



Local Government Strategies for Tourism Development at Lhok Bubon Beach in West Aceh Regency

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A B S T R A C T

This research aims to discuss the local government's strategy in developing the tourist attraction of Lhok Bubon Beach, West Aceh Regency. This research uses a qualitative method with a phenomenological approach. The results of this study indicate that the local government strategy in developing the tourist attraction of Lhok Bubon Beach has been carried out but has not run optimally. Reviewed using the theory according to Riko Mirad Sinarta (2023) yaitu: *attraction, accessibility, amenity dan institution*. namely: attraction, accessibility, amenity and institution. This can be seen from the first indicator, namely attractions; the attraction possessed by Lhok Bubon Beach is extraordinary natural beauty, still maintaining cultural values, lack of information and promotion of historical relics and creating and improving artificial tourism conditions. Second accessibility; the ease of getting to the location of Lhok Bubon Beach can be accessed through google maps, there are direction boards, access roads that have been asphalted around ± 250 metres, but to get to the end of the beach is still difficult to pass, internet network conditions are not optimal and there are still livestock roaming the streets. Third, amenity; the facilities available at Lhok Bubon Beach are still not optimal due to the unavailability of various important facilities that support the tourist experience. Fourth, institutions; the village government has a cooperative relationship with other institutions, but there is still a lack of effective collaboration to develop beach tourism objects. The conclusion of this study shows that although there are efforts in developing the tourist attraction of Lhok Bubon Beach, there are still many aspects that need to be improved so that tourism potential can be maximized.

INTRODUCTION

Tourism is a journey made by individuals or groups to a location different from the place of residence for a specific purpose. Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government and local government. One of the important steps related to tourism is to develop the potential of tourist attractions. This is because when travelling to a tourist destination is influenced by tourists' interest in something called a tourist attraction.

Tourism objects need to get serious attention from various parties including the government, tourism managers and the local community. In order to overcome problems in the development of coastal tourism related to tourist attractions, ease of reaching destinations, supporting facilities and parties responsible for tourism management. By overcoming various problems that exist, coastal attractions can develop sustainably and provide benefits to the region.

The development of tourist attractions provides significant economic benefits to the region through increased local revenue. Increasing local revenue through tourism requires a planned and sustainable approach. According to Law Number 33 of 2004 concerning Financial Balance Between the Central and Regional Governments, regional own-source revenues are revenues obtained by regions that are levied based on local regulations in accordance with statutory regulations sourced from the results of local taxes, the results of local levies, the results of the management of separated regional assets and other legitimate

regional own-source revenues. The tourism potential of West Aceh Regency can make a significant contribution to local revenue if managed properly..

Table 1. Local Revenue from the Tourism Sector in West Aceh District 2022-2023

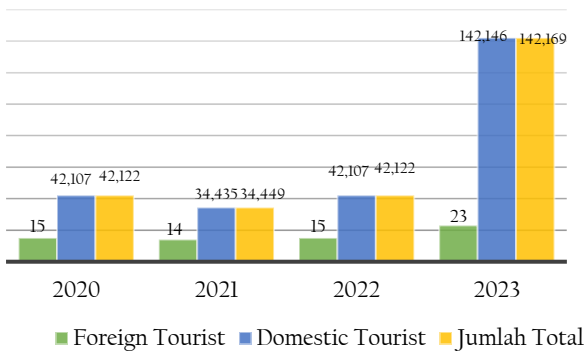
Year	Total
2022	Rp18.000.000
2023	Rp10.500.000

Source: Disparbudpora West Aceh

Based on data from the West Aceh Disparbudpora in table 1. that local revenue from the tourism sector in West Aceh Regency in the 2022-2023 fiscal years decreased by Rp7,500,000. The lowest growth occurred in 2023 of IDR 10,500,000 and the highest in 2022 of IDR 18,000,000.

If the tourism sector is utilised properly, then the income obtained from the tourism sector can increase local revenue through effective utilisation of its natural resources. The tourism sector has significant potential in increasing local revenue through various mechanisms related to the number of visitors. So that through the presence of these tourists will get a benefit for the region

(Purwanti & Dewi, 2014).



Source: West Aceh Berau Of Statistic (2025)

Figure 1. Number of Foreign and Domestic Tourists in Aceh Barat Regency in 2020-2023

Based on data from the Central Bureau of Statistics in Figure 1. that the number of foreign and domestic tourists in West Aceh Regency in 2020-2022 fluctuates every year. In 2020-2021 the number of foreign and domestic tourists decreased by 7,673 people. Also, in 2021-2022 the number of foreign and domestic tourists increased by 76,571 people. Until in 2022-2023 the number of foreign and domestic tourists experienced a very high increase of 184,291 people.

This happened because of the pandemic from covid-19 with various rules that made people's movements limited. Or because tourist destinations in West Aceh have not been updated so that tourists choose to visit other locations. Through the large number of tourists visiting can make the tourism sector have the potential to increase local revenue. Tourism revenue in West Aceh will be affected by an increase or decrease in the number of tourist visits which will also affect local revenue in West Aceh Regency.

One of the tourist attractions in West Aceh Regency that has many opportunities to be developed is Lhok Bubon Beach. Lhok Bubon Beach is located in Samatiga District which is not far from Meulaboh city centre. From the city centre which is 16 kilometres away, it takes about ± 30 minutes to get to the destination. Lhok Bubon Beach has small waves, coral reefs, seaweed and white sand so that it can be used as a swimming spot for tourists, especially children. Lhok Bubon Beach has high popularity in West Aceh Regency and has the potential to be used as a tourist destination that can provide various benefits.

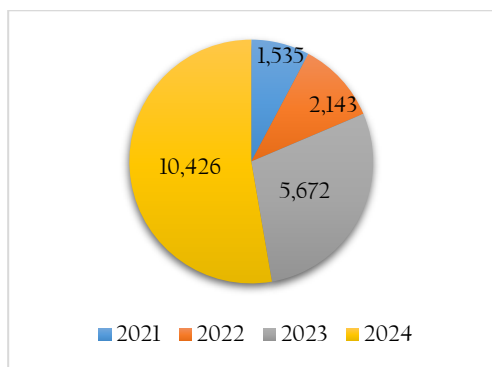


Figure 2. Number of tourists visiting Lhok Bubon Beach, West Aceh Regency 2020-2024

Source: Researc data (2025)

Based on research data in Figure 2. that the number of tourists visiting Lhok Bubon Beach in West Aceh Regency has increased every year. In 2021-2022 the number of tourists visiting Lhok Bubon Beach increased by 608 people. In 2022-2023 the number of tourist visits increased to 3,529 people. Meanwhile, in 2023-2024 the number of tourist visits increased to 4,754 people. The highest number of tourists was in 2024 at 10,426 people and the lowest was in 2021 at 1,535 people.

The development of the Lhok Bubon Beach tourist attraction not only functions as a tourist destination, but also as a source of livelihood for the local community. Lhok Bubon Beach can be more than just a tourist destination that can be a sustainable source of livelihood for the local community by utilising its natural resources and marine products. This will not only develop the tourist attraction but also strengthen the local economy, improve community welfare and create jobs. This study aims to determine the development of Lhok Bubon Beach tourist attraction through 3A + I in West Aceh Regency. The development of Lhok Bubon Beach tourist attraction will not only have a positive impact on the economy, but will also contribute to the preservation of the environment around the beach.

This research has several references from previous studies such as, research conducted by Nur Putri Jayanti (2019) entitled 'Development of Gandoriah Beach Tourism Objects in Pariaman City', that the development of Gandoriah Beach tourism objects has improved and the government has planned a mature development (Jayanti, 2019). Furthermore, research conducted by Nerli Siki, Meyko Panigoro, Roy Hasiru (2022) entitled 'Development of Tourism Objects of Batu Pinagut Beach, Kaidipang District, North Bolaang Mongondow Regency', that the development of Batu Pinagut Beach tourism objects has also increased and has a positive impact on the community's economy (Siki et al., 2022). In contrast, research conducted by Eva Murni Mustika, Anwar Parawangi, Sudarmi (2021) entitled 'Development of Lemo Beach Tourism Objects in Burau District, East Luwu Regency', that there are problems at Lemo Beach related to poorly maintained facilities and waste problems (Mustika et al., 2021). Meanwhile, in contrast to research conducted by Yunisti Pratiwi (2023) entitled 'Identification of 4A (Attraction, Amenity, Accessibility and Anciliary) in Sustainable Tourism Development at Tanjung Pendam Beach, Belitung Regency', that the facilities at Tanjung Pendam Beach are quite good, but many are not maintained (Pratiwi, 2023). Then, research conducted by Rustini, Kurniawan Gilang Widagdyo, Alvina Rakhma Maulida (2022) entitled 'Identification of Special Interest Tourism Potential Using the 3A + II Concept (Attraction, Accessibility, Amenity, Institution) at Situ Rawa Binong, Hegarmukti Village, Bekasi Regency', that has the characteristics of competing attractions, easily accessible locations, collaboration between institutions is well evaluated, but lack of shelter. (Rustini et al., 2022).

This is a reference for researchers in developing further research. Then, to review relevant research, researchers use the theory of Riko Mirad Sinarta. According to Riko Mirad Sinarta in(2023) efforts that can be made to develop tourist attractions are to carry out development through the 3A + I theory, namely attractions (attraction), accessibility (accessibility), amenity (amenity) and institution (institution). Applying the 3A+I theory in developing tourist attractions affects the success and attractiveness of a tourist destination. Applying the 3A+I theory

is not only important to attract more tourists but can also ensure that tourism development is sustainable and can provide benefits to the tourist attraction.

The development of tourist attractions using the 3A+I theory needs to be done to create attractive and sustainable tourist attractions. Significantly, Lhok Bubon Beach can increase its attractiveness by prioritising unique attractions so that it becomes an important selling point to attract tourists, good accessibility to ensure tourists can easily reach tourist sites, adequate amenity to include all facilities that support the tourist experience while at the tourist site and strong institutions by developing tourism destinations through established cooperation. By paying attention to these four theories, the Lhok Bubon Beach destination can develop its attractiveness to not only attract tourists but also contribute to tourist satisfaction, creating a more enjoyable and memorable tourist experience during the visit.

METHOD

The research method used by the author in this research is qualitative research method. The approach taken in this research uses a phenomenological study approach. In phenomenological studies pay attention to understanding the social and cultural context in which the experience occurs, thus providing a broader understanding of the phenomenon under study. The research data sources consist of primary data (first-hand information data taken directly from the source) and secondary data (data obtained from the object of research indirectly). To obtain information and data relevant to the research problem, data collection was carried out by selecting research informants, in this study the selection of informants was carried out by purposive sampling. The data collection techniques used in this research are observation (activities to observe certain objects directly at the research location), interviews (discussion process between researchers and respondents to obtain research information) and documentation (process to strengthen the data obtained). The data analysis technique consists of 3 stages, namely data reduction, data presentation and conclusion drawing. This research is located at Lhok Bubon Beach, Samatiga District, West Aceh Regency. The focus of this research is the local government's strategy in developing the tourist attraction of Lhok Bubon Beach. In this study, the selection of informants was carried out by purposive sampling, totalling 10 informants, namely the head of the West Aceh Regency Tourism Office, the head of Lhok Bubon Village, the secretary of Lhok Bubon Village, the head of the rakan sinaroe tourism awareness group, 3 people of Lhok Bubon Village and 3 tourists of Lhok Bubon Beach.

RESULT AND DISCUSSION

Attraction

Attraction is an attraction that makes people have the desire to see and visit directly to an attractive tourist destination that comes from natural beauty, uniqueness of the area, choice of recreational activities, vulnerability of the area, lack of flora and fauna, many prominent resources, and the integrity and sensitivity of natural resources (Ahmad & Mukaddas, 2017). In determining the tourism potential of a location, the things sought by tourists must be considered. If the location has the potential to be developed, it can become an attractive tourist destination. The existence of attractions is a reason and motivation for

tourists to visit tourist sites. In this study there are 4 types of attractions needed, namely natural tourist attractions, cultural tourist attractions, historical tourist attractions and artificial tourist attractions.

1. Natural Tourism Attractions

Natural tourist attractions are an attraction through recreation and tourism activities that take advantage of the potential of nature by enjoying the beauty of nature that is still natural or that has been cultivated to increase the number of tourist visits (Rusvitasari & Solikhin, 2014). Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that natural tourist attractions on Lhok Bubon Beach have extraordinary views and natural beauty that make it a major factor in attracting tourist visits. Lhok Bubon Beach has small and calm waves, making it safe for swimming for visiting tourists. This situation is very attractive for families and children who want to enjoy swimming activities more comfortably and enjoy the beauty of nature without worrying about big waves.



Figure 3. The Natural Beauty of Lhok Bubon Beach
Source: Research Data (2024)

The tourist condition of Lhok Bubon Beach is influenced by the type of day and activity that is taking place. Lhok Bubon Beach is visited by tourists who want to take a holiday on Saturdays and Sundays. However, on major holidays such as red dates, Eid and New Year are more crowded with tourists. Lhok Bubon Beach is visited by tourists because it has beautiful scenery, such as white sand, small waves and blue sea that attracts them to relax and enjoy its natural beauty.

This is as said by an informant namely Hasnah as a tourist at Lhok Bubon Beach who stated that: 'Lhok Bubon Beach has an easy location to visit and an attractive location even though it is located quite far from Meulaboh city centre. The sea of Lhok Bubon Beach can be used as a bathing place for children and the waves are not large so it is not dangerous, this is what makes me comfortable and interested in relaxing at Lhok Bubon Beach'.

The development of the Lhok Bubon Beach tourist attraction was carried out by the village government and local communities through gotong royong activities by cleaning the entire beach area on the eve of the holiday. In addition, the village government also gave notices to all sellers on the beach to always clean up their selling locations. This is done as an effort so that the village government and local communities can maintain environmental cleanliness so that tourists can enjoy the beauty of natural tourism on Lhok Bubon Beach. The development of natural tourism attractions can have both positive and negative impacts on the coastal environment. Well-managed tourism can increase understanding of nature conservation, but can cause environmental damage if not managed properly.

1. Cultural Tourism Attractions

Cultural tourism attractions are attractions through travel activities carried out by tourists by sharing information or cultural symbols between visitors as guests and local residents as hosts with the aim of seeing or enjoying ancient sites, museums, religious ceremonies, traditional traditional ceremonies, festivals, art performances and so on (Patiyusuf & Vitrianto, 2022). Cultural tourism attractions not only attract tourist visits but also help in preserving local culture by raising awareness that the importance of maintaining cultural heritage, traditions and values of local communities. Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that cultural tourism attractions at Lhok Bubon Beach are customs which include makmeugang and sea kenduri so that it makes it a major factor in attracting tourist visits



Figure 4. Meugang or Makmeugang Celebration
Source: Research Data (2024)

Lhok Bubon Beach is a tourist destination that is often visited by tourists and local people during meugang or makmeugang celebrations by doing family meals on the beach while enjoying the beauty of the sea. The meugang or makmeugang celebration has become a habit that is always done from generation to generation when welcoming the holy month of Ramadan, Eid al-Fitr and Eid al-Adha. The meugang or makmeugang celebration is carried out by tourists and local people by cooking and enjoying mutton, buffalo or beef with their families on the beach. The meugang or makmeugang celebration is a tradition rich in cultural values through this activity tourists and local communities not only celebrate the arrival of the holy month but also strengthen family and social ties.

In addition, Lhok Bubon Beach also has another custom called kenduri laut. Most of the local people of Lhok Bubon Beach earn their livelihood as fishermen, and sea kenduri is carried out for generations and has become a habit of fishermen's families when they get a lot of catches. Kenduri laut is held every year as a form of expressing gratitude for the abundance of sustenance given by the creator to the fishermen for providing abundant catches and safety. The sea kenduri activities held at Lhok Bubon Beach are filled with prayers, recitations and eating together so that the fishermen are safe from all dangers that occur at sea. The sea kenduri activity aims to strengthen the bond of brotherhood between fishermen, government and panglima laut.

This is as said by an informant, Orma Ernawati, as a community member at Lhok Bubon Beach who stated that: 'Lhok Bubon Beach has several cultural tourism attractions, such as the makmeugang celebration which is held when welcoming the holy month of Ramadan and holidays. Usually the community and tourists carry out eating on the beach during the makmeugang celebration and there is also a sea kenduri celebration at Lhok Bubon Beach'.

The development of Lhok Bubon Beach tourism objects carried out by the village government and local communities by maintaining all cultural values through welcoming and celebrating all activities at Lhok Bubon Beach every year. Not only that, the cultural activities of Lhok Bubon Beach are also promoted through the tourist village network by the local government and tourism awareness groups. This is done as an effort so that Lhok Bubon Beach can create a positive Figure of the region as a tourist destination that is rich in culture, maintain local wisdom and provide awareness about the importance of cultural preservation to the next generation. The development of cultural tourism attractions can have both positive and negative impacts. The positive impact, with the presence of tourists can provide opportunities for cultural exchange, expand the understanding of local people about other cultures and can strengthen social relations. While the negative impact, from the presence of tourists can change the culture and habits that cause people to take new behaviours or principles that are not in accordance with the original culture which will result in the loss of local cultural identity

2. Historical Tourism Attractions

Historical tourism is a journey to see traces from generation to generation that can be seen and cannot be seen to be used as a medium for learning from past lives because of the uniqueness of the building and its physical form that makes it different from other places (Nugroho & Idajati, 2019). Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that the historical tourism attractions found on Lhok Bubon Beach are the Teuku Umar mosque and Dutch ship relics.



Figure 5. Teuku Umar Mosque
Source: Research Data (2024)

Lhok Bubon Beach has a relic of the Teuku Umar Mosque which has great historical value. Teuku Umar Mosque has a building area of 173 m² with a Dutch design dominated by white colour with a large dome. The Teuku Umar Mosque was established on 26 December 1895 and on 26 December 2004 the mosque holds the history of the tsunami that killed so many human victims. Half of the population fell victim to the tsunami and many hamlets were lost, but the only building that survived was the Teuku Umar mosque. The mosque was also used as a meeting place by the hero Teuku Umar to discuss war strategies against the Dutch colonisers. Before being shot at Batu Putih Ujong Kalak Meulaboh in the evening, Teuku Umar had prayed at dawn and held a secret meeting with the hulu balang Aceh, hence the name Teuku Umar Mosque.

The development of the Lhok Bubon Beach tourist attraction carried out by the local government and village government through the revitalisation of the Teuku Umar mosque for the 3rd time in order to maintain and protect the heritage at Lhok Bubon Beach. The revitalisation of Teuku Umar mosque also uses fees quoted at the entrance post when heading to Lhok Bubon Beach.

This was done as an effort to develop and improve the mosque's facilities so that more people can worship comfortably. The village government has proposed to the local government in 2022 to build the dome of Teuku Umar mosque, which was built in 2023 already reaching 100%. In 2023, the village government also proposed to build the ceiling of the Teuku Umar mosque, which was built in 2024 and has reached 85%.

In addition, Lhok Bubon Beach also has other historical relics, namely the relics of Dutch ships. At the end of the sand of Lhok Bubon Beach, there was once a Dutch merchant ship that ran aground. Also, two boats carrying Dutch soldiers were found and then sunk by Acehese fighters disguised as fishermen, who seemed to want to show the location of the Acehese fighters hiding. They came to transport and capture the king of Lhok Bubon to the Netherlands. However, the Dutch ship has now sunk and is further from land after the tsunami.

This is as said by an informant, namely Taufiq Hidayatullah as the village secretary of Lhok Bubon, Samatiga District, West Aceh Regency, who stated that: 'Historical tourism attractions at Lhok Bubon Beach are Teuku Umar mosque and Dutch ship relics. Teuku Umar's mosque and the relics of the Dutch ship have historical events that are interrelated and until now the ship is still located in the sea'. Lhok Bubon Beach has historical events or values that make it a major factor in attracting tourist visits.

According to the tourism destination planning book (Nasrullah et al., 2023), he village government has a responsibility and role in observing historic tourism areas specifically to protect and pass on to the next generation. Meanwhile, the village government does not carry it out optimally at the Lhok Bubon Beach tourist attraction. This needs to be done as an effort to maintain historical heritage so that it does not become extinct, increase knowledge and insight and can be remembered by the next generation.

The development of historical tourism attractions can have both positive and negative impacts. The positive impact is that historical tourism can increase a sense of pride and cultural characteristics because it gives tourists and the community the opportunity to learn about history and encourages future generations to better appreciate and understand the heritage that exists at Lhok Bubon Beach. While the negative impact, although historical sites are preserved with the presence of excessive tourists can result in physical damage so there needs to be good management of tourists.

3. Artificial Tourism Attractions

According to Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025, artificial tourist attractions are a tourist attraction that comes from human creation and other human activities outside the realm of natural and cultural tourism (DJPP Dept Menkumham, 2011). Artificial tourist attractions are designed to provide an interesting and enjoyable experience for tourists through creative design with various forms of activities and facilities. Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that artificial tourist attractions found on Lhok Bubon Beach are the Teuku Umar kupiah monument, garden umbrellas and swimming pools.



Figure 6. Teuku Umar's Kupiah monument
Source: Research Data (2024)

One of the artificial tourist attractions located at the Lhok Bubon Beach location is the Teuku Umar kupiah monument. The Teuku Umar kupiah monument is identified with the oversized hat often used by the hero Teuku Umar. The Teuku Umar kupiah monument was built by the local government in 2019 within the Teuku Umar mosque area. The Teuku Umar kupiah monument built by the local government is intended to be a symbol of respect for the Acehese national hero Teuku Umar and the tsunami that once occurred in the Lhok Bubon Beach area.



Figure 7. Garden Umbrella
Source: Research Data (2024)

In addition, Lhok Bubon Beach also has another artificial tourist attraction, the umbrella park. The local government built a garden umbrella in 2019. Lhok Bubon Beach provides garden umbrella facilities to be used as a shelter so that tourists do not feel the rain, heat and can enjoy the beautiful scenery in peace. Garden umbrellas are designed to provide comfort for tourists so that tourists can relax and enjoy the beach view under the umbrella. The garden umbrellas built by the local government consist of chairs, tables and walkways made of cement built at various points of the Lhok Bubon Beach tourist attraction location



Figure 8. Swimming Pool
Source: Research Data (2024)

Not only umbrella parks, in 2024 the Lhok Bubon Beach village government has focused on the construction of a swimming pool built in the Lhok Bubon Beach tourist area. The process of building a swimming pool at the Lhok Bubon Beach tourist attraction still requires various plans to attract the attention of tourists who will visit. The construction of the swimming pool used village funds of around 185 million with additional funds of around 120 million. The Lhok Bubon Beach swimming pool is specifically designed to be a new attraction for

tourists visiting, especially for children. The swimming pool will certainly have an effect on increasing the income of the local community and increasing the available jobs.

This is as said by an informant, Taufiq Hidayatullah, as the secretary of Lhok Bubon village, Samatiga sub-district, West Aceh district, who stated that: 'Currently there is a Teuku Umar kupiah monument and a garden umbrella located at the Lhok Bubon Beach location. The garden umbrella was given by the local government which consists of a seat, a walkway and an umbrella. For this year we are building a swimming pool and will provide a parking lot so that visitors can be more crowded and more organised in leaving their vehicles'. These artificial attractions include various forms of entertainment and recreation designed to attract visitors, making them a major factor in attracting tourists. Conventional development and planning often do not take into account the possibility of tourism to act as a transformative force for local communities (Partanen et al., 2023).

The development of the Lhok Bubon Beach tourist attraction carried out by the village government by carrying out the construction and renewal of artificial tourist attractions at the Lhok Bubon Beach tourist attraction. In addition, the local government also carries out monitoring by examining the condition of existing artificial tourist attractions at Lhok Bubon Beach to determine which areas need to be repaired and planning that must be done in the future. This is done as an effort so that Lhok Bubon Beach can attract more visitors and can have a positive impact on improving the local economy. Tourism has an important role in positive socio-economic contributions to local residents such as economic benefits, cross-cultural exchange, creation of employment opportunities, conservation of historical sites, and improvement of infrastructure (Teshome et al., 2022).

The development of artificial tourist attractions can have both positive and negative impacts. The positive impact is that artificial tourism can improve the local economy, create jobs and generate income for the region. While the negative impact, building artificial tourist attractions needs to be given more attention to environmental impacts that can cause damage to the surrounding nature.

Although Lhok Bubon Beach is one of the attractive tourist destinations in West Aceh, there are still some tourists who do not know the tourist attractions offered at Lhok Bubon Beach. The government needs to promote more deeply about natural tourism attractions, cultural tourism attractions, historical tourism attractions and artificial tourism attractions to tourists to attract more visitors and increase the economic growth of the region, village and local community. Therefore, to promote tourist attractions at Lhok Bubon Beach, it needs to be more cared for, maintained and developed so that it will attract more visitors. Sustainable tourism requires a sense of responsibility without destroying nature and culture and respecting the customs of tourist attractions (Silviana & Mubarak, 2020).

Accessibility

Accessibility is the most significant thing in tourism activities. In tourism activities, various types and services of transport become important access. Conversely, this access is related to transferability, which is the ease of moving from one place to another. The progress of a tour is greatly influenced by the ease of access or ease of visiting. Tourists will feel more comfortable when visiting a tourist attraction if it is easier to access

(Ardiansyah & Maulida, 2020). Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that accessibility at Lhok Bubon Beach has been carried out, but has not achieved maximum results



Figure 9. Google Maps

Source: Research Data (2024)

The ease of finding the location of the Lhok Bubon Beach tourist attraction can be accessed through google maps. Tourists can access google maps using a web browser or mobile device that can be accessed only using the internet network. Google maps can help tourists choose the best route to go to the location that must be passed during the journey to the location. Google maps is used to find a specific route from a certain location and to find the best route to the location. *Google maps* digunakan untuk menemukan rute yang spesifik dari lokasi tertentu dan memperoleh informasi tentang suatu bisnis. *Google maps* tidak sama dengan peta kertas yang tidak ada batasan dalam suatu daerah atau negara. *Google maps* uses a combination of satellite Figurery, user-submitted photos, and streetscape features that make google maps more than just a map (Walalayo et al., 2022). He distance needed to get to the tourist attractions from Meulaboh city centre to Lhok Bubon Beach takes about 30 minutes. In addition, google maps can also help in publicising the charm of Lhok Bubon Beach tourism through the provision of features that include ratings and reviews to be able to see the satisfaction or interest of tourists visiting the attraction.



Figure 10. Directional Signage

Source: Research Data (2024)

Not only google maps, tourists can find the tourist location of Lhok Bubon Beach by using direction boards. In 2023, PPK Ormawa Himadistra Teuku Umar University made a direction board for Lhok Bubon Beach. The existence of a direction board as an important source of information for tourists to assist in finding the tourist attraction of Lhok Bubon Beach. However, the placement of the direction board is in a less strategic place and the size of the direction board is small so that it is covered by the leaves of the trees which makes tourists less aware of it. So that tourists do not have difficulty finding their way to Lhok Bubon Beach, information must be conveyed optimally



Figure 11. Road Access

Source: Research Data (2024)

In addition to the signposts, access to the Lhok Bubon Beach tourist site has been paved. In 2022, the village government asked the Public Works and Spatial Planning Office to pave around 3500 metres of road. However, in 2023, only about ± 250 metres were built and the construction of asphalt roads will continue. This was done in an effort to reduce congestion and make travelling to Lhok Bubon Beach easier. Without adequate road access, it could hamper potential visitation and reduce opportunities for economic growth for the local community.



Figure 12. End of Beach Access

Source: Research Data (2024)

However, there are still obstacles in reaching the end of Lhok Bubon Beach. Access to the end of the beach is blocked by rubbish and beach reefs that make it difficult for visitors to access it. Waste generated from tourism activities can be divided into two types, namely waste generated from tourism activities and waste from the sea (Ashuri & Kustiasih, 2020). The road to access the end of Lhok Bubon Beach is too narrow for large vehicles to pass. This is caused by tides so that rubbish and sea corals block the road. Also, accessing the internet network is still in a less than optimal condition, so it needs to be improved so that tourists and the local community can enjoy a better internet network while on holiday.



Figure 13. Livestock roaming the road and beach

Sumber: Data Penelitian (2024)

In addition, there are also obstacles in reaching the location of Lhok Bubon Beach because some of the surrounding community's livestock roam on the beach and on the streets, making it difficult and unsafe for tourists to leave their food. Qanun gampong Lhok Bubon number 09 of 2021 was issued by the village government on curbing livestock rearing. The village government has given directions to the community to supervise

their livestock so as not to disturb tourists. This is done to create comfort and not endanger the traffic safety of tourists. However, there are some local people who still violate the qanun. The presence of roaming livestock can make tourists uninterested and uncomfortable because of the scattered dirt.

This is as said by an informant, Dedi Andi, as the head of the Rakan Sinaroe Pantai Lhok Bubon tourism awareness group, who stated that: 'In terms of access to the Lhok Bubon Beach tourist attraction, the road should be good and unobstructed. Currently, access to the far end of the beach is rather difficult because only part of the asphalt has been made for about 250 metres. We have applied for a programme to build a ring road at Lhok Bubon Beach, but the name of the government might be slow first. We realise that the necessary funds may not be available. If the road is in place, more tourists may come. Having access to avoid traffic jams at this time is very important.'

And this was added by an informant, Rahmawati as a tourist at Lhok Bubon Beach, who stated that: 'The access road must be tidied up so that when entering the location it becomes smooth and does not shake. Like the current condition, access to the beach is difficult because of the roaming livestock of the community. Livestock should not be released carelessly which makes a lot of faeces on the road and the beach. So that the smell of faeces can interfere when eating. As for accessing the internet network, it is still quite affordable, although sometimes the network is a bit slow. In addition, there is also information through google maps and direction boards although the size is quite small'.

The accessibility of tourist beaches is very important because good and well-maintained roads are a major factor in determining the number of visitors who come. Amenity can have both positive and negative impacts. On the positive side, improved accessibility is the impetus for infrastructure improvements around the beach, such as good roads, information boards and network connections. This can benefit not only tourists but also local communities who use the infrastructure in their lives. On the negative side, the daily lives of local communities can be disrupted by the crowds caused by tourists, making them feel less valued and decreasing their quality of life.

The development of tourist attractions requires easy accessibility to the beach location, so as to increase comfort for tourists who come to visit. accessibility refers to the extent to which travel-related information and transportation services are accessible both physically and virtually accessible physically and digitally by all tourists, regardless of socio-economic status, cultural background, or any physical impairment (Akbar et al., 2024). The ease of accessing tourist attractions is a reason for tourists to return to visit the location. The easier it is to access, the greater the interest of tourists to visit and leave a positive impression. Accessibility at Lhok Bubon Beach is not yet fully optimised, so improvement and support for tourism development is needed.

Amenitas (*Amenity*)

Amenity is a variety of facilities available in tourist destinations that are an important part of meeting the needs of tourists. Every tourist destination can attract tourists with various facilities available at the location. As an important element of every tourist destination, tourist facilities are an important component in the development of tourist destinations (Fifiyanti & Muhammad Luqman Taufiq, 2022). Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that the amenity at Lhok Bubon Beach has been maximised and some have not been maximised.



Figure 14. Public Toilet

Source: Research Data (2024)

Lhok Bubon Beach has public toilet facilities located at 3 different locations. The local government built public toilet facilities in the tourist area of Lhok Bubon Beach. The village government invites the local community to actively participate in carrying out the maintenance and cleaning of public toilets by forming a team that handles the issue of cleanliness of public facilities at Lhok Bubon Beach. This is done to build a healthy and well-maintained environment so as to increase satisfaction for visiting tourists



Figure 15. Mushala

Source: Research Data (2024)

Not only public toilets, but Lhok Bubon Beach also provides mushala facilities located at tourist sites. The local government used APBK funds in 2019 to build a mushala and this mushala is located near one of the village's public toilets. In 2025 the village government made a request to the Department of Tourism, Culture, Youth and Sports related to planning improvements to the mushala so that it turned out to be nicer and more comfortable. This was done as an effort to improve the quality and create a mushala that is comfortable for tourists while performing worship. However, revitalising a mushala requires a complex process, requiring thorough preparation and proper management of funds to achieve the desired goal.



Gambar 16. Souvenir Shop

Source: Research Data (2024)

Lhok Bubon Beach also has a souvenir shopping facility built by PPK Ormawa Himadistra Teuku Umar University. The souvenir shopping place was built in 2023 and operated for ± 4 months at Lhok Bubon Beach. The village government cooperates with the PPK Ormawa Himadistra Teuku Umar University to carry out various micro, small and medium enterprise (MSME) activities at Lhok Bubon Beach. This is done as an effort so that Lhok Bubon Beach can develop micro, small and medium enterprise (MSME) products through the sale of special souvenirs of Lhok Bubon Beach so that they can help economic growth and attract tourists. However, by 2024 the Lhok Bubon Beach shopping centre will no longer be in operation because the local community does not have much time to maintain the shopping centre on a rotating basis.

In addition, landfill facilities at the Lhok Bubon Beach location are still not maximally available. The village government has asked for a rubbish bin several times but to date it has not been provided. Not only that, there is no parking facility so tourists put their vehicles right in front of the canteen. The village government also has plans to establish such a car park in the future. Also, accommodation is not available around the beach due to Islamic law and the condition of the huts at Lhok Bubon Beach is not well regulated.

This is as said by an informant, Eva Nurlaita, Hsb, SP as the head of tourism in West Aceh District who stated that: 'The facilities needed, such as MCK (Bathing, Washing, Latrines), prayer rooms, trash bins, security which automatically must be guarded at each location but return to their respective villages, parking lots managed by shop owners. There is no special car park at the moment because land is needed. Initially, we wanted to make one but because the location is a bit roundabout and the road is not good enough, maybe we will think about it in the future. At the moment we are starting by fulfilling the MCK facilities, and we will try for the parking because it can increase income and security.'

And this was added by an informant namely Teuku Razali as a tourist at Lhok Bubon Beach who stated that: 'The parking location is less organised only in front of the stalls and does not have a special parking space. The government or private individuals should consider the car park that we currently occupy so that it is not chaotic. Along this beach I did not see any information or promotion centre, the mosque is quite far in the middle of this location. They had already taken an entrance fee with a car ticket of Rp 5,000, which is reasonable, maybe the village government already has a qanun, especially since it is being prepared for the construction of a mosque. In addition, there is no accommodation, even if it is available at tourist attractions like this, it must be strictly maintained.'

The amenity of tourist beaches is very important because if the availability of quality facilities is given more attention, it can improve the tourist experience and help tourism growth. The availability of facilities that facilitate tourist activities is an added value for visitors, because tourists feel that their recreational tourism needs are met optimally (Rokhayah & Ana Noor Andriana, 2021). Amenity can have both positive and negative impacts. On the positive side, the availability of amenity reduces unemployment by creating new jobs for local people. On the negative side, an economic crisis or natural disaster that reduces the number of tourists can result in huge losses for local communities that are overly dependent on tourism.

As a tourist attraction, to develop the Lhok Bubon Beach tourist attraction requires the availability of complete and satisfying amenities to achieve the wishes of tourists so that tourists feel comfortable and want to return. Amenities located at Lhok Bubon Beach are not yet available as a whole so various developments are needed. Also, good amenity conditions are very important to increase tourist satisfaction in tourist destinations

Institusi (*Institution*)

An institution is an organisation as a place where people gather to carry out tasks in accordance with the vision and mission of the institution established (Vijayantera & Anom, 2022). Based on the research results of the Lhok Bubon Beach tourist attraction in West Aceh Regency, that those who have responsibility in managing tourist attractions are the village head of Lhok Bubon. As well as, the rakan sinaroe Pantai Lhok Bubon tourism awareness group also has the responsibility to manage and organise it. In addition, the Tourism, Culture, Youth and Sports Office is also responsible for supervising and helping to develop the Lhok Bubon Beach tourist attraction in West Aceh Regency.

An institution does not have the ability to work alone without an established cooperative relationship and support from various parties. Institutions conduct cooperative relationships with certain parties not only to fulfil their needs, but also to develop and improve all aspects. Therefore, to develop tourist destinations, it is necessary to collaborate with each other between other institutions related to tourist attractions so that they can help develop the tourist attraction of Lhok Bubon Beach.

The development of Lhok Bubon Beach tourist attraction with a budget that has been allocated in 2024 amounting to ± 185 million. The village government will propose proposals for the construction of parking lots and box culverts to provide a pleasant experience and satisfaction when visiting Lhok Bubon Beach. The development of the Lhok Bubon Beach tourist attraction aims to reduce unemployment, increase economic growth, preserve nature and promote cultural, historical and artificial tourism. This is done with the aim of advancing the quality of tourist attractions for the better by producing a positive experience so that more tourists will visit the tourist attraction and can increase revenue.

Increasing local revenue has been carried out by the village government and local government through the Lhok Bubon Beach tourist attraction in the form of a canteen managed by the village. At this time, the Lhok Bubon village government is making a swimming pool that can be useful in improving the economy and providing new jobs to the local community. This will reduce the unemployment rate in Lhok Bubon village. The local government also provides solutions to develop human resources by guiding the local community through training so that they have additional knowledge and are able to expand their human resources. Also, the village government hopes to rely on the village budget in the future by inviting and applying outside perspectives to Lhok Bubon Beach.

CONCLUSION

The development of the Lhok Bubon Beach tourist attraction through the 3A + I approach in West Aceh Regency has been carried out but has not achieved maximum results. This can be seen from the first indicator, namely attractions, which are divided into four parts which include, natural tourism

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attractions; the village government has appealed to the community to do gotong royong every time before the holiday to maintain the beauty of natural tourism. Cultural tourism attractions; the village government and the community have maintained cultural values by celebrating customs and local governments together with the rakan sinaroe tourism awareness group have publicised cultural activities into the tourist village network. Historical tourism attractions; the village government together with the local government has renovated the Teuku Umar mosque to maintain historical heritage and many tourists do not know about the historical tour of the Dutch ship due to lack of information. Also, artificial tourism attractions; the village government together with the local government have created artificial tourism attractions and made necessary improvements. Secondly, accessibility; the village government has proposed making road asphalt, issued a qanun that regulates livestock rearing and PPK Ormawa has made signposts that make it easier for tourists to access the location. Third, amenity; the village government has encouraged the community to keep toilets clean, planned to make an application for the revitalisation of the mosque, planned to make a parking lot and PPK Ormawa has established a souvenir shopping place in collaboration with the village government. As well as, the fourth institution; the village government has conducted cooperative relationships with various other institutions related to tourism objects so as to develop the management and improvement of Lhok Bubon Beach tourism objects.

This research was conducted in a limited period of time and with minimal resources, which may affect the amount of data collected and the depth of analysis. Therefore, future research is expected to be carried out with more time and resource support. Suggestions for further research require sustainable tourism development to ensure the preservation of an object for future generations and identify new tourist attractions.

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