

Analyze of Tourism Potential Tiku Beach Agam Regency as a Marine Tourism Destination

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Abstract. This research aims to identify and map the tourism potential of Tiku Beach, Tanjung Mutiara District, Agam Regency, based on the theory of 4A Tourist Destination Components, namely attraction, accessibility, amenities and ancillary service. Tiku Beach has an attraction for marine tourism, namely in the form of views of the beach and waters with natural coral reefs. The coastal view is unique, still beautiful, white sand with a wide coastline and a fairly sloping contour facing directly to the Indian Ocean. The potential that exists at Tiku Beach can be developed into a superior marine tourism destination. This research uses a qualitative descriptive approach. Data was collected using observation, interviews and literature study methods. Data analysis in this research is inductive, carried out through a process of data reduction, data verification and data presentation. The data that has been collected is then processed and analyzed using descriptive techniques. The research results show that Tiku Beach has the potential to be pioneered and developed into a marine tourism destination. There is still a need to improve each component of the 4A tourist destinations in this area, especially the amenities and ancillary service components. Coordination and synergy of all elements of the tourism pentahelix are needed to accelerate tourism activities at Tiku Beach, Tanjung Mutiara District, Agam Regency.

Keywords: Tourism Potential, Component 4A, Marine Tourism, Tiku Beach

INTRODUCTION

Indonesia has a very wide coastal area stretching from Sabang to Merauke. Indonesia's coastal areas have a lot of potential that can be exploited, such as fisheries, marine, agricultural, energy and tourism potential. West Sumatra as one of the provinces in Indonesia which is visited by quite a lot of tourists, both domestic and foreign, through its regional government is also intensifying the development of the tourism sector as stated in the 2021-2026 Regional Medium Term Development Plan for West Sumatra, all districts and cities in Sumatra The West is expected to develop and cultivate the tourism sector so that it can become a source of income for the region with the aim of improving community welfare [1].

According to [2] West Sumatra Province has tourism potential which is rich in the potential for various natural resources ranging from beaches, mountains, lakes and rice fields as well as plantations which are one of the tourist attractions that make tourists want to visit West Sumatra, in addition to the customs and culture of Sumatra. The West Sumatra also attracts tourists to visit and it is also known for its beautiful sea views. Marine tourism is a type of tourism with special interests that has the potential of natural landscapes such as the sea and coastal areas. Tourists can ride a boat, swim, dive, snorkel, fish, water sports, picnic, and enjoy the sea view [3].

The attraction of marine tourism, if packaged well, will make West Sumatra one of the main tourist destinations in Indonesia. Unfortunately, up to now, West Sumatra is still not on the list of marine tourism destinations with a high number of tourist visits in Indonesia, management and promotion are not good enough. It is suspected to be one of the causes of reduced interest in visiting tourists to West Sumatra. In response to this situation, it is necessary to make improvements to the tourism sector, developing a marine tourism destination that is different from those that already exist must be done in order to increase the interest of tourist visits, to be able to create an attractive marine tourism destination it is not enough to just utilize the natural conditions that already exist today, proper development and packaging must be carried out, because creating a tourism development strategy that is in accordance with the

conditions of a region is expected to be a solution to the problems above.

Based on [4], tourist attractions are explained as anything that has uniqueness, convenience and value in the form of a diversity of natural, cultural and man-made products that are targeted or visited by tourists. According to [5] there are 4 (four) components that a tourist attraction must have, namely, attraction, accessibility, amenities and ancillary service.

Tanjung Mutiara, Agam Regency has beautiful marine tourism and an interesting ecosystem and a beautiful attraction is Tiku Beach. Tiku Beach is one of the marine tourism destinations in West Sumatra with white sand and clear sea water. Tiku Beach is located in the west of Agam Regency which is close to the border of Padang Pariaman Regency. The location of Tiku Beach is also close to Tanjung Mutiara Police, Tiku Market and SMAN 1 Tanjung Mutiara. Tiku Beach also borders directly on the Indian Ocean and includes 3 Nagari (village level), namely Nagari Tiku Selatan, Nagari Tiku Utara and Nagari Tiku V Jorong.

Tiku Beach has an attraction for marine tourism, namely in the form of views of the beach and waters with natural coral reefs. The coastal view is unique, still beautiful, white sand with a wide coastline and a fairly sloping contour facing directly to the Indian Ocean. Here there is an interesting natural phenomenon where there is a lagoon like a swampy lake filled with salt water which is separated from the sea, blocked by beach sand dunes, coral rocks and there are two islands around Tiku Beach, namely Tengah Island and Ujuang Island which are not far away. far from Tiku Beach, apart from that there are also pine trees planted along the beach that grow tall and neatly arranged. Tiku Beach has dozens of traders selling typical culinary delights such as fish salad, peyek, fish head curry rice, shark fish curry and various types of drinks. This Nagari does have a variety of typical coastal culinary tourism, such as fish-based culinary delights. Around the tourist attraction there is also a home industry for salted fish at quite cheap prices.

The potential that exists at Tiku Beach has the potential to be developed into a superior marine tourism destination. All the existing potential is coupled with the support of related stakeholders such as academics, government, entrepreneurs or business actors, and the surrounding community so that they can support the development of marine tourism continuously. However, to make this happen, a tourism development strategy is needed that is adapted to the potential and circumstances.

METHODS

This research uses a qualitative descriptive approach. [6] stated that the qualitative research method is: "A research method based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where is the informan is as the key informan , sampling data is carried out by triangulation (combination) ", data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization." Research data was collected by means of observation, interviews, documentation and literature review. Data sources were selected using a purposive method and were snowball in nature. Primary data was obtained through informants who knew about the tourism potential of Tiku Beach and also based on observations in the field. To support primary data, secondary data is also needed which comes from books and supporting literature needed in this research.

Data analysis in this research is inductive, carried out through a process of data reduction, data verification and data presentation. The data that has been collected is then processed and analyzed using descriptive techniques to describe the information obtained relating to the tourism potential found at Tiku Beach, Tanjung Mutiara District. Next, mapping of the existing potential will be carried out so that recommendations and conclusions will be produced that can be used in developing tourism at Tiku Beach.

RESULTS AND DISCUSSION

Regency, to the west, close to the border of Padang Pariaman Regency. The location of Tiku Beach is also close to Tanjung Mutiara Police, Tiku Market and SMAN 1 Tanjung Mutiara. Tiku Beach also borders directly on the Indian Ocean and includes 3 Nagari (village level), namely South Tiku Village, North Tiku Village and Tiku V Jorong Village.

Tiku Beach has a lot of marine tourism potential in the form of coastal views and waters with natural coral reefs. The coastal view is unique, still beautiful, white sand with a wide coastline and a fairly sloping contour facing directly to the Indian Ocean. Here there is an interesting natural phenomenon where there is a lagoon like a swampy lake filled with salt water which is separated from the sea, blocked by beach sand dunes, coral rocks and there are two islands around Tiku Beach, namely Tengah Island and Ujuang Island which are not far away. far from Tiku Beach, apart from

that there are also pine trees planted along the beach that grow tall and neatly arranged. Efforts to make an area a tourist destination ideally must fulfill 4 main elements in meeting the needs and services of tourists, it's known as the 4A, they are attraction, accessibility, amenities and ancillary service.

Attraction

From the results of the data collection that has been carried out, it is known that at Tiku Beach there are several tourism attraction potentials which are grouped into 3 categories, namely natural attraction, cultural attraction and man-made attraction, as shown in table 1 below:

TABLE 1. Potential Tourist Attractions in the Tiku Beach Area

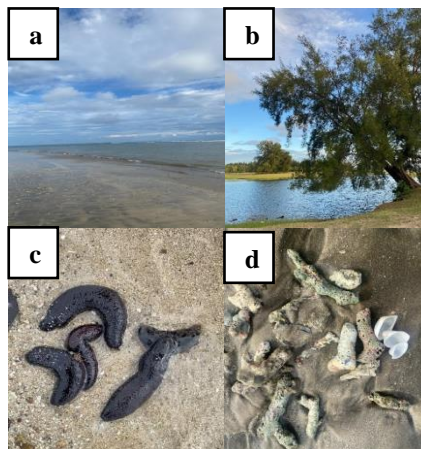
Potential Attractions		
Natural	Cultural	Man-made
1	2	3
<ul style="list-style-type: none"> - Tiku Beach - Langguna or Muaro Mati - Fauna hunting (taripang, baby crab, hermit crabs and shellfish) - small island 	<ul style="list-style-type: none"> - Performance of Silat - Tambua Tansa - Traditional food (shark fish curry, grilled stingray, coral fish curry, sala bulek, and sala rakik) 	<ul style="list-style-type: none"> - Fisherman's Party Event - Children's play area - Electric Bike - Sirah Mosque

Source: Author's Process, 2024

1) Natural Attractions

Based on observations and interviews that have been reduced, the natural attractions at Tiku Beach are adequate. The main attraction of Tiku Beach is the beautiful natural scenery along with the lagoon known as Muaro Mati. This beach has white sand, different from other beaches which have brownish sand, the best place to see the sunrise or sunset, and has two very beautiful small islands called Tangah Island belonging to the Mandailiang tribe and Ujuang Island belonging to the Sikumbang tribe. Tourists who want to visit this island can rent a boat belonging to fishermen at Tiku Beach. Tiku Beach doesn't have too big waves, so tourists can play in the waves.

Tourists can also see and hunt some of the fauna available on Tiku Beach like a clam shell which can be processed into an accessory. And tourists can also hunt for tarpang, hermit crabs or what are called hermit crabs, and baby crabs which are available on the shores of Tiku Beach. Before the pandemic, local people collected taripang, then processed it and exported it to the fields with the target buyers being Chinese. This is intended as an ingredient for medicines that will be consumed by Chinese people. Apart from that, the shape of Tiku Beach from above or on a map of this tourist attraction area resembles a bird's head, this also adds to the uniqueness and attractiveness of Tiku Beach. For tourists who like fishing, tourists can do this when the beach water does not rise over the rocks on Tiku Beach.



Source: Author Documentation, 2024

FIGURE 1. Potential Natural Attractions at Tiku Beach. (a) Tiku Beach, (b)Muaro Mati, (c)Taripang, (d)shell

2) Cultural Attractions

In the Tiku Beach area here are several cultural activities that can be developed for tourism activities. Based on the results of interviews with related informants, there are cultural attractions such as silat performances and tambua tansa on big holidays such as Eid or weekends. Tourists can also have lunch or camp on the island at Pasia Tiku Beach by enjoying culinary mainstays such as sala rakik, sala bulek and coral fish heads, and there are also special tourist interests enjoying culinary curry shark and grilled rays. The culture of buying fish in the morning on the edge of Tiku Beach is also a tradition for the people around the Tiku Beach area.



Source: <https://m.kumparan.com/lidiapratamafebrian/kilas-festival-tambua-tansa-se-kabupaten-agam-sumatra-barat-214B1LYwmaa/4>

- **FIGURE 2.** Potential Cultural Attractions in the Tiku Beach Area. (a)Tambua Tansa, (b) Performance of Silat

3) Man-made attractions

Some of the potential man-made attractions in the Tiku Beach area include the week before Ramadhan, Tiku Beach always holds a Fisherman's Festival event. This series of parties includes an auction of fish caught by fishermen and organs held by local communities, traders, as well as guests or tourists who come. This Fisherman's Party is known as a tradition on Tiku Beach. There is also a play area for children such as a balloon palace, a mini train, toy fishing games in a mini pool and attractions that tourists can enjoy as well as electric bicycle rental. Tourists can bring their children to enjoy the rides available at Tiku Beach. In the Tiku Beach area there is also the Muaro Mati mosque which is used as a religious tourist spot by tourists.



Source: Author Documentation, 2024

FIGURE 3. Potential Man-Made Attractions in the Tiku Beach Area. (a)(b) Children's play area, (c) Fisherman's Party Event, (d) Electric Bike

This can be analyzed that the attractions that Tiku Beach has are natural, cultural and man-made attractions such as beaches that have white sand with beautiful natural views along with the lagoon known as Muaro Mati. The shape of Tiku Beach when viewed from above or on a map of this tourist attraction area resembles a bird's head and there are two small islands. Tourists can hunt for fauna such as talipang, baby crabs, hermit crabs and shells which can be processed into accessories. There are fishing party events and children's play areas held a week before the month of Ramadan and children's play areas, electric bicycles and the Sirah Mosque. On big holidays such as Eid or weekends, tourists can see silat and tambua tansa performances. Tourists can also have lunch or camp on the island at Pasia Tiku Beach by enjoying culinary mainstays such as sala rakik, sala bulek and coral fish heads, and there are also special interest tours by enjoying culinary shark curry and grilled rays. According to [7] Attractions are attractions or tourist attractions that are anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits. Meanwhile, according to [8], the meaning of attractions is that they are able to attract tourists who want to visit them. The attractions in question are attractions of natural beauty.

Accessability

The accessibility available at Tiku Beach is quite good and adequate. There are 4 access roads to Tiku Beach which have different directions and not all 4 access roads to Tiku Beach are smooth, there are also roads which are still under repair and renovation. Furthermore, with the availability of village transportation such as public transportation, and inter-city transportation in the form of minibuses.

Road accessibility to the Tiku Beach location is good and adequate. Access to enter the Tiku Beach tourist attraction also has adequated already, however this access cannot be passed by four wheels vehicle is going in opposite directions. This is because the available access is small. The condition of the footpaths at the Tiku Beach location is still not good, because there are still many roads that have not been concreted so that if it rains, the roads will be muddy and it make tourists feeling uncomfortable while visiting

According to [9] accessibility is the level of intensity of a tourist destination or destination that can be reached by tourists. Accessibility facilities such as roads, railways, toll roads, terminals, train stations and four-wheeled vehicles. According to [10] Accessibility is how someone can reach their destination from their place of origin. whether access is easy or difficult. Tiku Beach's accessibility, namely the highway to Tiku Beach, is adequate. Availability of village transportation such as public transportation and inter-city transportation such as minibuses and alternative roads from Tiku Beach to Muaro Mati lagoon.



Source: Author Documentation, 2024

FIGURE 4. Accessibility in the Tiku Beach Area

Amenity

Based on interviews that have been summarized, the facilities available at the Tiku Beach tourist attraction are complete with public facilities such as places of worship, places to eat, public toilets, parking lots, stages and fields for children's play areas with several types such as house games. balloons, mini trains and fishing toys. The stage facilities are a house measuring 2x1 m which is used during events, inside the room there are dressing rooms and toilets. Currently, the stage facilities are being misused by the public by changing the function of the stage into a private residence. The Tiku Beach tourist attraction also has a typical restaurant where there are side dishes such as

shark fish curry.

The results of the author's observations are that the facilities available at the Tiku Beach tourist attraction are the same as the results of interviews with informants, namely complete public facilities such as places of worship, various kinds of MSMEs. One of the unique foods at Tiku Beach is shark curry, public toilets, Parking lots at every stall, stilt houses and a large field in front of the Tiku Beach sign which is used as a car park and at the end of the field there are children's play rides. You will find that the existing facilities in the Tiku Beach tourist attraction area have not been completely improved.

Tiku Beach's amenities in terms of supporting facilities include special facilities for children's play areas. The public facilities at Tiku Beach are adequate, such as: restaurants, prayer rooms, toilets and rinse rooms. There is a restaurant that is characterized by grilled shark and stingray curry. According to [11] facilities and other services at the destination can consist of travel agencies, restaurants, retail outlets for handicrafts, souvenirs, uniqueness, good security, banks, money changers, tourist information offices, hospitals, bars, beauty spots. Each destination has different facilities, but to serve the basic needs of tourists visiting the destination, they are equipped according to the characteristics of the destination.



Su Source: Author Documentation, 2024

FIGURE 5. Prayer room and toilet at Tiku Beach

Ancillary service

Based on interviews that have been reduced, the Ancillary service or additional services available at the Tiku Beach tourist attraction are only available in a few services, such as the Indonesian Navy rescue post, ATMs (Automatic Teller Machines) Bank BRI and Bank Nagari, and for security Tiku Beach collaborates with the police chief through BHABINKATIBMAS (Bhayangkara Fostering Community Security and Order). It can be said that there are still many additional services must available at the Tiku Beach tourist attraction, such as the absence of ticket counters, service posts, tourist information, health services and beach safety.

The results of the author's observations are that the Ancillary Service available at the Tiku Beach tourist attraction is the same as the results of interviews with informants, namely that there are TNI AL rescue post facilities and there are several ATMs such as Bank BRI and Bank Nagari around the Tiku Beach tourist attraction area.

Ancillary service is an additional service that must be provided by the local government of an area that has a tourist attraction, both for tourists and tourism actors. Services that must be provided include marketing, physical development (railroads, roads, water, electricity, etc.). Providing additional services that can support tourism, such as management institutions, tourist information, travel agents and stakeholders who have a role in tourism [12]. The Ancial Service that Tiku Beach has in terms of Additional Services is the existence of a Navy Rescue Post in the Tiku Beach tourist attraction area and the presence of two ATM machines (Automated Teller Machines) namely from Bank BRI and Bank Nagari. But there is a need for community cooperation with Pokdarwis as stakeholders who have an important role in Tiku Beach as an organization that drives and manages tourism activities in the Tiku Beach area. The commitment of the community in the Tiku Beach area can be a good initiation for developing tourism potential in the Tiku Beach area.



Source: Author Documentation, 2024
FIGURE 6. Ticket Sales Point and TNI Security Post

From the discussion above, it can be concluded that the Tiku Beach area has the potential to be pioneered and developed into a tourist destination in Tanjung Mutiara District, Agam Regency with the concept of developing marine tourism. Of the four tourist destination components that have been analyzed, the tourist attraction component requires creativity from the community who will manage it and the Tiku Beach Tourism Awareness Group as the spearhead of driving tourism activities in this area.

CONCLUSIONS

From the discussion above, it can be concluded that Tiku Beach has the potential to be pioneered and developed into a tourist destination with the concept of developing marine tourism in Tanjung Mutiara District, Agam Regency. Of the four tourist destination components that have been analyzed, the tourist attraction component requires creativity from the community who will manage the existing potential into a series of tourism activities that can provide experiences to tourists who come to visit.

The attraction component of Tiku Beach is very adequate, namely that it has natural, cultural and man-made attractions, such as a beach that has white sand with beautiful natural views along with a lagoon known as Muaro Mati. The shape of Tiku Beach when viewed from above or on a map of this tourist attraction area resembles a bird's head. There are fishing party events and children's play areas held a week before the month of Ramadan and tourists can hunt for fauna such as taripang, baby crabs, hermit crabs and shellfish which can be processed into accessories.

The accessibility component to Tiku Beach is quite good, because it is easy to reach and pass by public and private transportation. It's just that the facilities in the amenities component as supporting facilities for tourism activities still need to be added and equipped so that visitors can feel at home when they come to Tiku Beach. The ancillary service component is sufficient and supported by the existence of TNI AL rescue post facilities, but there needs to be additions such as ticket counters, service posts, tourist information, health services and beach safety. There is a need for community cooperation with the Tiku Beach Pokdarwis as an organization that drives and manages tourism activities in the Tiku Beach Area. The commitment of the community in the Tiku Beach area can be a good initiation for developing tourism potential in the Tiku Beach area. It is best to coordinate and synergize with all elements of the tourism pentahelix (Academics, Business, Community, Government and Media) so that the accelerated development of tourism activities in the Tiku Beach Area can be implemented immediately.

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