pandawa Beach, and

Kuta Beach. Despite the Badung Regency having adequate accessibility, there are still hidden tourist spots that are rarely known to tourists, one of which is Nyang-Nyang Beach.

Nyang-Nyang Beach is one of the tourist spots out of 39 being developed by the government in accordance with Regulation No. 7 of 2005 issued by the Badung Regent. Nyang-Nyang Beach became known to tourists in 2021 after its accessibility was improved, and it is currently managed by the Badung Regency government and the traditional village of Pecatu. In addition to its clean white sand, Nyang-Nyang Beach also offers the attraction of fairly large waves, making it a paradise for surfers. Nyang-Nyang Beach has another uniqueness not found in other beach destinations, namely the provision of unique accommodation facilities such as villas made from the remains of a Boeing 737-200 Classic aircraft. This aircraft was formerly operated by Mandala Air.

Besides enjoying the clean beach, tourists can engage in activities such as surfing, swimming, relaxing while enjoying the beauty of Nyang-Nyang Beach, or strolling along the coastline, making Nyang-Nyang Beach a favorite destination for tourists. The best time to visit Nyang-Nyang Beach is in the evening as tourists can enjoy the beauty of the sunset. However, Nyang-Nyang Beach has relatively extreme accessibility as the path to the beach is quite steep, and its remote location from the crowds makes it less known to tourists. Another uniqueness lies in the timing of tourist visits, with international tourists often visiting during the day while domestic tourists prefer visiting in the evening. With its uniqueness and characteristics, Nyang-Nyang Beach can serve as a motivating factor for tourists to visit.

Motivation is a fundamental aspect in the study of tourists and tourism because it serves as the trigger for the tourism travel process (Pitana, 2005: 56). Motivation is one of the key factors for initiating a tourism trip. Motivation factors stemming from either the tourist destination or the tourists themselves can significantly influence tourists' decision to visit. The uniqueness of the tourist destination to be visited can serve as a motivating factor for tourists. Tourists' motivations at various tourist destinations vary greatly, such as the motivation to visit urban tourist spots versus those in remote areas.

These differences align with the characteristics of the tourists who visit. According to the Indonesian Dictionary (2007: 506), characteristics refer to specific traits or qualities that correspond to certain characteristics. The specific traits of tourists greatly influence their motivations to visit. For instance, tourists from different age groups, such as baby boomers and Generation Z, may have significantly different motivations for tourism. Therefore, tourism management is crucial in understanding the characteristics and motivations of tourists at tourist destinations because understanding characteristics helps identify the target market, and understanding tourists' motivations helps identify areas for further development. With this knowledge, management efforts can be more targeted and effective.

The urgency of this research lies in providing an overview of the characteristics and motivations of tourists visiting the Nyang-Nyang Beach tourist attraction, thereby obtaining information and solutions to maximize the management and development of Nyang-Nyang Beach as one of the tourist attractions in Bali. The reason the researcher chose the variables of characteristics and motivations of tourists at Nyang-Nyang Beach is to examine the characteristics and motivations of domestic tourists who visit Nyang-Nyang Beach as a tourist destination.

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## Methodology

After the data collected in the field has accumulated to the desired quantity, the next step is data analysis. The data analysis conducted in this study involves using quantitative descriptive analysis techniques and utilizing the Likert scale. The steps in analyzing the data are as follows:

### 1. Quantitative Descriptive Analysis

According to Sugiyono (2013:148), quantitative methods are used to test specific theories by examining the relationships between variables. Descriptive research methods with a quantitative approach are employed when the aim is to describe or explain events or occurrences happening at present in meaningful numerical terms (Nana Sudjana, 1997:53). In this study, numerical data is obtained from measurements using the Likert scale, and then the results are summarized in concise informational form.

### 2. Likert Scale Analysis

According to its type, the scale used in this research is ordinal. An ordinal scale is one that conveys order or ranking. The ordinal scale uses symbols or numbers to indicate the order or ranking of objects measured based on specific characteristics. The Likert scale used in this study falls within the intended ordinal scale type.

The Likert scale is utilized to measure the attitudes, opinions, and perceptions of individuals or groups about social phenomena. In this research, the Likert Scale is employed to measure tourists' perceptions of motivation at the Nyang-Nyang Beach tourist attraction. The Likert scale uses several items to measure individual behavior by responding to 5 point options for each question: strongly agree, agree, neutral, disagree, and strongly disagree (Likert, 1932).

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## Results

### Overview

Nyang-Nyang Beach derives its name from one of the animal species, namely a type of wasp known for its very long waist. This name was given by the local community. The destination is located on Jl. Uluwatu, Br. Dinas Karang Boma, Pecatu, Kuta Badung, Bali. Nyang-Nyang Beach became known to

tourists in 2021 after the road access to the beach was completed. The destination is managed by the government and the traditional village of Pecatu. Nyang-Nyang Beach has complete facilities such as changing rooms, rinse areas, toilets, parking lots, souvenir shops, and cafes. Nyang-Nyang Beach is a favorite destination for surfers because of its strong and challenging waves, suitable for experienced surfers.

#### **Components 4A in the attraction of Nyang-Nyang Beach tourism**

1. **Attractions:** This is a crucial part of destination management, referring to things that can be seen or done at a tourist destination. At Nyang-Nyang Beach, one of the attractions is paragliding facilities. Tourists who use paragliding facilities will be charged a fee of approximately 400,000 Indonesian Rupiah. Paragliding attractions at Nyang-Nyang Beach are not available every day. Paragliding is only open when the wind conditions at Nyang-Nyang Beach are favorable, and when the number of tourists is not too crowded.
2. **Accessibility:** This involves the facilities and infrastructure for tourists to reach the destination, such as transportation facilities or signs directing the way to the tourist destination. At Nyang-Nyang Beach, signs directing the way to the destination are available, making it easier for tourists. Furthermore, access to Nyang-Nyang Beach can be done using two-wheeled or four-wheeled vehicles. However, the road access to the beach can currently only be traversed by two-wheeled vehicles. For tourists using four-wheeled vehicles, they need to walk to the beach location. This is because the steep access makes it impossible for four-wheeled vehicles to reach the beach location.
3. **Amenities:** These are facilities that support tourists in meeting their needs and desires in the tourist area. Facilities such as accommodation, eateries, places of worship, and others are included. At Nyang-Nyang Beach, there are facilities for renting and delivering tourists who do not want to walk to the beach location. Furthermore, there are worship facilities in the form of temples and souvenir shops located at the entrance area of Nyang-Nyang Beach. Additionally, there is parking available for four-wheeled vehicles in the upper area and two-wheeled vehicles in the lower area, both of which are close to the beach location. Moreover, Nyang-Nyang Beach has a wooden deck café that serves cold drinks, cold beer, coconuts, and various snacks.
4. **Ancillary:** This refers to supporting components of tourism, such as local management institutions and the socio-cultural life of the community. Overall, Nyang-Nyang Beach is still managed by the Badung Regency government. Currently, there is no direct involvement of the traditional village of Pecatu in management. The traditional village of Pecatu can only play a role in managing accessibility, such as the construction of access to Nyang-Nyang Beach in 2021, which was carried out voluntarily by the local community.

#### **Characteristics of Tourists**

The characteristics of respondents were obtained from tourists visiting Nyang-Nyang Beach using a questionnaire with a total of 100 respondents. Therefore, tourists visiting Nyang-Nyang Beach become the sample to determine the characteristics in this study. In this research, there are 10 characteristics of respondents used as benchmarks, namely based on gender, age, region of origin, education level, marital status, occupation, source of visitation information, arrival pattern, number of visits, and time of visit.

Out of 100 respondents, the number of male tourists amounted to 58 respondents, accounting for 58% of the total. Meanwhile, the number of female tourists amounted to 42 respondents, accounting for 42%. It can be concluded that the majority of visitors to Nyang-Nyang Beach based on gender are male. Nyang-Nyang Beach has steep accessibility, which attracts more male visitors.

Out of 100 respondents, tourists aged between 7 and 20 years accounted for 7 respondents, or 7%. Tourists aged between 21 and 30 years accounted for 75 respondents, or 75%. Tourists aged between 31 and 40 years accounted for 5 respondents, or 5%, while those above 41 years old accounted for 13 respondents, or 13%. It can be seen that the characteristic of visitors to Nyang-Nyang Beach based on age is dominated by tourists aged between 21 and 30 years old. Generation Z has a high adventurous spirit, and Nyang-Nyang Beach offers challenging terrain, making it popular among Generation Z visitors.

It is evident that out of 100 respondents visiting Nyang-Nyang Beach, the characteristics of respondents based on their region of origin consist of Bali and non-Bali regions. The first group of respondents comes from Bali, with 20 respondents, accounting for 20%, while those from outside Bali amounted to 80 respondents, accounting for 80%. It can be concluded that tourists visiting Nyang-Nyang Beach are predominantly from outside Bali.

It can be further elaborated that out of 100 respondents, respondents whose occupation is students accounted for 45 respondents, or 45%. The second-largest group is respondents working as government or private employees, with 41 respondents, or 41%. Following that, entrepreneurs accounted for 11 respondents, or 11%. There is also 1 respondent who works as a government official, and 1 respondent as an educator. Additionally, there is 1 respondent working in other fields as a photographer. There are no respondents who are unemployed. Therefore, it can be concluded that tourists visiting Nyang-Nyang Beach based on occupation are predominantly students.

Out of 100 respondents who completed the questionnaire, respondents with a high school diploma accounted for 45 respondents, or 45%. Those with a diploma or associate degree amounted to 4 respondents, or 4%, while those with a bachelor's degree or higher accounted for 51 respondents, or 51%. There are no respondents with primary or secondary education, or those who are not attending school. It can be concluded that tourists visiting Nyang-Nyang Beach based on education level are predominantly those with a bachelor's degree.

Out of 100 respondents, married tourists amounted to 18 respondents, accounting for 18%. Meanwhile, 82 respondents are unmarried tourists, accounting for 82%. It can be observed that the characteristic of visitors to Nyang-Nyang Beach based on marital status is dominated by unmarried tourists.

Out of a total of 100 respondents visiting Nyang-Nyang Beach, those who obtained information through family/friends accounted for 43 respondents, or 43%, while those who obtained information through social media amounted to 57 respondents, or 57%. There are no respondents who obtained information through brochures or local TV advertisements. It can be concluded that the characteristic of tourists visiting Nyang-Nyang Beach based on information sources is predominantly from social media.

It is evident that out of a total of 100 respondents visiting Nyang-Nyang Beach, tourists who arrived alone accounted for 10 respondents, or 10%, those who arrived with friends amounted to 39 respondents, or 39%, those who arrived with family accounted for 8 respondents, or 8%, and those who arrived with partners amounted to 43 respondents, or 43%. It can be observed that the characteristic of tourists visiting Nyang-Nyang Beach based on arrival patterns is dominated by tourists who visit with partners. The high number of students and the romantic atmosphere at Nyang-Nyang Beach contribute to the dominance of tourists who visit with partners.

It can be observed that out of a total of 100 respondents visiting Nyang-Nyang Beach, tourists who visited once amounted to 38 respondents, accounting for 38%, while those who visited twice amounted to 60 respondents, accounting for 60%. Tourists who visited three times totaled 2 respondents, accounting for 2%. There were no visits exceeding three times. It can be concluded that the characteristic of tourists visiting Nyang-Nyang Beach based on the number of visits is dominated by tourists who visited twice.

Out of a total of 100 respondents visiting Nyang-Nyang Beach, tourists who spent 1 to 2 hours amounted to 43 respondents, accounting for 43%, while those who spent 2 to 3 hours amounted to 37 respondents, accounting for 37%. Tourists who spent 3 to 4 hours totaled 14 respondents, accounting for 14%, and those who spent more than 4 hours amounted to 6 respondents, accounting for 6%. It can be observed that the characteristic of tourists visiting Nyang-Nyang Beach based on the duration of visit is dominated by tourists who spent 1 to 2 hours.

### **Tourist Motivation Examined from Push Factors at Nyang-Nyang Beach**

a. The first statement "I visit Nyang-Nyang beach to escape from daily routines." In the first statement, none of the respondents chose the options "strongly disagree" and "disagree." Then there were 13 respondents who chose "strongly agree," 48 respondents chose "agree," and 39 respondents chose "neutral." Based on the above statement, it can be concluded that the total score obtained for the first statement is 374 with an average score of 3.74, and out of 100 respondents, the majority frequency falls into the "agree" category. The beach's quiet atmosphere and its remote location from the main road, which keeps it away from noise, may be other factors leading respondents to choose the "agree" category more often.

b. The second statement "I visit Nyang-Nyang Beach to seek a new atmosphere." In the second statement, none of the respondents chose the options "strongly disagree." Then there were 12 respondents who chose "strongly agree," 13 respondents chose "agree," 48 respondents chose "neutral," and 27 respondents chose "disagree." Based on the above statement, it can be concluded that the total score obtained for the second statement is 310 with an average score of 3.10, and out of 100 respondents, the majority frequency falls into the "neutral" category. The abundance of beaches in Bali where the atmosphere of Nyang-Nyang Beach has been frequently experienced may be another factor leading respondents to choose the "neutral" category more often.

c. The third statement "I visit Nyang-Nyang Beach to play something on the beach." In the third statement, none of the respondents chose the options "strongly disagree" and "disagree." Then there were 41 respondents who chose "agree," 20 respondents chose "strongly agree," and 39 respondents chose "neutral." Based on the above statement, it can be concluded that the total score obtained for the third statement is 381 with an average score of 3.81, and out of 100 respondents, the majority frequency falls into the "agree" category. Nyang-Nyang Beach has a spacious area where tourists can have distance between those playing beach sports like beach football and those relaxing. This may be another factor leading respondents to choose the "agree" category more often.

d. The fourth statement "I visit Nyang-Nyang beach to strengthen family or friendship ties." In the fourth statement, none of the respondents chose the options "strongly disagree." Then there were 36 respondents who chose "agree," 30 respondents chose "neutral," 27 respondents chose "disagree," and 7 respondents chose "strongly agree." Based on the above statement, it can be concluded that the total score obtained for the fourth statement is 296 with an average score of 2.96, and out of 100 respondents, the majority frequency falls into the "agree" category. Nyang-Nyang Beach is not too crowded and suitable for interaction, which may be another factor leading respondents to choose the "agree" category more often.

e. The fifth statement "I visit Nyang-Nyang Beach to get social media posts." In the fifth statement, none of the respondents chose the options "strongly disagree" and "disagree." Then there were 32 respondents who chose "strongly agree," 41 respondents chose "agree," and 27 respondents chose "neutral." Based on the above statement, it can be concluded that the total score obtained for the fifth statement is 405 with an average score of 4.05, and out of 100 respondents, the majority frequency falls into the "agree" category. Nyang-Nyang Beach has beautiful and unique spots suitable for sharing on social media. This may be another factor leading respondents to choose the "agree" category more often.

f. The sixth statement "I visit Nyang-Nyang Beach to find a suitable and comfortable place to interact." In the sixth statement, none of the respondents chose the options "strongly disagree" and "disagree." Then there were 17 respondents who chose "agree," 40 respondents chose "strongly agree," and 43 respondents chose "neutral." Based on the above statement, it can be concluded that the total score obtained for the sixth statement is 374 with an average score of 3.74, and out of 100 respondents, the majority frequency falls into the "agree" category. Nyang-Nyang Beach, being far from the city noise and not too crowded, is suitable for interaction, which may be another factor leading respondents to choose the "agree" category more often.

g. The seventh statement "I visit Nyang-Nyang Beach to enjoy a romantic atmosphere with a partner." In the seventh statement, none of the respondents chose the options "strongly disagree" and "disagree." Then there were 33 respondents who chose "agree," 53 respondents chose "strongly agree," and 14

respondents chose "neutral." Based on the above statement, it can be concluded that the total score obtained for the seventh statement is 419 with an average score of 4.19, and out of 100 respondents, the majority frequency falls into the "agree" category. Nyang-Nyang Beach's exotic and beautiful scenery makes it a suitable place for a romantic atmosphere with a partner, which may be another factor leading respondents to choose the "agree" category more often.

h. The eighth statement "I visit Nyang-Nyang Beach to study marine life." In the eighth statement, none of the respondents chose the option "strongly disagree." Then there were 20 respondents who chose "strongly agree," 23 respondents chose "agree," 20 respondents chose "neutral," and 37 respondents chose "disagree." Based on the above statement, it can be concluded that the total score obtained for the eighth statement is 326 with an average score of 3.26, and out of 100 respondents, the majority frequency falls into the "agree" category. Nyang-Nyang Beach has good and preserved marine biota, which may be another factor leading respondents to choose the "agree" category more often.

i. The ninth statement "I visit Nyang-Nyang Beach to learn new lessons about local culture." In the ninth statement, none of the respondents chose the option "agree." Then there were 18 respondents who chose "strongly agree," 8 respondents chose "neutral," 44 respondents chose "disagree," and 30 respondents chose "strongly disagree." Based on the above statement, it can be concluded that the total score obtained for the ninth statement is 232 with an average score of 2.32, and out of 100 respondents, the majority frequency falls into the "disagree" category. From the observation results, there seems to be a lack of local cultural elements, both in terms of attractions and identity symbols. This may be another factor leading respondents to choose the "disagree" category more often.

j. The tenth statement "I visit Nyang-Nyang Beach because I have long wanted to visit." In the tenth statement, none of the respondents chose the options "strongly disagree" and "disagree." Then there were 43 respondents who chose "neutral," 38 respondents chose "strongly agree," and 19 respondents chose "agree." Based on the above statement, it can be concluded that the total score obtained for the tenth statement is 296 with an average score of 2.96, and out of 100 respondents, the majority frequency falls into the "neutral" category. Nyang-Nyang Beach has an identity as a hidden tourist spot, not well-known among domestic or foreign tourists. This may be another factor leading respondents to choose the "neutral" category more often.

#### **Tourist Motivation Examined from Pull Factors at Nyang-Nyang Beach.**

a. The First Statement: "I visit Nyang-Nyang Beach because it has relatively cheap entrance tickets." Among all respondents, none chose the options strongly disagree and disagree. Then, there were 26 respondents who chose agree, 39 respondents chose strongly agree, 32 respondents chose neutral, and 3 respondents chose disagree. Based on the statement above, the total score obtained for the first statement is 388, with an average score of 3.88. Out of 100 respondents, the most frequent score falls into the agree category. Since Nyang-Nyang Beach is an economical tourist destination for visitors with optional entrance fees. This could be another factor why respondents mostly chose the agree category.

b. The Second Statement: "I visit Nyang-Nyang Beach because it is an ideal place to watch the sunset." Among all respondents, none chose strongly disagree. Then, 39 respondents strongly agreed, 28 respondents agreed, 30 respondents chose neutral, and 3 respondents disagreed. Based on the statement above, the total score obtained for the second statement is 392, with an average score of 3.92. Out of 100 respondents, the most frequent score falls into the agree category. Since Nyang-Nyang Beach is a suitable place for tourists who want to watch the sunset. This could be another factor why respondents mostly chose the agree category.

c. The Third Statement: "I visit Nyang-Nyang Beach because of its fresh air far from the city." Among all respondents, none chose strongly disagree and disagree. Then, 27 respondents strongly agreed, 40 respondents agreed, and 33 respondents chose neutral. Based on the statement above, the total score obtained for the third statement is 394, with an average score of 3.94. Out of 100 respondents, the most frequent score falls into the agree category. Nyang-Nyang Beach could be categorized as agreeable because it has good air quality suitable for tourists who want to escape from vehicle air pollution. This could be another factor why respondents mostly chose the agree category.

d. The Fourth Statement: "I visit Nyang-Nyang Beach because it is a hidden gem tourist destination." Among all respondents, none chose strongly disagree and disagree. Then, 26 respondents strongly agreed, 35 respondents agreed, and 39 respondents chose neutral. Based on the statement above, the total score obtained for the fourth statement is 387, with an average score of 3.87. Out of 100 respondents, the most frequent score falls into the neutral category.

e. The Fifth Statement: "I visit Nyang-Nyang Beach because of the unique mini café." Among all respondents, none chose strongly disagree and disagree. Then, 21 respondents strongly agreed, 42 respondents agreed, and 37 respondents chose neutral. Based on the statement above, the total score obtained for the fifth statement is 384, with an average score of 3.84. Out of 100 respondents, the most frequent score falls into the agree category. Since Nyang-Nyang Beach has an interesting café facility for tourists. This could be another factor why respondents mostly chose the agree category.

f. The Sixth Statement: "I visit Nyang-Nyang Beach because it is an ideal place to watch the sunset." This statement resulted in 31 respondents choosing disagree, 29 respondents choosing neutral, 20 respondents choosing strongly disagree, 14 respondents choosing agree, and 6 respondents choosing strongly agree. Based on the statement above, the total score obtained for the sixth statement is 255, with an average score of 2.55. Out of 100 respondents, the most frequent score falls into the disagree category.

g. The Seventh Statement: "I visit Nyang-Nyang Beach because of its good parking security." Among all respondents, none chose strongly disagree and disagree. Then, 28 respondents chose agree, 37 respondents chose strongly agree, and 35 respondents chose neutral. Based on the statement above, the total score obtained for the seventh statement is 393, with an average score of 3.93. Out of 100 respondents, the most frequent score falls into the agree

category. Since Nyang-Nyang Beach has good parking facilities that provide comfort for visitors. This could be another factor why respondents mostly chose the agree category.

#### 4. Conclusion

Based on the data analysis conducted by the researcher in this study, there are several important aspects related to the characteristics and motivations of tourists at Nyang-Nyang Beach as follows:

##### 1. Characteristics of domestic tourists visiting Nyang-Nyang Beach:

- Based on the trip descriptor, the majority of tourists spend 1 to 2 hours visiting Nyang-Nyang Beach, accounting for 43% of the total. Additionally, 60% of visitors come to Nyang-Nyang Beach for their second visit.

- Information sources primarily come from social media, as Generation Z tends to use social media more frequently.

- Based on the tourist descriptor, most tourists visiting Nyang-Nyang Beach come from outside Bali, accounting for 80% of the total. The majority of visitors fall within the age range of 21-30 years old, indicating that they are mostly from the Generation Z demographic. Moreover, the majority of visitors are students, and most come with their partners. Approximately 80% of the visitors are unmarried.

##### 2. Regarding push factor motivation, the highest score is for the romance indicator with a score of 4.19, while the lowest score is for the self-fulfillment indicator with a score of 2.32. In contrast, for pull factor motivation, the highest score is for the natural environment and weather attraction indicator with a score of 3.94, while the lowest score is for the culture indicator with a score of 2.55.

Based on the above comparison of scores, it can be concluded that Nyang-Nyang Beach is mostly visited by tourists aged 21-30 who visit with their partners. As the majority of them belong to Generation Z, they often spend quality time together, making Nyang-Nyang Beach their destination. Generation Z is known for its proficiency in technology, and social media serves as their primary source of information due to its close association with technology. Furthermore, Nyang-Nyang Beach's fresh air and serene atmosphere make it an ideal destination for couples seeking quality time together.

Moreover, Nyang-Nyang Beach could enhance its attractions to encourage tourists to stay longer by introducing activities such as live music or cultural performances to showcase the local culture..

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