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COASTAL POTENTIAL GOVERNANCE FOR TOURISM DEVELOPMENT IN TIKU SELATAN, TANJUNG MUTIARA DISTRICT, AGAM REGENCY

POTENSI PESISIR UNTUK PENGEMBANGAN PARIWISATA DI TIKU SELATAN KECAMATAN TANJUNG MUTIARA KABUPATEN AGAM

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Abstract

This study aims to analyze the potential of the coastal area of Tiku Beach and formulate management strategies to support optimal and sustainable tourism development in Nagari Tiku Selatan, Tanjung Mutiara District, Agam Regency. The study employed a descriptive method with a qualitative approach, supported by quantitative data obtained through questionnaires. Data were collected through observation, interviews, documentation, and a literature review. Informants and respondents were selected using purposive sampling, while data analysis was conducted descriptively through the stages of data reduction, data presentation, and conclusion drawing, followed by a SWOT analysis to identify the internal and external factors of the area. The results show that Tiku Beach has significant potential, including a sandy and gently sloping beach, ocean views and sunsets, mangrove ecosystems, traditional fishing activities, local culture, and seafood-based culinary products. Coastal area management has involved the local community, the nagari government, and the Tourism Awareness Group (Pokdarwis), but still faces limitations in facilities, cleanliness, tourism promotion, institutional capacity, human resource quality, and coordination among stakeholders. The SWOT strategy is directed toward the development of nature-based, cultural, and educational tourism; improvement of facilities and accessibility; digital promotion; strengthening institutions and partnerships; and environmental protection to address coastal abrasion, pollution,and excessive development.

Keywords : Governance, Coastal Potential, Sustainable Tourism, Tiku Beach, SWOT Analysis.

Abstrak

Penelitian ini bertujuan untuk menganalisis potensi kawasan pesisir Pantai Tiku dan merumuskan strategi pengelolaan guna mendukung pengembangan pariwisata yang optimal dan berkelanjutan di

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Nagari Tiku Selatan, Kecamatan Tanjung Mutiara, Kabupaten Agam. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif yang didukung oleh data kuantitatif dari kuesioner. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan studi pustaka. Pemilihan informan dan responden dilakukan menggunakan teknik purposive sampling, sedangkan analisis data dilakukan secara deskriptif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, yang dilanjutkan dengan analisis SWOT untuk mengidentifikasi faktor internal dan eksternal kawasan. Hasil penelitian menunjukkan bahwa Pantai Tiku memiliki potensi yang signifikan, antara lain pantai berpasir dengan kemiringan landai, pemandangan laut dan matahari terbenam, ekosistem mangrove, aktivitas nelayan tradisional, budaya lokal, serta produk kuliner berbasis hasil laut. Pengelolaan kawasan pesisir telah melibatkan masyarakat setempat, pemerintah nagari, dan Kelompok Sadar Wisata (Pokdarwis), namun masih menghadapi kendala terkait fasilitas, kebersihan, promosi wisata, kapasitas kelembagaan, kualitas sumber daya manusia, dan koordinasi antar pemangku kepentingan. Strategi SWOT diarahkan pada pengembangan wisata berbasis alam, budaya, dan edukasi; peningkatan fasilitas dan aksesibilitas; promosi digital; penguatan kelembagaan dan kemitraan; serta perlindungan lingkungan untuk mengatasi abrasi pantai, pencemaran, dan pembangunan yang berlebihan.

Kata Kunci : Tata Kelola, Potensi Pesisir, Pariwisata Berkelanjutan, Pantai Tiku, Analisis SWOT.

1. INTRODUCTION

Indonesia, as an archipelagic country, possesses substantial coastal and marine resources with significant potential to support economic development, including the tourism sector. Coastal areas not only provide natural resources but also possess cultural richness, local wisdom, and community activities that can serve as tourism attractions. Therefore, the utilization of coastal areas needs to be directed toward sustainable management so that economic, social, and environmental benefits can be maintained in a balanced manner (Lasabuda, 2013). West Sumatra Province has coastal areas with considerable potential for development as tourism destinations. One sucharea is Tiku Beach, located in Nagari Tiku Selatan ,Tanjung Mutiara District, Agam Regency.Tiku Beach features a relatively long and gently sloping coastline, open ocean views, coastal ecosystems, traditional fishing activities, local culture, and seafood-based culinary products. These potentials can be developed into nature-based, marine, cultural, and educational tourism if supported by well-directed destination management.

Destination development can not relysolelyon attractions. Buhalis (2000),through the 6A concept, emphasizes the importance of attractions, accessibility, amenities, accommodation, activities, and ancillary services. In the context of Tiku Beach, the results of the thesis research indicate that several of these elements are already available, although some remain atanearly stage and require improvements in both quality and management. Further more,the existence of the Tourism Awareness Group (Pokdarwis) demonstrates institutional capacity and community participation that can be further developed. The main problems identified include sub optimal planning and spatial arrangement of theare a, limited supporting facilities, environmental cleanliness, tourism promotion, human resource quality, and coordination among stakeholders. The utilization of coastal space is also not yet fully supported by clear zoning between tourism areas, fishing activities, public spaces, and areas that require protection. These conditions indicate that tourism development at Tiku Beach requires a governance approach involving the government, local communities, Pokdarwis, business actors, and other relevant stakeholders.

Based on these conditions, this study addresses two main issues: (1) what is the potential of the Tiku Beach coastal area for tourism development; and (2) what management strategies can be implemented to optimize and sustainably develop the coastal potential of Nagari Tiku Selatan based on SWOT analysis. The objectives of this study are to identify the coastal potential of Tiku Beach and formulate effective, participatory, and sustainable management strategies.

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In practice, the implementation of these principles in many regions, including Agam Regency, has not yet been fully effective. Therefore, an academic study is needed to provide an overview of the current condition of coastal potential governance at Tiku Beach, while also formulating appropriate strategies for its development as a community- and environmentally-based tourism area. The World Bank (2009) also emphasizes that good governance is a fundamental foundation for coastal area development, as it ensures transparency, accountability, effectiveness, and equity in public decision-making.

2. RESEARCH METHOD

Research Location

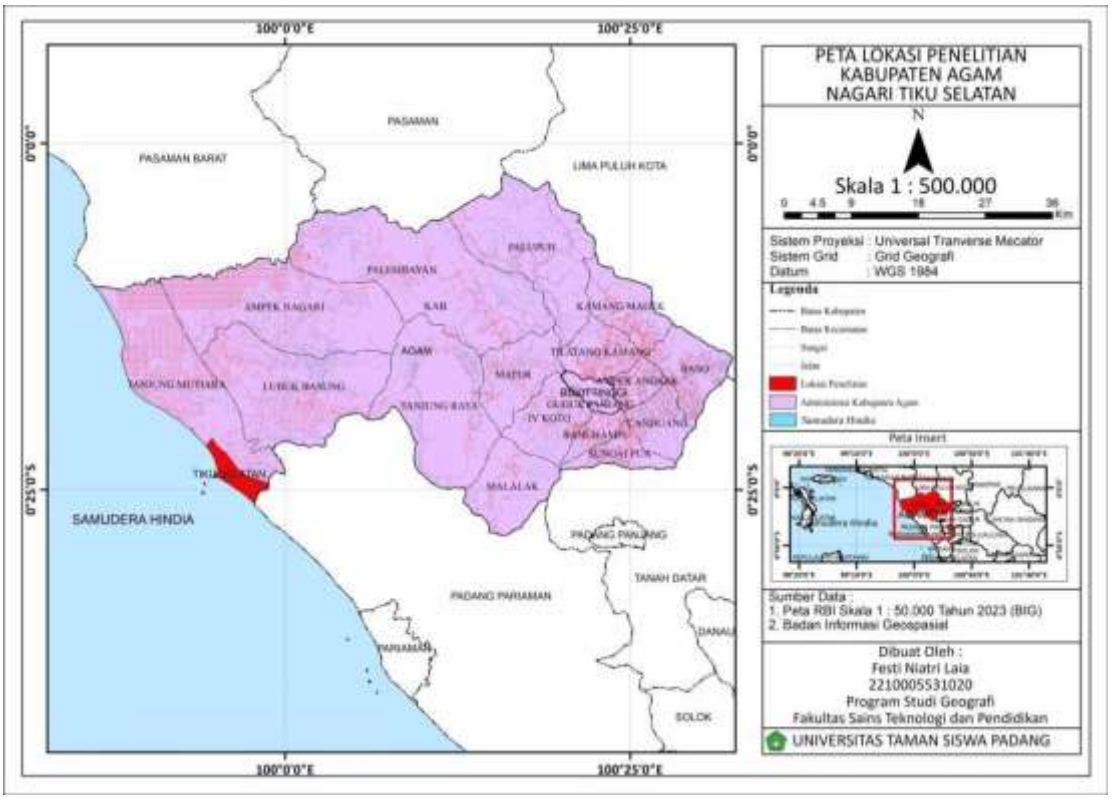


Figure 1. Research Location Map

Research methodology refers to the scientific approach used to obtain data (Sugiyono, 2018). This study employs a qualitative research method with a descriptive approach. A qualitative approach was selected because the data collected consist of words, narratives, interview findings, observations, and documents. This approach enables the researcher to obtain an in-depth understanding of the phenomena under investigation based on information gathered from participants and field observations.

This research was conducted at Tiku Beach, Nagari Tiku Selatan, Tanjung Mutiara District, Agam Regency, West Sumatra Province. This location was selected because it has coastal potential in the formof beach scenery, coastal ecosystems, fisheries resources, aswell as social and cultural activities of the local community that support the development of marine tourism. Administratively, Tanjung Mutiara District is bordered by Pasaman and West Pasaman Regencies to the north, Padang Pariaman Regency to the south, the Indian Ocean to the west, and LubukBasung and IV Nagari Districts to the east. The district covers an area of approximately 205.73 km².

This study employed adescriptive method with a qualitative approach. This approach was selected because the research focuses on describing the conditions of governance, coastal potential, community activities, and tourism development issues based on field data. The research data consisted

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of observations, interviews, documentation, and supporting data obtained from a literature review. Questionnaires using a Likert scale were also employed as supporting data to assess governance, sustainable management strategies, community participation, and tourism conditions. The research location was the coastal area of Tiku Beach in Nagari Tiku Selatan, Tanjung Mutiara District, Agam Regency. The research population included coastal communities, tourism business operators, and visitors in the beach area. The sample was selected using purposive sampling based on the informants' relevance to tourism governance and development. The thesis recorded a total of 30 respondents, consisting of representatives of the government/nagari administration, local communities, business operators, Pokdarwis (Tourism Awareness Group), and tourists.

The selection of these samples was based on the relevance of the information they possess regarding the governance of the coastal potential of Tiku Beach in supporting tourism development in Agam Regency. Several researchers estimate that between 10 and 50 participants are sufficient, depending on the type of research and the research questions (Creswell, 2018).

Data analysis was conducted descriptively through the three stages of the interactive model proposed by Miles and Huberman (1994), namely data reduction, data presentation, and conclusion drawing. The reduced data were presented in the form of descriptions and tables. Subsequently, SWOT analysis was employed to identifyinternal strengths and weaknesses as wellas externalopportunities and threats.The identified factors were then combined in to SO, WO, ST, and WT strategies as a basis for formulating management strategies for Tiku Beach.

3. RESULT AND DISCCUSSION

Coastal Potential of Tiku Beach

Tiku Beach has physical characteristics that support coastal tourism development. The beach has a gently sloping profile, a relatively wide sandy area, and an elongated coastline facing the Indian Ocean. These conditions allow for family recreation, walking along the beach, enjoying ocean views, and engaging in light marine tourism activities. The sunset panorama is also a visual attraction that can be developed as part of the tourism product.

In addition to the beach and ocean panorama, the area has coastal ecosystems such as mangroves, seagrass beds, and marine biota that can support educational tourism and ecotourism. The presence of traditional fishing activities is also an attraction because it provides visitors with a direct view of the social and economic life of coastal communities. Activities such as learning about fishermen's livelihoods, fishing activities, and theprocessing of catches have the potential to be packaged as tourism experiences. Social and cultural potential represents an additional strength. Coastal communities possess activitiesand local wisdom that can be integrated into cultural tourism. The thesis also identified local cultural traditions such as Randai, Tabuik, and Basapa as potential cultural attractions. Seafood-based culinary products can be developed as local economic products while simultaneously enhancing the tourism experience.

In terms of destination services, Tiku Beach already has several amenities, includingfood stalls, public toilets, parking areas, swimming equipment rentals, and accommodation/homestays. However, the quality and quantity of these facilities still need to be improved. Access roads to the area are available, although several sections require improvement. In terms of institutional capacity, a Pokdarwis has been established and plays a role in maintaining cleanliness, managing tourism activities, providing visitor services, and promoting the destination, although its organizational capacity and government support still need to be strengthened.

Governance Conditions and Tourism Development Issues

The management of Tiku Beach has involved the nagari government, local communities, and Pokdarwis. This involvement demonstrates the existence of social capital for developing community-based governance. However, observations and interviews indicate that area planning has not yet been fully integrated. The suboptimal arrangement of zoning between tourism areas, fishing activities, public spaces, and areas requiring protection is one of the major issues.

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Limited facilities and infrastructure also constitute a major weakness. Facilities such as toilets, properly managed waste bins, gazebos, information boards, and organized parking areas remain limited. Environmental clean iliness needs to be improved to maintain visitor comfort and the image of the destination. Tourism promotion has also not been utilized optimally, particularly through digital media. From an institutional perspective, coordination among stakeholders and the involvement of the private sector still need to be strengthened. Destination development also faces threats from coastal abrasion, extreme weather, potential pollution, competition with other beach destinations, and the risk of overexploitation if increased visitor numbers are not accompanied by spatial planning and development controls

SWOT Analysis

The SWOT analysis in this study was used to connect the internal and external conditions of Tiku Beach. The main strengths derive from its natural potential, coastal community life, local culture, community hospitality, and relatively easy accessibility. The main weaknesses are related to facilities, management, cleanliness, promotion, and limited private-sector involvement. Opportunities include the growing trend of nature-based and family tourism the development of social media, multi-stakeholder cooperation, and supportive government policies. Threats include coastal abrasion and natural disasters, competition among destinations, and environmental pollution.

Table1.Internal and External Factors of Tiku Beach

Factor	Main Findings
Strengths (S)	Beach and ocean panorama; sandy beach area; fishing activities; local culture and culinary products; friendly community; strategic location.
Weaknesses (W)	Inadequate facilities and infrastructure; management is not yet optimal and integrated; cleanliness needs improvement; limited promotion; low private-sector involvement.
Opportunities(O)	Increasing trends in nature-based, family, and coastal tourism; social media and digital platforms; cooperation among government, communities, and business operators; supportive tourism policies.
Threats (T)	Coastal abrasion and natural disasters;competition among beach destinations; pollution resulting from human activities and uncontrolled management.

Source: Processed from the research findings presented in the thesis, 2025.

The next step is to develop a SWOT matrix as a formulation of tourism development strategies. According to Freddy Rangkuti (2016), in his book *SWOT Analysis: Techniques for Dissecting Business Cases*, SWOT analysis is a method used to identify internal and external factors that influence an organization or a region, as follows.

Management Strategies Basedon SWOT

Internal factors are analyzed using the IFAS (Internal Factor Analysis Summary) table, which includes strengths and weaknesses, while external factors are analyzed using the EFAS (External Factor Analysis Summary) table, which includes opportunities and threats (A detailed study of Pratam, Aldi *et al*, 2025). The results of the analysis of these internal and external factors are then combined to formulate SWOT strategies. The combination of SWOT factors resulted in four groups of strategies. The SO strategy is directed at utilizing strengths to capitalize on opportunities; the WO strategy is used to reduce weaknesses by taking advantage of opportunities; the ST strategy utilizes strengths to address threats; while the WT strategy focuses on reducing weaknesses and avoiding threats.

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Table2. Alternative Management Strategies for Tiku Beach

Strategy	Main Directions and Alternatives
SO	Develop beach and family tourism based on natural scenery; package fishing activities, local culture, and educational experiences; utilize social media for promotion.
WO	Improve facilities and infrastructure through cooperation between the government and business operators; improve accessibility; strengthen digital promotion;enhance human resource quality and institutional capacity.
ST	Develop environmentally sustainable tourism; maintain community safety and hospitality; create distinctive tourism products based on local culture and fishermen's livelihoods to address destination competition.
WT	Improve management and clean liness; control pollution; develop sustainab learea planning;anticipate abrasion, natural disasters, and the impact so fexcessive development.

Source: Processed from reaseacrh, 2025.

Discussion

The research findings indicate that the potential of Tiku Beach is consistent with Gunn's (1994) view that physical resources constitute an important foundation for destination planning. However, these resources must be accompanied by appropriate spatialmanagement, facilities, and community participation. In the context of Tiku Beach, the combination of beach characteristics, coastal ecosystems, fishing activities, local culture, and culinary products creates diverse attractions. Therefore, tourism development does not needto rely on a single type of tourism product. The 6A concept proposed by Buhalis (2000) also helps explain the condition of the destination. The attraction component is relatively strong, while accessibility and amenities still require improvement. Existing tourism activities that have developed naturally can be packaged into more structured tourism products. The presence of the Tourism Awareness Group (Pokdarwis) represents an important ancillary service component; however, institutional capacity, coordination, and government support need to be strengthened to prevent fragmented management.

The SWOT analysis confirms that the development strategy for Tiku Beach needs to integrate economic, social, and environmental objectives. The development of facilities and tourism promotion should be implemented alongside cleanliness management, ecosystem protection, abrasion mitigation, and spatial planning. This approach is consistent with the principle so fintegrated coastal management and collaborative governance, which position the government, local communities, business operators, and other stakeholders as integral components of the management system (Matthoriq *et al*., 2021; Sulistyadi *et al*., 2024).

Therefore, the development of Tiku Beach should not be measured solely by an increase in tourist arrivals. Its success should also be assessed based on increased economic benefits for local communities, improved service and facility quality, stronger institutions, increased community participation, and the preservation of coastal ecosystems. This direction is essential to ensure that tourism growth does not diminish the natural characteristics and socio-cultural values of the area.

And the role of promoting tourism potential is significant, as also indicated by the research findings; However, its development is hindered by major obstacles, such as limited accessibility with steep and poorly maintained roads, insufficient human resources requiring training to improve professionalism and services, lack of promotion especially through digital media and partnerships, and ineffective coordination between managers, local governments, and the tourism office (Pratama, Aldi *et al*., 2025).

4. CONCLUSION

Tiku Beach has significant potential to be developed as a sustainable coastal tourism destination.Thispotentialincludesasandyandgentlyslopingbeach,ocean and sunset views, mangrove ecosystems and coastal biota, traditional fishing activities, local culture, and seafood-based culinary products. Management of the area has involved the nagari government, local communities, and

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Pokdarwis, but further strengthening isrequiredin terms of spatial planning, facilities, cleanliness, institutional capacity, human resource quality, and coordination.

The management strategies based on the SWOT analysis are directed toward the development of nature-based, cultural, and educational tourism; improvement of accessibility and facilities and infrastructure; promotion through digital media; enhancement of human resource capacity; strengthening of Pokdarwis and cooperation among the government, communities, and private sector; as well as environmental protection to address coastal abrasion, pollution, and excessive development. Through these strategies, the development of Tiku Beach can be directed not only toward increasing tourist visits but also toward strengthening the local economy, community participation, and environmental sustainability

5. RECOMMENDATIONS

The local government and nagari government need to strengthen integrated planning, facility provision, cleanliness management, accessibility, and digital promotion. An inventory of the area's potential and clear delineation of zones should be conducted sothat tourism areas, fishing activities, public spaces, and protected areas can be clearly regulated. Pokdarwis, local communities, and business operators need to receive capacity-building support through training in destination management, tourism services, digital promotion, environmental management, and local business development.

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