

Analysis of Natural Potency and Role of Micro, Small and Medium Business and Local People of Sayang Heulang Beach in the Context of Development of Tourism Region on Southern Garut Coast

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Abstract: Sayang Heulang beach located in Coastal Tourism Region of South Garut. As one of the leading tourist destinations projected by Garut reGENCY, Sayang Heulang should had leverage to attracts travelers. In the past 3 year, the development of infrastructure such as roads and electricity provision has been made but there no impact affecting significantly. According to data obtained from Disbudpar Garut, the highest number of visits is reached by Santolo Beach. It recorded that Santolo reached 300% more visits than the surrounding beaches, especially, Sayang Heulang. Thanks to the image and information access about Santolo that has spread across the Internet through blogs and a variety of popular media. This condition is certainly not a positive thing related to determination of Coastal Tourism Region of South Garut as a tourist destination because people tend to focus on one destination only. Thus the need to do research on the potential of nature and the conditions of the local people at Sayang Heulang Beach. The study use qualitative approach to seeks and explore the potential of nature and society associated with tourism activities by using 7 methods of marketing mix. Data were collected using observation and continued with focus discussion group involving local business, local people and Disbudpar Kab. Garut. Focus discussion group found that there is harmony between the local community's desire and Disbudpar's program as a results. The study also found that Sayang Heulang Beach has a very unique topography such as existence of a small islands, estuaries and exotic grass hill. Another things that occurs is the readiness of infrastructure and tourism community activists in the field of motel and culinary specialty. But all of that not packaged by good promotion, tourism activists still rely on word of mouth promotion traditionally.

Key words: Sayang Heulang, promotion, coastal tourism, micro business, beach

INTRODUCTION

Garut ReGENCY is one area in West Java which has a varied landscape, ranging from mountainous areas in the form of coastline and estuaries. The conditions certainly make a special attraction for people who want to spend their leisure time with nature-oriented travel. One of the tourist areas which recently gain the attention from Tourism Department of Garut ReGENCY is South Garut Coastal Region. This region lies along ±80 km and consists of a range of beach attractions. They are the Beach of Heulang Sayang, Manalusu, Karang Paranje, Gunung Geder, Cijayana, Santolo and Ranca Buaya. The infrastructure that has been prepared to support the programs of coastal tourist region is by building a highway along the coastal regions of South Garut, procurement of electrical networks installation and public facilities such as parking area which is still under construction.

However, the procurement of infrastructure seems to give unsatisfactory results for most of the tourist areas there. Based on data which was collected by Garut Disbudpar, it was recorded that the highest number of visitors in the period of Idul Fitri 2016 holidays, the majority of visits were concentrated on the Santolo Beach while the other beaches received much smaller visits. The comparison of the visitor's number between Santolo and Sayang Heulang even reach 10%.

This condition could not be said to be positive if it is associated with the determination of South Garut region as a tourist destination. Whereas in the area there are at least seven coastal tourist sites that have the potential to be visited by tourists. Therefore, researchers will try to identify the unique aspects of Sayang Heulang Beach both nature and local people who are the instigators of tourism to bring the unique selling point that can be used as featured promotional content to increase the number of tourist visits (Table 1).

Table 1: The visitor data of tourist attraction at South Garut Coasta the period of idul Fitri 2016 holidays

Tourist attraction	Visitors
Santolo	331,841
Gunung geder	30,004
Sayang Heulang	18,572
Ranca Buaya	17,553
Karang Paranje	15,034
Cijayana	6,991
Manalusu	5,953

Disbudpar of Garut Regency in 2016

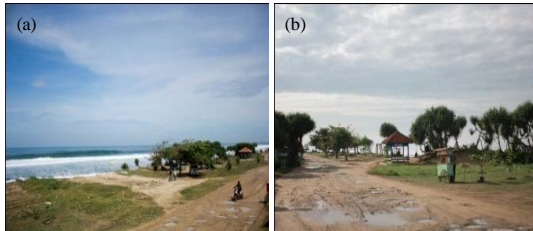


Fig. 1: a) Sayang Heulang East Coast and b) Sayang Heulang West Coast documentation of researcher 2016

Sayang Heulang Beach overview: Sayang Heulang beach is located in Pamengpeuk District Mancagahar Village, Garut Regency. It has about 5 km coastline and it is the longest in South Garut region. Previously Sayang Heulang is a residential area for Army retirement which was initiated by Garut Regent, Taufik Hidayat. Until the beginning of 1975, Sayang Heulang beach was declared as a tourist area (Fig. 1).

The name of Sayang Heulang comes from Sundanese language, “Sayang” which means “nest” and Heulang which means eagle. So, Sayang Heulang is an eagle nesting site. According to locals, at the past, the area is a habitat for eagle but the eagle disappeared due to the act of some people who likes to hunt. The efforts to rehabilitate habitat eagle had been undertaken, including the release of 10 pairs of eagles. However, the efforts did not produce results. In addition, Sayang Heulang also has unique landscape of which there are cave, estuaries, small islands and grassy hills area that is sloping and spacious.

MATERIALS AND METHODS

The research method uses qualitative approach to explore the potential of nature and tourism community instigators as well insight of the elements involved, including local community and Garut Disbudpar. The data were collected through observation, interviews and focus discussion group. Observations were made directly by visiting the research object and recording digital images of Sayang Heulang physical condition and interaction of

businessmen with travelers to get an objective picture of the situation and quality of it. Interviews were conducted to tourists, tourism instigators and the Disbudpar of Garut Regency as the policy makers. Interview to tourists is to gather impressions, experiences, visit motives and resources that trigger the tourists to visit Sayang Heulang beach. Interviews with tourism instigators were conducted to explore business climate factual conditions and expectations for future development. The interview to Disbudpar of Garut Regency aims to find reliable data of Sayang Heulang conditions and the development directions in the future. The latest way was done through a focus group discussion with Disbudpar, groups of businesses instigators and businessmen that aim to explore insight and new ideas among the participants who are related to the development of Sayang Heulang Beach.

The method is descriptive, by using the 7 marketing mix theory. It is aimed to understand the condition better, identify potential and develop appropriate promotional strategies. The 7P marketing mix is the development of McCarthy theory in 1960. The 7P marketing mix element consists of product, place (placement/distribution), price, promotion, physical environment (physical condition), processes and people (society).

After 7P description is obtained, the next process is to identify the most unique potential and it allows to be communicated as what to say element in the promotion content. So, a descriptive form of the existing potential can be gained and the utilization is optimal.

RESULTS AND DISCUSSION

The analysis of 7P marketing mix in Sayang Heulang: It will be presented the analysis of 7P marketing mix which is related to tourism area at Sayang Heulang Beach as follows:

Products: Products are a further study on the commodity condition. Consumers are not only concerned with the functionality in the transaction process but they are also influenced by the product value. Here is the product description of Sayang Heulang Beach.

Sayang Heulang beach is a beach tourist destination in south coastal region of Garut Regency. It is about 85 km from Garut city and 15 km from Pamengpeuk District and 173 KM from Bandung city. The access to Sayang Heulang beach is only road either by private or public transport on 4 wheeled-vehicles. The access road to the beach can be reached from Garut city through Cikajang, the route of Pangalengan is through Cisewu and Sukabumi through the South Shore. In accordance with the natural conditions, Sayang Heulang Beach offers coast natural attractions as a tourist destination main menu.



Fig. 2: a) Sayang Heulang Coral Coast and b) visitor's activity documentation of researcher

Sayang Heulang has unique topography which is spread throughout the coastal region. Based on researchers' observations and Sayang Heulang UPTD exposure, there are at least 4 points tourist area that is currently accessible to the official and it is declared safe. They are:

Coral coast: The western part of Sayang Heulang beach area, is in the form of a rocky coasts cluster and sandy niche. Tourists can play water, search for marine wildlife and at the same time enjoy the natural beauty. Coral Coast also has a massive rocky cliff edge. The tourists make it as photographed area (Fig. 2).

Provided facilities are tires leasing and snack stalls. The physical building is made of wood and booths. Tourists can consume coconut water, instant noodles and various snacks more and enjoy it under the tree with pedestal hall bamboo. The price that is offered varies between stalls, the owner does not display the list of menus with the price. This area can accommodate four-wheeled vehicles of large-size.

Cilaut Ereun Estuary and its islands: This area is located in the eastern most part. It is directly adjacent to Santolo beach tourist area and separated by streams and estuaries. Tourists can do water play activities, look for marine animals and cross the suspension bridge across the estuary towards the small island at the opposite. At this location there is no tire leasing. But tourists can buy various main dishes such as, ox eye, grilled fish and other seafood commodities. As in the Coral Coast area, the price that is offered is also not the same. There are also souvenir stalls that sell clothing and crafts. This area is accessible by four-wheeled vehicle of medium-size, by utilizing the shoreline as parking area.

As for the small island across the estuary offers the sense of nature in the form of small forest and interesting religious tourism. It is said that this island is one of the King Geusan Ulun ruins from Sumedang. According to the locals myth, on certain days which is considered as a



Fig. 3: Cilaut Ereun Estuaries documentation of researcher

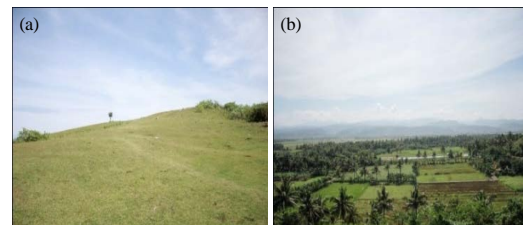


Fig. 4: a) Teletubbies hills and b) the view from the top of the hill documentation of researcher

good day, the estuary offers healing and fulfillment of prayers. This condition can hold many visitors who take time to make a pilgrimage and undertake shower activities in Cilaut Ereun Estuary (Fig. 3).

The available facilities on the island are complete and well organized. There are various kinds of commodities such as food stalls with light meals, main dishes and souvenirs. Stalls are located far from the beach and have forest nuance since it was built under the shade of large trees. Commodity prices which are offered tend to be higher than the price in the beach area because the location is separated by the river and toward Santolo beach we have to use the boat for Rp. 2.000, per person. Public facilities which are available are public toilets and a small mosque.

Teletubbies hills: It is a large sloping hilly area and covered with short grass vegetation. The area offers nature experiences with a view of the ocean and the hills. There are no public facilities or kiosks available. It can be reached with 4-wheeled vehicle of medium-size (Fig. 4).

Goa Heulang: It is located in the Coral Coast area and a large boulder. Formerly, it was one of the nesting place for eagles. In this area visitors can take a photo activity.



Fig. 5: Heulang cave documentation researcher in 2016

Public facilities are integrated with the coral coast areaterletak di area Pantai Karang dan merupakan bongkahan karang yang besar. Dahulu merupakan salah satu tempat bersarang bagi burung elang. Di area ini pengunjung dapat melakukan aktifitas foto. Fasilitas umum yang ada terintegrasi dengan area Pantai Karang (Fig. 5).

In addition to these four areas, Sayang Heulang also offers lodging accommodations and restoration. These facilities are along the coastal areas with the most excellent arrangement which are contained in the central part of the tourist sites. In this area there are specialty classes inn with different categories from lower class to middle class. According to data of Sayang Heulang Kompepar, there are at least 40 units of inns and 8 units of restoration. Management is individual, every inn or restaurant is managed by each resident. Other public facilities such as 16 units of gazebo, 1 unit of watchtowers, 6 units of public toilets, 1 unit of the mosque and 1 unit of in and out heading post. The structure facility is still a land road and street lighting facilities function properly.

By products such as souvenirs and food are also available but they have not been packaged properly. There are even souvenirs that do not represent entities of Sayang Heulang Beach. Such as, clothing souvenirs, the majority of shirts commodities instead represent entities of Santolo Beach. As confirmed in the businessmen, this is due to the lack of training on the production of souvenirs and presentation process. Whereas the businessmen have the hope of exploiting young people in the area to be able to work as well as to support the development of tourism (Fig. 6).

Product overview: Based on the above conditions review of Sayang Heulang Beach, then we got an overview as follows:



Fig. 6: a) One of the Inns and b) road and lighting facility conditions documentation of researcher in 2016

- Sayang Heulang Beach is located in coastal areas of South Garut. Within 85 KM from Garut city and it can be accessed by road through the mountains
- It has 4 distinguished tourist area and each offers a unique travel experience. They are natural attractions such as beaches, hills, estuaries and there is also religious tourism
- Various tourism area can be reached using 2 wheels personal vehicle to 4 wheels large medium
- Nature tourism activities that can be carried by visitors are water playing, swimming, looking for marine wildlife, hiking, crossing the river and camping
- The need for visitor's accommodation can be met through snack stalls, restaurants, inns, mosques, security posts and public lavatories
- Although, it is complete, the quality of public facilities are physically inadequate. Many of these are intangible semi-permanent buildings, so it looks rundown. In addition, the number of public facilities are also inadequate, especially when it is crowded
- Recreational facilities are limited to leasing tires for swimming and 4 wheeled-paddle mopeds which is only 6 units
- Public facilities such as roads are still land roads and street lightings do not function properly
- By products are souvenirs, they do not reflect the uniqueness of Sayang Heulang Beach
- Souvenir products are largely drawn from Santolo Beach region

Price: Price is a study of economic sacrifices that is incurred by consumers to meet the needs of both goods and services (Monroe, 1990; Nishiyama, 2016; Tan and Chou, 2016). Price is relative which means the perceptions about expensive or cheap vary widely by consumers.

The entrance fare is Rp. 5000,-/person with the facilities such as free parking and visitor insurance. The vehicle entrance fare is free. Another price to be paid is consumer of entertainment and accommodation facilities.



Fig. 7: a, b) Souvenir stall condition documentation of researcher

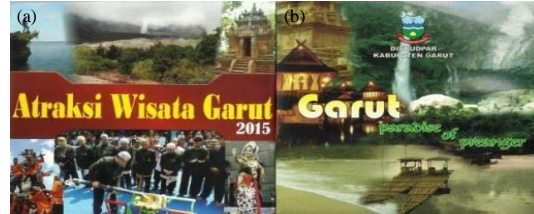


Fig. 9: a, b) Media information provided by Disbudpar of Garut (Disbudpar of Garut)



Fig. 8: a) Facility of villa and b) facility of room rental documentation of researcher

The price is not the same between entrepreneurs. The difference is between Rp. 1000 up to Rp. 2.000. When it is compared with the general market price, the price offered is not too far that it is more expensive around Rp. 3,000-5,000 (Fig. 7).

For main dish commodities, the price offered is also relatively affordable. The price of the most expensive dish is lobster which is Rp. 300.000, per kg, the cost of cooking included but rice excluded. About 1 kg of lobster is enough to feed 4 adults. Other commodities prices such as grilled fish also vary depending on the type and weight of fish. The most expensive price is the red snapper for Rp. 120.000, per kg. For the main commodity is oxeye, it is offered at Rp. 90.000, per kg. As for souvenirs commodity prices are offered with a range between Rp. 45,000-85,000 for clothing commodities and Rp. 20.000-120,000 for other trinkets (Fig. 8).

In addition to the costs mentioned above, there are other things that must be considered by prospective tourists, it is accommodation price, the inns. Because of the place is remote from Garut city and visitor's living area, the visitors who come from outside the region will certainly need Inn. For the price of the Inn very varies, depending on the inn's class. The range of prices for Inn is around Rp. 200,000-350.000, per room per night that can be occupied by a maximum of 4 people. As for cottage or villa of 2-room type, the rate is Rp. 800.000-1.200.000, per night. The lease duration is from 12.00 pm until the next day at 11:50 pm. The facility offered by the inn is a bed room only which consists of a bed, a bathroom and a choice of fan or air conditioner.

Prices overview: Based on the above review, then we got an overview as follows:

- Sayang Heulang Beach offers natural attractions at relatively affordable for the middle class to the upper class
- As for the inn condition does not provide star hotel facilities, the beach is not recommended for the people who want to enjoy luxurious travel
- There is variation in prices between businessmen in offering their products and services
- There are things to get attention for visitors, the Inn cost
- There are external costs factors, the land travel which is relatively in long distance

Place (Distribution channel): The definition of place phrase does not merely mean a location or a product but also includes the market distribution or the market share which is covered by the product or service as well as the channel used (Kotler, 2002; Intan, 2016; Luekveerawattana, 2016). Here is a description of distribution channels at Sayang Heulang Beach.

Sayang Heulang Beach has the access to information about the condition and facilities which are generally provided by Disbudpar of Garut Regency through the deployment of Profile CD about South Coastal Tourism Region in Garut Regency. Unfortunately, it is not so widely known in the community. Additionally, Disbudpar of Garut Regency also accommodates the information about Inn through web site. But the information is still limited to the information that is general and not detailed (Fig. 9).

The provision of information channels through the use of information technology has allowed the wide availability of distribution channels. It is shown from the data obtained by researchers in the field. Based on data of Sayang Heulang Kompepar, the number of domestic tourists who come from outside of Garut Regency has significant amount. Most of them come from Bandung, Jakarta and Cirebon. From the interviews which are conducted to visitors, it was found that before leaving for Sayang Heulang Beach, they are often looking for



Fig. 10: a, b) Board names of business unit documentation of Researcher in 2016

information and trying to get in contact service providers specialty. These contacts are mostly obtained from websites, mainly from travel blog page.

Distribution channels overview: Based on the above review, then we got an overview of the distribution channel in Sayang Heulang Beach as follows:

- To gain experience and service, Sayang Heulang Beach must absolutely be visited
- Sayang Heulang Beach has on line distribution channels which are facilitated by the Department of Culture and Tourism in Garut Regency and self-help visitors based on visit experience

Promotion: According to Baker (2007) promotion is an effort which is made to convey information from the manufacturer or services provider to other party (especially prospective customers) through channel distribution that aims to influence the attitudes or assumptions in order to stimulate the transactions. The efforts to promote, at least are divided into four categories, advertising, sales promotion, information publication and direct marketing (Fig. 10).

Sayang Heulang Beach through Kompepar does not make promotional efforts by using existing distribution channels to public. Distribution channels that are built by Disbudpar of Garut Regency do not have sales goals but they are rather as the effort to attract investors. Entrepreneurs who are in Sayang Heulang Beach are also not doing massive advertising activities. Entrepreneurs only disseminate the information of their business identity by using the name board which includes the business identity and contact number in front of the business location.

Based on the interviews that was conducted to Ulep an inn and restaurant owner, for example, he admitted only rely on the services and provide a phone number as a promotional tool. He thought that if the service is good, then the visitors will be happy and will give a positive testimony to his colleagues on his return from the tour. The new visitors are usually friends or customer's

relative. Viral promotion which is done by visitors is recognized as an effective method of promotion.

Entrepreneurs and Kompepar as the manager actually aware of the promotional activities benefits but it failed to do due to the high cost factor and technical capabilities. They also do not take advantage of the Internet presence as one means of promotion. Entrepreneurs are reluctant to use the internet because of high cost. Besides entrepreneurs also expressed about the limitations of supporting technology mastery such as, techniques to show a good photo, advertising editorial process, to the manner in which it spreads across the internet.

Promotion overview: Based on the review above, an overview which was obtained relating to the promotion business managers and entrepreneurs as follows:

- Kompepar as the manager has not carried out promotional activities by utilizing the existing media
- Entrepreneurs still rely on traditional methods through the information dissemination on word of mouth by providing good service and spread the telephone number
- There is promotional activity in the form of viral over the internet which is made by visitors in a blog testimony
- Promotional activities which are conducted by entrepreneurs in direct marketing and the spread of information in minimal scale

Process: Process is a description of service activities by producers to consumers when making a transaction. This service is a formation of manufacturer image that directly impacts on the level of consumer transactions satisfaction. Based on the definition, the following will be presented the paper on the service process at Sayang Beach Heulang.

Since January 1, 2016, Sayang Heulang Beach was officially managed by Kompepar of Sayang Heulang Beach under Disbudpar of Garut Regency. In the organizational structure, Kompepar was built by one person of Regional Technical Executive Officers (UPTD) which was derived from Disbudpar of Garut Regency. Kompepar serves to take retribution to visitors in the form of tickets, maintenance and development proposal of tourist facilities to Disbudpar of Garut Regency. But in fact, the role of facilities maintenance and facilities development proposal which are made by entrepreneurs who are also as local population. Thus, the function of which is run by Kompepar is just a collection entry fee, there is no other service that can be felt by visitors. Visitors receive direct services through activities and facilities that are directly managed by individual entrepreneurs.

That role is by performing maintenance on the gazebo along the shore that lies around their business place. They also independently maintain the cleanliness and make the beach area around the business place becomes beautiful and well organized. They argue that with good service and comfortable and clean travel environment, it will create opportunities to increase the number of visitors that directly impact on their business activities. One of the services provided is the treatment to a visitor with a family approach style. Entrepreneurs trying to make guests feel comfortable. However, based on observations of researchers, there are still some obstacles: the ways of serving the food, the preparation of inn rooms and the intonation of diction.

In terms of the food serving, it has received less attention in the aesthetic aspects. Entrepreneurs have not had the good hygiene standard. For example, eating utensils such as plates and cups which are used sometimes still have soap on them. In fact, some times the plates which are used are edge-cracked. The servicing way of side dishes also seems not to have aesthetic value. Entrepreneurs often attempt to serve food simply. For examples, herbs grilled fish is served improperly. In fact, sometimes it was found that the fish are incomplete. This condition will affect the visitors' appetite and indirectly also affect transactions.

The inn condition is also not much different, the rooms ground floor are mostly covered by a carpet made from plastic which will be felt sticky when we step on it barefoot. This condition had been complained by some visitors but entrepreneurs often justified by explaining that it is because the salt steam coming from the sea. The room conditions also have problems, including the lack of entrepreneur's awareness to condition the room comfortable visually. We can see on the use of pillow and bed sheets which have different hues and color and mismatched. In addition, insect pests such as tomcat, beetles and spiders are also often found easily in the hospital room.

The diction that is used by entrepreneurs is local dialect, Indonesian which is sometimes inserted by Sundanese. With this condition, for certain, visitors do not feel disturbed, even they are going to feel the atmosphere of a unique tourism. Visitors can be dissolved in an atmosphere that is thick with cultural tourism of Sundanese Coastal. But there are things that still need to be observed which is a style that sometimes uses high and loud intonation. Especially when entrepreneurs make sure the orders to its employees. For some visitors who are unfamiliar with the speaking custom to of coastal communities, they would be surprised by the cry.

In the process of trading, entrepreneurs in Sayang Heulang Beach still use traditional transaction patterns. Consumers can perform bargaining to the commodity price that will be purchased. Time service delivery is also quite fast, the serving of grilled fish, for example, it can be completed within 15-20 min per dish. The types of transactions is limited to cash only. Consumers will get a handwritten bill as the receipt of transactions.

In addition to accommodation and restoration services, the worship and sanitation facilities are also provided with adequate. The mosque condition in prayer area is clean but looks a bit dirty in the toilets and the ablution. The mosque is managed by locals. In quantity, the sanitation available is adequate but not in quality. The sanitary conditions of public toilets along the beach still need to be improved. Some public toilets are managed by Kompepar and others by entrepreneurs. It is charged for Rp. 1000 per use.

Service process overview: Based on the review above, an overview obtained of the process and service managers and entrepreneurs are as follows:

- Sayang Heulang Beach is managed by Disbudpar of Garut Regency through the establishment of Kompepar
- Kompepar as the technical management has not fulfilled the function optimally in service to visitors
- Service to visitors come from the active role of entrepreneurs
- Entrepreneurs still do not have a good operating standards in the services to visitors
- Transactions style applied by entrepreneurs are still traditional
- Communication style of locals can be considered as a potential cultural tourist atmosphere of coastal community. Although, for some visitors the diction can be felt less comfortable

People (participant): Participants are producers or service providers who are involved directly or indirectly during the process of service to consumers. Thus, there are two components in the management of Sayang Heulang Beach, passive components and active components. In the hierarchy, it may be identified the elements of participants involved in the management of Sayang Heulang Beach, including internal and external elements. Internal element consists of Disbudpar of Garut Regency, UPTD Officer and Kompepar of Sayang Heulang. Internal element is indirectly contributing services to visitors in the form of facility procurement policies determination and future development planning (Fig. 11).

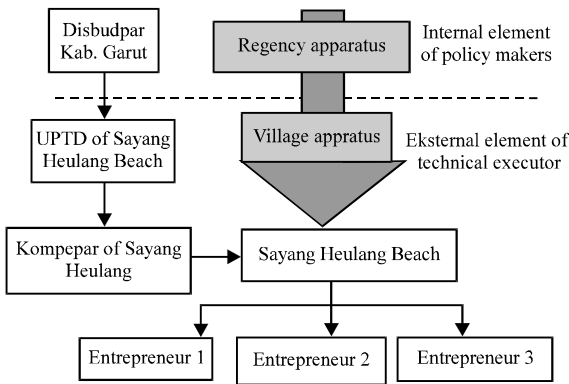


Fig. 11: Management structure of Sayang Heulang Beach

As for the external elements involved in service to the visitors, they act as front liner marketing. This element consists of entrepreneurs that act as the owner of the business units and employees who are mostly family members or relatives. Usually in an inn or a restaurant, the family head role as chairman and employee and his wife or children as employees (Fig. 12).

Process service overview: From the description above, it can be concluded several service overview as follows:

- Management of Sayang Heulang Beach is handled by Disbudpar of Garut Regency through Kompepar of Sayang Heulang which was built by UPTD
- Kompepar of Sayang Heulang consists of elements of local residents and entrepreneur in the Sayang Heulang region
- Kompepar of Sayang Heulang as daily technical executor unit has direct interaction with the visitors in the form of retribution at the counter
- Visitors do not interact directly with the board of Sayang Heulang Beach but with entrepreneur
- Entrepreneurs transact directly with consumers
- Management of business unit is still run by family members

Physical environment: Physical environment is the real conditions related to geography, topography and atmosphere. Physical environment plays a direct role in the process of image formation on sensory stimuli and perceptions of consumers.

As the products description above, Sayang Heulang Beach is a coastal tourism area which has unique and diverse topography. The landscape conditions consist of rocky beaches that are directly related to Indian Ocean. It makes the phenomenon of big waves-scenery as the main attraction. In addition, Sayang Heulang Beach also has



Fig. 12: Entrepreneurs and kompepar of Sayang Heulang documentation of researcher



Fig. 13: The environment of Sayang Heulang beach documentation of researcher

the contour of grass hill known as Teletubbies Hill. Sayang Heulang beach also has the estuary with the current flow which rotates with a small island connected by suspension bridge (Fig. 13).

The atmosphere of Sayang Heulang Beach is still beautiful and natural. There is no activity of heavy industry or other massive which is potentially damaging environmental conditions. The cleanliness of the beach area becomes a priority for entrepreneurs and local residents. On weekdays, the number of visits is relatively low. On holidays, especially the long holiday, the atmosphere turns into a crowd. According to some locals, during the holiday season, the beach will be crowded by visitors. This condition makes the atmosphere quiet and offers privacy to the visitors. Sayang Heulang beach is relatively clean of trash but there are few visitors who still litter although there is dumpster nearby available. The entrepreneurs usually do the clean-up activities around their business place in the morning and afternoon.

When strolling along the beach, the air will feel hot and sticky. This is because the process of greening that

do not run optimally. Some plants which were planted looks dead because of the disruption of farm animals that sometimes seem to roam. The air feels sticky due to the salt steam which come from the waves that are crashing rocks. However, the hot air has been anticipated by Disbudpar and Garut Regent with the procurement of gazebos along the beach. Gazebo's capacity is to accommodate 8 people, its floor is in cement, the halls and pillars are of wood and the roofs are from clay tile.

Physical environment overview: From the description above conditions, it can be several physical environment overview as follows:

- The atmosphere at beaches tends to be quiet on weekdays and has a significant amount of visit on holidays, especially during the long vacation
- The beach cleanliness is noted well by entrepreneurs
- The air is hot and sticky due to the greening process is not maximized
- There are gazebos that can be used freely along the beach

CONCLUSION

From the study of the 7 marketing mix above, at least there are some important things that can be used as promotional content as well the development strategy of the tourism area. They are:

- Sayang Heulang has a unique selling point in the form of varied landscape, it allows tourists to enjoy the atmosphere and the diversity of activities
- Culinary commodities in the form of seafood, especially the Ox-Eye has a sale value if it is utilized properly
- Offering very competitive prices, both in terms of accommodation and other commodities. It is affordable for the middle class
- Locals also have hopes for the development of tourism, they want to develop their potential and business

In general, the physical facilities that have been provided meet the needs of tourists. However, it is also found that the conditions still require the role of various parties, so that the development of tourism area can be further optimized. They are:

- Promotion strategy that has been done by the Government is not optimal because it is limited. The Promotion which is done by entrepreneur is still using traditional methods

- The entrepreneurs do not have the production capability of Sayang Heulang Beach identity, particularly in souvenirs commodities
- The entrepreneurs have not yet developed in terms of tourism commodities packaging visually

SUGGESTIONS

With these conditions, the researchers propose some suggestions. They are: Better cooperation of the stakeholders should be improved in the tourism area of Rancabuaya and Sayangheulang, among Disbudpar, local managers (Kompepar), local entrepreneur and investors. Tourism area of Sayang Heulang needs to have a product that reflects the specificity and in the production process involving local community. This can be achieved through training in the local community. Promotion model needs to be developed that is supported by the concept of visualization which is interesting and shows the uniqueness of Sayang Heulang Beach tourism area by utilizing conventional media and internet-based media.

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