



ANALYSIS ON THE IMPACT OF THE DEVELOPMENT OF LAMPUUK BEACH AS THE TOURISM LOCATION IN ACEH AGAINST BUSINESS STRATEGY AND BUSINESS DOERS' WELFARE AND SOCIETY AROUND THE BEACH AFTER 10 YEARS TSUNAMI

Zenitha Maulida^{1†} --- Dewi Rosa Indah² --- Ferdi Nazirun Sijabat³

^{1,3}Faculty of Economics of University Ubudiyah Indonesia, Banda Aceh, Indonesia

²Faculty of Economics of University Samudra, Langsa, Indonesia

ABSTRACT

Lampuuk beach is one of the popular tourism areas in Aceh Besar district. This beach was always full of people came from various place, with the white sand and leafy pine trees became the ideal place to detach the exhaustion, untill one day the Lampuuk beach destroyed by the tsunami in 2004. The tourism development of Lampuuk Beach post 10 years after tsunami and Aceh Peaceful Agreement rapidly raises comparing before tsunami, it is developed by increasing the number of the cottages in the hill area, the restaurants offering many kinds of seafood cooked as tourists request, small huts face to the sea and have white sand, banana boats, other supporting infrastructures for the tourists so that they can feel comfortable and will come back to Lampuuk Beach. The research object is to find out the strategies used by the district government in developing Lampuuk Beach Tourism in order to improve the prosperous of the business implementer and society around the beach after 10 years of tsunami. The methodology used in this research is descriptive qualitative. The research results show that there are some strategies used such as area development strategy, tourism object and interest development strategies, promotion development strategy, and infrastructure development strategy. By being implemented these strategies, it is expected that can answer all the challenges of the business strategy to develop Lampuuk Beach Tourism in order to improve the prosperous of the business implementer and society around the beach after 10 years of tsunami.

© 2015 AESS Publications. All Rights Reserved.

Keywords: Business strategy, Welfare, Development, Business doers', Society, Tourism, Lampuuk beach.

† Corresponding author

DOI: 10.18488/journal.2/2015.5.7/2.7.349.356

ISSN(e): 2223-1331/ISSN(p): 2226-5724

© 2015 AESS Publications. All Rights Reserved.

Contribution/ Originality

This study contributes in the literature of business strategy and uses descriptive analysis. This Study is new formula and one of studies of business strategy on Lampuuk beach tourism. The paper's primary contribution is finding that there are 4 strategies used to develop Lampuuk beach tourism after 10 years tsunami.

1. INTRODUCTION

Nanggroe Aceh Darussalam, or now known as Aceh, has many tourism potencies that can be developed as the economic development locomotive that has high value. The tourism sector becomes one of the capitals that have to be exploited optimally to increase the community prosperous. There are many tourism direction places offered in Aceh, and the most popular is the coastal tourism. The huge disasters, strong earthquake and tsunami, had occurred in Banda Aceh on 2004, on the December 26th. Some coastal areas were disappeared. 10 years after tsunami, Aceh has risen from the ground. The tourism factor becomes more popular and full by the domestic or international visitors. It can give the big contribution for the business opportunity and also improve the surrounding community prosperous.

One of the most popular tourism areas in Banda Aceh is Lampuuk Beach; it becomes one of the interesting recreation places, because located in the strategic area. It is 16 km from Banda Aceh and the street toward the area is wide enough so that easier to be visited by the tourists. Lampuuk Beach is fully visited by the visitor both domestic and international everyday to look and observe the beautiful natural panoramic, and it is more beautiful in sunset time, it will show the beautiful blue sea with the white sand surrounding. Lampuuk Beach has become the tourism place before but it had not been recognized well yet by the general community, no many tourism facilities and infrastructures were available, when tsunami occurred on 2004, these coastal areas were also destroyed by the tsunami wave and they were one of totally destroyer places. Many houses destroyed because of the huge disaster, much assistance and aid came. One of the assistance is given by the Turkish Government to Aceh Community especially in Lampuuk Village such as the houses to replace the broken houses. These houses give the positive impact to this area.

Day by day, month by month, year by year, the Lampuuk Beach that is used to destroying become changing and become one of the tourism direction and recreation places that visited by many people, many activities can be done by the visitors in Lampuuk Beach. There is also a beautiful natural cave can be visited there. Now Lampuuk Beach has been facilitated by many facilities. We can find small food court, restaurants, cottages, football field, small mosque, and camp area. To visit Lampuuk Beach can be by the car or general transportation. Lampuuk Beach lays from the north to the south, sandy beach and located in the bay, so it is suitable to be the family recreation place, such as for swimming or only enjoying the beauty panoramic. It is also suitable for some water sports such as banana boat, surfing, because the wave is good for surfing.

Lampuuk beach is special, because we can enjoy many facilities here such as cottages, playing ground, small mosque, toilet, leafy hut, small food court, and others. All the facilities cause many visitors came to Lampuuk Beach. The end part of Lampuuk Beach is looked exotic because it borders with the steep and high hill. The blue sea integrated with the blue sky. The green trees

increase the beauty of this beach, especially if enjoying in the sunset time. Many people say that Lampuuk Beach is similar with Bali. Many tourists visit this place.

There is also a luxurious white mosque near the beach, it is the only one building that not destroyed by tsunami on 2004 and it is determined by the government as the tsunami tragedy monument. This mosque located near the housing complex of tsunami assistance houses that were given by Turkish Government. Natural panorama in Lampuuk Beach and all the facilities offered after 10 years tsunami are expected to be the business opportunity to improve the community prosperous.

There are many reasons why the tourism sector becomes the most priority in building and developing an area, it is because tourism industry relates to inter sector activities. Such as in Lampuuk Beach, inter sector businesses develop well like restaurant or food court, the various services such as cottages, parking area, float rental, banana boat. All the business can improve the surrounding community prosperous, create new jobs and need many employees. In other word, Lampuuk Beach Tourism has made the business implementers and especially the surrounding community has felt many positive impacts and also improving the prosperous to the business implementers and community living around the beach.

This research discusses about tourism development impact of Lampuuk Beach to the business strategy applied to improve the prosperous of the business doers' and society around the beach post 10 years of tsunami in Banda Aceh.

2. LITERATURE REFERENCES

Some researcher were conducted before such as :

1. [Kurniyati \[1\]](#) researched about tourism development strategy of Kartini Beach in Jepara District summarizing some conclusions. The government has 4 strategies in developing tourism in Kartini Beach which some strategies has succeeded in the realization but the government faced some obstacles in the implementation such as physical condition: the constrain of the environmental capacity support because there are some villages around tourism object areas so that the community easily came in and come out to the area, the condition causes the less comfortable and the beauty of Kartini Beach. The type of the beach doesn't support, because there is no wide sandy beach area so that the location is less interesting to playing and swimming. The limitation of surrounding community awareness in taking care of the comfortable and cleanness of the area, Lacking of government tourism promotion. The next obstacle is development condition such as: lacking of healthy facilities like the proper garbage bins. Not all the facilities operate, so that the visitors feel not satisfied with all of the facilities in Kartini Beach, many small seller are not well organized, so that disturb the traffic lane. Many of the facilities are broken because the visitors don't have awareness in taking care of and no officers to tookcare all facilities. There is also the obstacle from Historical and Tourism Government Agency of Jepara District in implementing the development strategy. Lacking of funding, because no investor from private sector. The less leaflets distribute to the general community. Lacking of community awareness in taking care of the natural conservation.

2. [Iyangjaya Admesia \[2\]](#) researched about tourism marketing strategy in Jepara District, that resulted some conclusions such as marketing strategy implemented to improve this tourism sector including many tourism sector advantages like many tourism locations can be visited, the cheaper price, the cooperation between government and private sector by conducting annual festival to gather many tourists. The obstacles and solutions found to improve the tourism sector in Jepara District is related with the human resources, facilities, and lacking of the promotion in introducing the tourism of Jepara District. The solution given that related to human resource is human resource capacity building in tourism sector, related to the facilities improvement is increasing the facilities in the tourism object location and promotion by the annual festival. The roles has been done by the cultural and tourism government agency summarized in strategic planning and had succeed to be implemented by cultural and tourism government agency of Jepara District are tourism object and interest development strategies, and infrastructure and tool development strategies.
3. [Irianto \[3\]](#) researched about the tourism impact to the social life and community economic impact in Gili Trawangan, Pemenang Sub District, and North Lombok District. The results summarized that the tourism activity gave the impact to the surrounding areas both the positive and negative impacts. The positive impact showed that there is the increasing of economic income of the surrounding community. Comparing outside of Gili Trawangan, the neto income of the juice seller is 400 thousand per day and coachman of Cidomo is 180 – 200 thousand per day. We can mention that with the education level that not graduated from the elementary school and the capability speaking English and understanding the English conversation, they can get much money for their family need and also saving. These tourism activities also increase the district government income so that these activities have to sustain to gather the interest of the tourists especially the international tourists. These tourism activities also gave the negative impact to the surrounding area especially the decreasing of the culture value of the surrounding community because they prefer imitating the international tourists habit that not suitable with the surrounding culture.

3. DISCUSSION

This research is located in Lampuuk Beach on Aceh Besar District. The research object is analysis of the impact of the tourism development in Aceh Lampuuk Beach through business strategy to improve the prosperous of the business implementer and the society around the beach after 10 years of tsunami. This research uses the descriptive/case study as the methodology. It use the qualitative research is because the theory not apply straightly in this research process, the concepts using in the theory is flexible and only giving the direction by [Sarantakos \[4\]](#)

Coastal tourism is one of the tourism potential that integrated managed (*one stop coastal tourism*). It refers to sustainability tourism principles based on the agreement of *Pacific Ministers Conference on Tourism and Environment* in Maldivest in 1997 consisting local prosperous, jobs creation, natural resources conservation, maintenance and improvement of inter generation live quality in prosperous distribution. According to [Akil \[5\]](#) “The Sector Policy Implementation in

sustainable tourism development from spatial perspective”. *The One stop coastal tourism* can be used as district tourism policy strategy in improving the prosperous, live quality and coastal community that optimize the poverty reducing in Indonesia Coastal Community. Coastal tourism management has to empower the community in order to create the sustainability of the natural environmental.

According to Wahab [6] tourism has an abstract character, such as an indication describing people travelling to their own country (domestic tourism) or travelling abroad or to other country (international tourism). The travelling process affects the interaction and relation; understand each other, feeling, perception, motivation, pressure, satisfied, enjoyable, and others among group members or each person. Tourism consists of three elements; they are human (as the actor of the tourism activity), place (as the physical aspect including the activity) and time.

Tourism is the important factor in economic development of a country, because it encourages the development of some national economics such as: a) improving economic activity as the consequence of building or developing the infrastructures to community in improving their economic activities. b) Improving the hotel and restaurant industries. c) Improving the demands of souvenirs (creative economic). d) Accelerating the economic rotation and enlarging employment absorbed [6].

Lampuuk beach is one of the popular tourism areas in Aceh Besar district before tsunami occurred in 2004, this beach was always full of people came from various place, with the white sand and leafy pine trees became the ideal place to detach the exhaustions. After 10 years of tsunami, Lampuuk Beach recoveries and shows the better improvement in the tourism facilitated offered to the visitors. These improvements give the positive effects to the surrounding community economic improvement.

In line with the strategy concept, strategy management also has to develop as good as its historical journey, both in profitable and non profitable organizations. One mentioned that management strategy is “process or combination of decision making activities that is basic and comprehensive, completing with the ways to operate, made by the top management and implemented by all members in the organization to reach the objectives” [7].

3.1. Strategy Development

The definition of the development is the effort to increase the technical, theory conceptual capabilities and staff morality appropriate with work need/position through the education and training. The objectives of the tourism area development:

- a. Improving the roles of the district and private sector in tourism development.
- b. Enlarging the positive impact of the development
- c. Easier in controlling the environmental impact.

The concept of tourism area development is developed from a need of an area in improving the function and role in managing tourism, social life, economic, culture, education, and community prosperous. By developing the tourism areas, it is hoped that the tourism area can develop as maximal as supposed to. From the various meaning of the development, can be summarized that the definition of the “development” word is a process, method, or action to improve or enlarge or become more.

The surrounding community is clever enough to observe the existing business opportunity, they open the small shop offering roasted fish and other roasted seafood with the small hut facing to the sea, the small seller selling snack and special fruit from the area such as *keranji* (the traditional fruit), renting the equipment such as banana boat, cottage in the hill, until the parking area that can be the business opportunity to the community.

In order to develop Lampuuk Beach Tourism, there are some strategies can be applied to improve the prosperous of the business implementer and surrounding community [1] they are:

1. Area Development Strategy

This strategy emphasizes on cooperation and coordination between the district government and business implementer to develop the tourism area that never thinking before to be modified such as by increasing with the playing ground, hotel, and restaurant so that there are many places area in Lampuuk Beach can be visited by the visitors. The guarantee that the place is save enough become the main factor in the investment. Aceh Peaceful Agreement also can excite the investor interest and tourism developer to invest the capital in tourism sector.

2. Tourism Object and interest Development Strategies

This strategy emphasizes on the effort of the government in creating Lampuuk Beach become the most popular coastal tourism in Banda Aceh and surrounding areas, Such as by resurrected Seulawah Golf Field with the sea background which beauty of the field only had become a sweet memory now. Also offering many fun activities such as banana boat, building the more cottages with the achievable prices with the good quality so all the visitor both international and domestic can enjoy and suitable with their pockets. The government also has to approach the community around the beach and gives the awareness to take care the natural resources in Lampuuk Beach tourism area.

3. Promotion Development Strategy

To gather the tourists, one of the methods is promoting the product or tourism object widely. Many programs can be conducted in the promotion activities such as Kite Festival in Lampuuk Area, this festival was followed by 11 countries, and this event was one of the Visit Banda Aceh 2011 Programs. Government can conduct the event routine annually to capturing more visitors to Lampuuk Beach Tourism and this method can impact and improve the prosperous to the business implementer. During this time, promotion only story from person to another person or based of people experiences only (word of mouth strategy), after coming to Lampuuk they tell about the beauty of Lampuuk and recommend others to visit. By the development of technology, many people write about the beauty of Lampuuk Beach as unforgettable experiences after visiting it and post it in the internet. This also becomes one of the cheap promotion methods for Lampuuk Beach Tourism.

4. Infrastructure and Tool Development Strategies

The government routine develops the infrastructure and tool in Lampuuk Beach so that the amount of domestic international tourists will increase day by day, including transportation to the tourism areas. The existing infrastructure in the Lampuuk Beach areas are available such as clean toilet, small food court, many rubbish bins, cleaning service officers, cottages. There is also a luxurious white mosque, it is the only one building that not destroyed by tsunami on 2004 and it is

determined by the government as the tsunami tragedy monument. This mosque located near the housing complex of tsunami assistance houses that were given by Turkish Government.

The above strategies are expected can be more implemented as the basic of the business strategy to answer all challenges in developing Lampuuk Beach Tourism to improve the tourism business implementer and surrounding community prosperous.

4. CONCLUSION

Based on the discussion, we can gather some results, such us:

1. Tourism development of Lampuuk Beach after 10 years of tsunami and after Aceh Peaceful Agreement rapidly raises comparing before tsunami, it is developed by increasing the number of the cottages in the hill area, the restaurants offering many kinds of seafood cooked as tourists request, small huts face to the sea and have white sand, banana boat, other supporting infrastructures to the tourists so that they can feel comfortable and will come back to Lampuuk Beach.
2. This Business strategy is implemented by the government to improve Lampuuk Beach Tourism Sector that has much superiority such as the beautiful view of beach, many tourism areas can be visited in Lampuuk. The government takes the important role in promoting Lampuuk Beach Tourism by conducting Kite Festival in Visit Banda Aceh Year 2011 Program to gather both domestic and international tourists.
3. Area development strategy; Tourism object and interest development strategies; Promotion development strategy; and infrastructure development strategy are expected can answer all the challenges of the business strategy to develop Lampuuk Beach Tourism to the prosperous of the business implementer and society around the beach after 10 years of tsunami.

5. SUGGESTIONS

Based on the conclusion, we can gather some suggestions, such as:

1. The result of the research shows that the tourism development of Lampuuk Beach is rapid. The district government has many contributions and responsible in promoting the area by organizing some annual events in Lampuuk to interest the tourists. All efforts can increase community prosperous and income around the area to be better day and day. The government also can collaborate with the private investor in introducing Lampuuk Beach Tourism Object.
2. The district government supposes to have approach, attention and discussion with the surrounding community in Lampuuk Beach to realize them that they have the same responsibility to take care the cleanness and the good situation in conserving Lampuuk Beach.
3. The district government and the community have to consistent in applying the strategies to develop the Lampuuk Beach Tourism.

REFERENCES

- [1] Z. Kurniyati, "Puji Astuti, Wiwik Widiyati, Tourism Development Strategy of Kartini Beach in Jepara District," *Journal of Politic and Government Studies*, vol. 2, pp. 456-466, 2007.
- [2] P. Iyangjaya Admesia, "Reni Windiani, Sulistyowati, Tourism Marketing Strategy of Jepara District," *Journal of Politic and Government Studies*, vol. 2, pp. 101 - 115, 2011.
- [3] Irianto, "Tourism impactto the social live and community economic in Gili Trawangan Pemenang sub district, North Lombok district," *Business and Entrepreneur Journals*, vol. 7, pp. 188-196, 2011.
- [4] S. Sarantakos, *Social research*. South Moulbourne: Mac Milan Education Australia Pty Ltd, 1993.
- [5] S. Akil, "Sectoral policy implementation in sustainable tourism development from spatial perspective." Available <http://www.penataanruang.net/taru/Makalah/DirjenPR-pariwisata.pdf>, 2003.
- [6] S. Wahab, *Tourism management*, 3rd ed. Jakarta: Pradnyaparamita, 1996.
- [7] N. Hadari, *Strategic management*. Yogyakarta: Gadjah Mada Pers, 2005.

Views and opinions expressed in this article are the views and opinions of the authors, Journal of Asian Scientific Research shall not be responsible or answerable for any loss, damage or liability etc. caused in relation to/arising out of the use of the content.