

Development of Tourism Activities at Karang Papak Beach, Cikelet Village, Garut Regency, Indonesia

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Abstract

Karang Papak Beach in Cikelet Village, Garut Regency, is a coastal tourism destination with highly promising natural and cultural resources that hold great potential for development. However, this area remains relatively unknown, and tourist visitation rates are relatively low compared to neighboring beach destinations. This situation highlights the importance of designing tourism products that can optimize the destination's appeal, enrich the variety of recreational experiences for tourists, and ultimately increase the income of the local community. This study aims to identify the area's physical potential and map out development strategies for beach tourism activities that align with the characteristics and potential of Karang Papak Beach and its surroundings. This research was conducted in October 2026, employing a qualitative descriptive approach. Data collection techniques included in-depth interviews with stakeholders, field observations, and a review of supporting documents. The study involved six informants: village officials (Head of Village and Secretary of Village), a representative from the Tourism Awareness Group (Pokdarwis), a representative from the accommodation sector, a representative from the food and beverage sector, and a representatives of the Marine Tourism Rescue Agency (Balawista). The gathered data were analyzed using the SWOT framework to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats). The findings indicate that Karang Papak Beach possesses significant potential to increase tourist visits through the diversification of structured recreational offerings. A development strategy was formulated to leverage internal strengths and capture market opportunities by utilizing a spatial zoning approach. The study recommends an integrated distribution of recreational activities across three distinct zones: the beach area, the back beach area, and the river area surrounding Karang Papak Beach.

Keywords: Destination Planning, Tourism Activities, Coastal Recreation, SWOT Analysis

A. INTRODUCTION

Garut Regency is part of West Java Province. Geographically, it occupies a strategic position as a buffer zone for the capital of West Java Province. It is located 61.5 km from the provincial government center in Bandung and approximately 216 km from the national government center in Jakarta. In general, Garut Regency possesses dynamic potential. The administrative boundaries of Garut Regency are as follows: to the north, it borders Bandung Regency and Sumedang Regency; to the east, it borders Tasikmalaya Regency; to the west, it borders Bandung Regency and Cianjur Regency; and to the south, it borders the Indian Ocean. To date, regional development and progress in the social, economic, cultural, and political spheres continue across all sectors, including the tourism sector. As stated by González and Holtmann Ahumada (2017), tourism boosts economic revenue, and coastal cities are seeking new strategies to attract investment.

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Coastal areas possess diverse potential, including natural and cultural resources that play a vital role in the economic activities and social life of the surrounding communities. Generally, the beauty of coastal areas is utilized not only for fishing but also for beach tourism due to their natural beauty, which can create jobs and business opportunities for the community. Coastal areas represent complex socio-ecological systems that offer significant opportunities for economic development while requiring careful consideration of environmental sustainability and community well-being. Their potential for sustainable development depends on an integrated understanding of coastal ecosystem characteristics, biological resources such as mangroves and fish, and dynamic natural processes, including erosion, accretion, storm surges, and sedimentation. These factors, together with coastal settlement patterns and land suitability, are essential for determining appropriate uses of coastal areas for tourism, fisheries, ports, industrial activities, urban development, research, agriculture, and waste management (Sfarliana et al., 2021). Within this context, coastal tourism represents an important avenue for enhancing local economic opportunities by utilizing the natural and cultural assets of coastal environments, including marine and terrestrial biodiversity, beaches, scenic landscapes, and cultural and historical heritage. These resources support various recreational activities, such as swimming, fishing, hiking, kayaking, and scuba diving (Senthilkumar, 2022). Therefore, the sustainable development of coastal tourism requires an integrated approach that aligns the economic benefits of tourism with ecosystem conservation, responsible spatial planning, and the social well-being of local communities (Zhao et al., 2024).

Cikelet Village is one of the villages located in Cikelet Subdistrict. Cikelet Subdistrict ranks fourth in terms of area among all subdistricts in Garut, covering 172.32 square kilometers. The subdistrict's administrative center is in Cikelet Village. Cikelet Subdistrict itself is located in the South Garut region. This village possesses a diverse range of tourism resources, ranging from natural, cultural, and man-made attractions, supported by favorable natural and sociocultural conditions. One of the coastal areas currently beginning to develop in the South Garut region particularly in the village of Cikelet is Karang Papak Beach, a rocky beach that juts out into the sea and features fairly large waves. However, at present, neither tourists nor the residents of Cikelet are fully aware of the full range of tourist attractions or the potential tourist attractions found in the village of Cikelet, particularly the tourist activities at Karang Papak Beach. Coastal tourism plays a crucial role in enhancing regional economic development by capitalizing on natural and cultural resources to create sustainable business opportunities for local communities (Zhao et al., 2024).

Although Karang Papak Beach borders the popular Santolo Beach in the southern region of Garut, it remains relatively unknown and infrequently visited, despite its unique natural characteristics. Based on interviews with village officials and the local tourism awareness group (pokdarwis) in October 2026, it was noted that Karang Papak Beach only experiences high visitor traffic during holiday seasons. Furthermore, the exact number of visitors remains unknown, as there are no official records of tourist arrivals. This indicates that the management of the site is still in its early stages, the absence of such data serves as evidence of a lack of attention toward the management of the destination. A key advantage of this beach is its tranquil and shaded atmosphere, owing to the presence of abundant, lush coastal vegetation. In any tourist destination, a variety of activities can serve as a "pull factor" that attracts visitors, enhances the quality of their travel experience, and may even encourage them to extend their stay in the area (Abdullaevna, 2023).

Following strategic coordination with local government officials in Cikelet Village, establishing a structured framework for tourism activities at Karang Papak Beach has been identified as a critical

priority. This initiative is designed to facilitate a comprehensive mapping and evaluation of the area's overall tourism potential, encompassing existing attractions, sites currently under development, and untapped coastal resources. By organizing these activities, the program aims to improve destination transparency for both residents and tourists, enabling visitors to easily understand the unique characteristics and offerings of each attraction prior to their visit. Ultimately, this approach aims to deliver an immersive, high value experience for travelers while simultaneously generating sustainable socio-economic benefits for local community members, business operators, and regional tourism stakeholders. Thus, it is evident that tourism development is essential for enabling the government and the village community to harness existing tourism potential, thereby creating sustainable income opportunities to supplement earnings and improve the well-being of the Cikelet village community (Mulyana & Yulianto, 2019; Murphy, 1985). In this context, community participation serves as the cornerstone of community-based tourism, where the active involvement of local residents ensures sustainable destination growth and long-term resource management (Purnomo, 2025).

Research on Karang Papak Beach has been conducted by Hantari and Azima (2024), focusing on an analysis of the availability of tourism infrastructure. Meanwhile, the current study examines the development of tourism activities by specifically linking an inventory of tourism resources with spatial arrangements and tourism activities, based on the characteristics of the area. This research seeks to address this need by identifying tourism potential using the 4A (Attraction, Accessibility, Amenities, and Ancillary) approach and a SWOT analysis which then serves as the basis for proposing a zoning scheme for the area. Thus, this research serves as a complement to previous studies that focused on the availability of tourism infrastructure.

B. RESEARCH METHOD

This study employs a qualitative approach with a descriptive design. Qualitative research is a research approach aimed at gaining an in-depth understanding of the meanings and experiences associated with a specific situation or condition (Moleong, 2017). Fieldwork was conducted in October 2026. In this study, data collection involved both primary and secondary data. Primary data is a data source that directly provides data to data collectors. Meanwhile, secondary data is data that indirectly provides data to data collectors (Sugiyono, 2016). Primary data were gathered through two main techniques: in-depth interviews, using a structured guide to explore strategic issues; and field observations, utilizing an observation sheets to examine the physical condition of Karang Papak Beach, tourism facilities, accessibility, the dynamics of visitor activities, and interactions among various stakeholders on site. Secondary data were obtained through a review of official documents. Such data may consist of documentation and literature reviews (Hardani et al., 2020). Examples of the secondary data collected include the Cikelet Village Profile, regional maps, and other supporting literature.

Informants were selected purposively based on three primary criteria: possessing an in depth understanding of the area's governance and potential, being directly involved in local tourism activities, and demonstrating a willingness to participate fully in the research. Following these criteria, six key informants representing various stakeholder groups were identified. These stakeholders include: the Village Government (Head of Village and Secretary of Village) for information regarding policies, regulations, village development programs, and the regional profile; Destination Managers (representatives of the Tourism Awareness Group, or Pokdarwis) for data on destination governance and community participation; Business Operators (owners or managers of lodging and dining establishments) for insights into local economic conditions, facility availability, and market perceptions; and Destination Safety personnel (representatives of the Marine Tourism Rescue Agency or Balawista) for data concerning potential risks, visitor safety, and beach area regulations.

The data processing and analysis were carried out through a series of systematic stages. The initial phase begins with data reduction, involving the processing and simplification of interview transcripts, observational field notes, and document summaries. All collected qualitative data was subsequently identified and analyzed using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis (Rangkuti, 2016). This method was used to categorize internal factors such as strengths and weaknesses (such as local administrative support, community awareness, existing natural assets, and infrastructure limitations), as well as external factors such as opportunities and threats (including potential tourism attraction and activities, regional economic impacts, environmental degradation, and climate-related hazards).

Data validity and credibility are maintained through source triangulation comparing information across different informants and technique triangulation cross referencing interview results with observational findings and document analysis. Furthermore, brief member checks are conducted with key informants to confirm the accuracy of the data interpretation.

C. RESULTS AND ANALYSIS

A strategic approach to tourism destination development encompasses four key elements: Attraction, Accessibility, Amenities, and Ancillary (Marlina, et al., 2025). Applied to Karang Papak Beach in Cikelet Village, Garut Regency, the 4A framework serves as a structured foundation for evaluating current coastal tourism conditions, identifying infrastructural and service gaps, and understanding local capacity. This baseline subsequently informs strategic decision-making, risk management, and the formulation of sustainable beach activity programs tailored to the unique physical and socio-ecological characteristics of Karang Papak Beach.

Tourist Attractions

Attractions serve as the primary motivators for travel, encompassing natural features, cultural assets, and recreational activities that draw visitors to a destination. Karang Papak Beach boasts a landscape with great potential, featuring a coastline approximately 1.5 km long and a coastal zone ranging from 200 to 300 meters in width. Physiographically, this beach is characterized by vast stretches of white sand and natural coral rock formations that run along the shoreline. The presence of these coral formations not only serves as a distinctive visual feature of the area but also enhances the aesthetic value and uniqueness of the landscape, which is the main attraction for tourists. Compared to nearby tourist destinations, such as Santolo Beach and Sayang Heulang Beach, Karang Papak Beach offers a relatively quieter, more pristine atmosphere and maintains a well-preserved level of environmental sustainability.

Coastal tourism is closely linked to marine tourism, as it also encompasses activities taking place in coastal waters, such as swimming, sunbathing, and strolling along the beach. (Tegar & Saut Gurning, 2018). As a premier coastal tourism destination in Garut Regency, Karang Papak Beach offers a variety of recreational activities that combine both passive and active pursuits. Visitors can engage in passive leisure, such as relaxing by the shore, admiring the landscape, taking leisurely walks along the beach, enjoying family picnics, photography, and watching the sunset, as well as fishing and savoring a range of fresh local seafood dishes. Meanwhile, to cater to those interested in adventure, the area offers coastal exploration experiences on All-Terrain Vehicles (ATVs) along the beach. Additionally, Jeep tour programs provide visitors with the mobility to tour the scenic beauty of Karang Papak Beach while also exploring the exotic coastal areas in the surrounding region.

The multifaceted appeal of the Karang Papak Beach area at figure 1 below is further enriched by the presence of a river ecosystem located close to the shoreline. The river features relatively clean water free from excessive pollution and a moderate, stable current, offering significant potential for development as

a recreational area. Beyond the physical attributes of its aquatic ecosystem, the river estuary boasts a wealth of cultural attractions rooted in local wisdom, exemplified by the local community's tradition of harvesting juvenile fish on the 25th day of the Ramadhan month. This tradition involving the harvest of small fish migrating from the river ecosystem toward the sea is carried out collaboratively by residents using traditional fishing gear. Integrating local socio-cultural assets into destination offerings strengthens sustainable cultural tourism by creating authentic travel experiences while preserving local heritage (Sihombing, 2024). These diverse options cater to a wide demographic of travelers, enhancing visitor satisfaction while simultaneously contributing to the local economy and highlighting the ecotourism potential of the Cikelet Village.

Figure 1. Karang Papak Beach



Figure 2. All Terrain Vehicle (ATV) Rentals



Amenities

The availability and arrangement of supporting amenities in the Karang Papak Beach area are complemented by the provision of adequate parking facilities for visitors figure 2 above are example. The parking areas at this destination are designed with ample capacity and are proportionally distributed across several strategic points along the coastal corridor. This spatial distribution of parking facilities aims to alleviate vehicle congestion at any single point and facilitate physical access for tourists to the main beach area from various entry gates. Furthermore, this well-organized infrastructure enhances overall visitor safety and convenience, contributing to a seamless arrival experience, particularly during peak holiday seasons.

Accommodation options in the Karang Papak Beach area are dominated by locally run lodging facilities, such as homestays and villas, managed directly by the local community. These community-based lodging options are designed to meet the temporary housing needs of tourists who wish to extend the duration of their visit. In addition to homestays and villas, the Karang Papak Beach area also offers camping sites at several locations for tourists seeking nature-based recreational experiences. Several accommodations in this area provide prayer facilities in the form of well maintained prayer rooms. The presence of clean and well maintained prayer rooms demonstrates the management's commitment to supporting tourists' spiritual well-being during their recreational activities. The provision of these prayer

facilities which includes a steady supply of clean water and adequate areas for wudhu reinforces the standards for basic amenities.

Figure 3. One of the Accommodations at Karang Papak Beach



Along the Karang Papak Beach area example at figure 3 above, there are also many gazebos available that serve as places to take shelter and relax while enjoying the beautiful beach scenery. In addition, the Karang Papak Beach area also provides several public restrooms that are clean and well-maintained. For visitors looking to buy souvenirs or gifts, there are currently no stalls or kiosks selling souvenirs such as T-shirts and other accessories. Hantari and Azima (2024) also noted that while comfortable accommodation facilities are available, certain amenities such as a souvenir shop still lacking. Currently, visitors to Karang Papak Beach can only purchase souvenirs or local specialties in the form of seafood such as fish, shrimp, squid, seaweed, and lobster all of which are fresh catches from local fishermen example at figure 4 below. These catches are available at the Los Ikan area located within the Karang Papak Beach area. This setup not only offers visitors an authentic taste of local coastal life, but also directly supports the livelihoods of local fishermen and highlights an opportunity for future commercial diversification within the tourism area.

Figure 4. Los Ikan M Hazakil - A Place to Sell Fish



Accessibility

In the context of tourism destination development, ease of accessibility is a key element determining the level of mobility and the appeal of an area. As emphasized by Yuniarti et al. (2018), the accessibility of a tourism destination facilitates travel for tourists and increases visitor numbers. Access to the Karang Papak Beach area is supported by a road network that is well connected to both the local government center and inter district transportation corridors. From the center of Garut Regency, this destination is approximately 90 km away, with an estimated travel

time ranging from 3 to 3.5 hours, depending on traffic and weather conditions. The main route from the city center passes through Bayongbong – Cisurupan – Cikajang – Pameungpeuk – Cikelet. Geographically, this route offers a variety of landscapes ranging from highland mountainous areas to the southern coastal lowlands, with road conditions that are mostly well paved and safe for both two wheeled and four wheeled vehicles.

In terms of public transportation availability, tourists using public transit have access to inter city buses within the province specifically minibuses (Elf) that operate regularly on the route from Guntur Terminal (Garut) to Cikelet. This public transportation service provides easy access with a relatively affordable fare structure, ranging from Rp35,000 to Rp45,000 per passenger, making it an economical alternative for both locals and tourists.

In addition to the conventional route through the center of Garut Regency, Karang Papak Beach offers flexible access via the Java Southern Cross Route. Tourists traveling from Bandung and the surrounding areas can take an alternative coastal route that starts in the Ciwidey area (Bandung Regency), passes through Jayanti Beach (South Cianjur Regency), and continues eastward to Cikelet Village in Garut Regency. This southern road network route takes an average of about 3.5 to 4 hours to travel and offers the aesthetic appeal of the southern coastal landscape integrated along the entire route.

Ancillary

Ancillary services encompass all support services provided to tourists to cater to their needs and ensure their comfort while visiting a destination. Furthermore, the presence of a management entity at the destination is crucial such an organization benefits tourists by facilitating access to various additional services, including information about the destination itself and the management group overseeing the site being visited (Andena Isnoswari et al., 2023). Based on the theories mentioned above, ancillary services involve the organizational, institutional, and administrative support such as local management groups (e.g., POKDARWIS), municipal governance, safety services, and tourist information centers. Tourism management in Cikelet Village is currently not operating optimally, particularly in terms of identifying local potential and transforming it into high-value-added tourism products. This limitation stems from the still-limited level of active participation by the local community in destination management. Institutionally, Tourism Awareness Group (POKDARWIS) is in the early stages of formation and therefore lacks a mature operational governance structure or strategic work program. Nevertheless, these institutional limitations are offset by the high level of enthusiasm among residents and area managers, which serves as crucial social capital for the destination's future development.

Efforts to develop the area in Cikelet Village require a structured, cross sector collaboration framework. Active participation from higher education institutions serves as a strategic catalyst, particularly in terms of practical implementation and academically grounded guidance. It is hoped that the involvement of academics will bridge the institutional capacity gap through the formulation of concrete steps, including the development of a framework for tourism activities, the design of integrated tourism packages, the establishment of an operational management system, and the formulation of a code of ethics for environmentally friendly and culturally responsive area governance.

Ultimately, this partnership converts academic knowledge into direct social impact empowering village stakeholders with the tools, skills, and governance framework necessary to independently steward their destination. By building local self reliance alongside sustainable tourism infrastructure, the initiative ensures long-term prosperity for the entire Cikelet

community. Through synergy among stakeholders, the development of tourism activities in Cikelet Village is projected to proceed harmoniously. This approach ensures that every initiative to develop tourism products not only focuses on the commercialization of physical and natural resources but also consistently incorporates the values of local wisdom and the uniqueness of the local culture (Murphy, 1985; Zhao et al., 2024). Ultimately, these planned and collaborative governance interventions are aimed at creating sustainable improvements in the socioeconomic well-being of the village community. Failures in policy implementation are often attributed to weak coordination among stakeholders and resource limitations (Jones et al., 2017). Therefore, synergy among the government, the private sector, and local communities is essential.

The synergistic integration of these four components (attractions, Accessibility, Amenities and Ancillary Services) determines a destination's overall readiness, competitive advantage, and capacity to deliver a high quality visitor experience while remaining environmentally sustainable.

SWOT Analysis

Before formulating an appropriate tourism development strategy through SWOT analysis, it is important to first comprehensively assess and map the existing conditions of the four main components that make up a tourism product, namely Attractions, Amenities, Accessibility, and Ancillary Services (4A). In the context of this study, these 4A elements are not only examined as physical facilities but are explicitly analyzed as the primary foundation for designing and diversifying competitive beach tourism activity programs. The interrelationship of the 4A components with the formulation of beach tourism activity programs at Karang Papak Beach is elaborated through the specific functions of each element.

The first component, Attractions (Attraction), focuses on the natural potential of Karang Papak Beach, which possesses unique physical features. This diversity of attractions ranges from passive recreational activities to active recreational activities. Furthermore, amenities serve to support tourists' comfort and safety before, during, and after participating in beach activities. The Accessibility component outlines the level of ease of mobility and transportation connectivity to the location. Karang Papak Beach has good road accessibility via the main corridor from Garut City to Garut Regency, which can be reached by private vehicle or public transportation. The southern route from Ciwidey and Cianjur can be reached by private vehicle. Meanwhile, the Ancillary Services component highlights the institutional role of the newly formed Karang Papak Beach Tourism Awareness Group (POKDARWIS), local community participation, and opportunities for collaboration.

All factual data regarding the current status of the "4A" components which are directly linked to the readiness of the beach tourism activities—were then systematically identified using SWOT analysis. According to Rangkuti (2016), SWOT analysis involves the systematic identification of various factors to formulate corporate strategies. Manap (2016) also states that SWOT analysis is an analytical model used to identify internal factors specifically strengths and weaknesses as well as external factors, namely potential opportunities and threats. The synthesis of the 4A component mapping and this SWOT analysis produced concrete strategic guidelines for formulating innovative beach tourism programs based on local wisdom and oriented toward environmental sustainability and the improvement of the economic well-being of the Cikelet Village community. These actionable strategies serve to strengthen institutional coordination among local stakeholders while enhancing the destination's overall competitiveness.

Table 1. SWOT Analysis

STRENGTH	WEEKNESS
S1. Karang Papak Beach features a long coastline, white sand, and natural coral rock formations, creating a visually aesthetic and unique landscape that serves as a key comparative advantage.	W1. The region lacks a structured master plan or development program, leading to unguided destination management and a failure to convert local potential into integrated, professional recreational products.
S2. The shoreline remains well-preserved without permanent structures, allowing visitors to enjoy an authentic marine landscape.	W2. Local residents have a restricted understanding of tourism dynamics, keeping community involvement in the tourism value chain passive and unsystematic.
S3. Karang Papak beach offers a range of passive and active activities, including playing in the sand and water, ATV coastline rides, Jeep tour excursions, and sunset viewing.	
S4. Visitors can enjoy fresh seafood supported by the local community's culinary expertise, offering additional potential for marine educational tourism programs.	
S5. The establishment of the Tourism Awareness Group (<i>Kelompok Sadar Wisata</i>) provides a local framework to consolidate community participation and guide ongoing tourism management.	
OPPORTUNITIES	THREATS
O1. The clean, gently flowing river near Karang Papak Beach makes it a prime site for developing river-based tourism and recreational activities.	T1. The area's environment primarily stem from potential risks associated with coastal natural disasters.
O2. The area features a unique cultural attraction centered on the ritual harvest of young fish (<i>impun</i>) migrating from the river ecosystem to the beach.	T2. As a coastal area, Karang Papak Beach is particularly vulnerable to seasonal high tides, coastal erosion, and potential tidal flooding.
O3. Local residents conduct this tradition collectively at specific times using traditional fishing nets.	T3. The destination is susceptible to marine waste accumulation and poor runoff management, which degrade water quality, endanger marine flora and fauna, and lower hygiene standards.

O4. These natural and cultural assets broaden the diversity of visitor experiences and boost the overall attraction appeal of Cikelet	T4. In addition to these environmental vulnerabilities, the destination faces stiff external competition and market challenges.
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Based on the SWOT analysis at table 1 above, the following strategies have been formulated:

SO Strategies (Leveraging Strengths to Seize Opportunities)

SO1: Integrated Marine & River Adventure Tourism Packages [S1, S2, S3, O1, O4]

Developing multi activity tourism packages that combine coastal pursuits such as ATV rides, jeep tours, and beach or water-based recreation with water sports in the surrounding, well-preserved natural rivers. Utilizing the aesthetic and pristine coastline as a core identity to enhance the overall tourism appeal of Cikelet.

SO2: Cultural & Marine Educational Tourism [S4, S5, O2, O3, O4]

Empowering local Tourism Awareness Groups (Pokdarwis) to curate seasonal cultural tours centered on the traditional impun harvest ritual. These cultural tours will be integrated with culinary workshops featuring fresh local seafood, alongside educational programs focused on local marine life.

WO Strategies (Overcoming Weaknesses by Leveraging Opportunities)

WO1: Development of a Master Plan & Integrated Product Design [W1, O1, O2, O4]

Formulating a comprehensive tourism master plan that formally integrates river tourism corridors and the cultural heritage of the impun harvest into a cohesive, market-ready tourism product.

WO2: Capacity Building & Local Empowerment through Pokdarwis [W2, S5, O3]

Leveraging Pokdarwis as a platform to provide training in hospitality, tour guiding, and business management for local residents, shifting community involvement from a passive role to one of active ownership throughout the tourism value chain.

ST Strategy (Leveraging Strengths to Mitigate External Threats)

ST1: Nature-Based Coastal Protection & Landscape Preservation [S1, S2, T1, T2]

Preserving the coastline by keeping it free from permanent structures, while implementing nature-based coastal defenses (such as vegetated buffer zones) to address erosion, high tides, and tidal flooding, without compromising the natural visual aesthetic.

ST2: Environmental Sanitation & Runoff Control by Tourism Awareness Groups (Pokdarwis) [S4, S5, T3]

Engaging local tourism awareness groups (Pokdarwis) and seafood vendors to implement strict waste management, control water runoff, and conduct regular beach clean-ups to prevent marine pollution and maintain hygiene standards.

ST3: Differentiated Strategic Brand Positioning [S1, S3, S4, T4]

Addressing external market competition by positioning Karang Papak Beach as an authentic destination that offers a unique blend of pristine landscapes, a variety of active sports, and distinctive local culinary experiences.

WT Strategy (Minimizing Weaknesses and Mitigating Threats)

WT1: Waste Infrastructure & Coastal Zoning in the Master Plan [W1, T3, T4]

Integrating waste treatment infrastructure, drainage systems, and environmental zoning into the destination's master plan to mitigate pollution risks and sustain long-term competitive advantage.

WT2: Community Disaster & Environmental Response Training [W2, T1, T2, T3]

Train local residents in disaster readiness, high-tide monitoring, and waste management, transforming the local community into proactive safety wardens and eco-stewards.

Based on a mapping of the conditions at the Karang Papak Beach tourist area in Cikelet Village, the results of the SWOT analysis provide a comprehensive picture of both the internal and external dynamics of the area. This evaluation serves as the basis for formulating policy directions and designing programs, including the development of beach tourism activities.

From an internal perspective, the analysis indicates that Karang Papak Beach has more strengths than weaknesses. The area's primary strengths stem from its abundant physical and ecological potential, such as a coastline stretching approximately 1.5 km, vast stretches of white sand, natural coral rock formations, and a pristine and relatively tranquil environment. On the other hand, the weaknesses stem primarily from the area's historical context, as there was previously no specific entity or institution managing tourism at Karang Papak Beach. However, this governance gap has now seen a glimmer of hope with the recent formation of the Tourism Awareness Group (POKDARWIS). POKDARWIS serves as a key entity expected to address these weaknesses so that the area can continue to develop and improve.

Meanwhile, in terms of external factors, the Karang Papak Beach area faces a dynamic interplay between wide open opportunities and threats that must be carefully anticipated. Regarding the threats mentioned in the first point namely, the potential risks of natural disasters such as storm surges, coastal erosion, and tsunamis it is important to understand that these risks are not unique to Karang Papak Beach but represent a common vulnerability that affects nearly all coastal areas. Hall (2019) also identifies several issues in coastal areas, including infrastructure development that fails to consider environmental carrying capacity, marine pollution caused by tourist waste and motorized boat activities, and damage to coastal ecosystems such as coral reefs and mangrove forests that serve as natural protectors of coastal regions. Therefore, these risks do not constitute an absolute barrier to tourism development but rather represent strategic concerns that can be anticipated and mitigated by management. Such preventive measures can be implemented through the adoption of coastal based safety management, the provision of preparedness facilities and clearly defined evacuation routes, as well as safety education for visitors and the local community.

Furthermore, regarding the threat mentioned in the second point namely, intense competition from similar coastal tourist attractions in the surrounding area, such as Santolo Beach and Sayang Heulang Beach, which have developed earlier this can be addressed by optimally leveraging the various available opportunities. Karang Papak Beach can initiate partnership opportunities with universities and capitalize on the shift in tourist preferences toward ecotourism and nature-based tourism to create a distinctive and unique tourist attraction. By combining the uniqueness of its landscape, Karang Papak Beach can position itself not merely as a competitor but as a premier destination that offers its own unique appeal and possesses strong competitiveness in the South Garut region.

D. CONCLUSION

Karang Papak Beach holds significant natural and cultural potential as one of the premier coastal tourist destinations in Cikelet Village, Garut Regency. The beauty of the natural landscape, along with the area's relatively peaceful and picturesque atmosphere, serves as a unique draw, particularly for urban residents seeking nature-based recreation (nature-based escapism). Although the management of tourism activities in this area has not yet been optimally developed, the combination of abundant natural resources and the high enthusiasm of the local community serves as strong social capital in the destination development process. The development of tourism activities at Karang Papak Beach in Cikelet Village is designed using a spatial zoning. This approach takes into account the physical characteristics of the beach and its surrounding environment, ensuring that recreational activities are integrated across three main zones, the Beach, the Back Beach, and the River Area. Dividing the area into the beach, the back beach, and

the river is essential for guiding the development of tourism activities based on the specific characteristics and potential of each zone. This approach enhances the variety of tourism experiences, optimizes the use of local resources, and supports more focused management of the area.

Development of activities in the coastal zone focuses on passive recreation, coastal sports, and marine educational activities that align with the tidal rhythm. Visitors may engage in limited water based activities around coral reef areas that emerge during low tide a practice already common among tourists. However, to ensure visitor safety, these activities must be supported by the establishment of safe distance limits and the installation of informative risk warning signs. Current recreational uses of the coastal zone include playing in the sand, leisurely beach walks, sunbathing, enjoying sunsets, and fishing. While there is currently no designated area for fishing, this could be accommodated by establishing a specific, safe fishing zone, separate from general recreational areas. Furthermore, the coastal zone can be optimized for various outdoor recreational activities, such as beach volleyball, beach based gymnastics or yoga, and kite flying. This range of tourism experiences can be further enriched through the development of marine educational tourism, where visitors can learn about seaweed and lobster cultivation techniques firsthand from local fishers.

Given the characteristics of Karang Papak Beach featuring a rocky coastline and large waves the area inland from the beach can serve as the primary hub for various recreational activities. This zone already functions as a space where visitors can enjoy family picnics in open green areas, and it offers coastal culinary facilities serving local seafood specialties. For those planning an overnight stay, options such as villas and homestays are available. Visitors seeking a nature-based lodging experience can utilize a well-organized, dedicated camping area. Additionally, active recreational pursuits are also available, including riding ATVs and cycling. Currently, there are no dedicated paths for ATVs and bicycles such paths are necessary to prevent them from disrupting or endangering other tourist activities, particularly in the main beach zone. Furthermore, a centralized rental hub for ATVs and bicycles should be established to make it more convenient for tourists to rent these vehicles.

The presence of a river with relatively clean water and a stable current near Karang Papak Beach offers an opportunity for river based tourism, which would complement the coastal recreational experience. Potential activities include body rafting and river trekking. Implementing these activities requires adequate facilities, such as rental services for safety equipment, clearly designated starting and ending points, clean changing rooms and restrooms, and supervision by trained local instructors or guides to ensure safety standards are maintained. Beyond water-based recreation, the area's local cultural heritage can be explored through Nyalawena a traditional ritual in which local residents catch small fish at the river estuary. This tradition serves as an authentic educational attraction, encompassing both culture and ecology, and adds significant value to Cikelet Village. While the Nyalawena tradition is typically held on the 25th of Ramadan, it has been proposed that the event be hosted twice a year to provide more opportunities for tourists to learn about and participate in the tradition.

By offering a well managed, safe, and culturally authentic experience, Karang Papak Beach establishes a clear competitive advantage over neighboring mass-tourism spots such as Santolo Beach. Sustaining this model will require continued multi-stakeholder collaboration between the local community, POKDARWIS, municipal authorities, and academic partners. Future research should focus on quantifying specific numerical carrying capacities (e.g., maximum daily visitor thresholds per zone) and designing a long term financial monitoring framework to track local economic retention.

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