



Surfing Tour Package Planning in Pesisir Barat Area of Lampung

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Abstract

In Pesisir Barat Regency, Lampung Province, marine tourism, particularly surfing, shows significant potential for development. Tanjung Setia Beach stands out as a major surfing destination due to its high and long waves. The successful organization of the World Surf League (WSL) Krui Pro 2022 in this area has increased its global appeal and attracted the interest of PT. Fres Indonesia Wisata as a travel agency. This prompted a study to explore surf tour package planning in Pesisir Barat Regency. The results showed that the preferred tourist attractions for surf packages include Tanjung Setia Beach, Mandiri Beach, Labuhan Jukung Beach, Melasti Beach, Pisang Island, and Batu Tihang. The region offers extensive accommodation, dining, transportation, entertainment and shopping facilities mostly located in the city area. Most of the tourists who come to surf are from Australia with a duration of stay ranging from five days to one month. Based on the findings, PT. Fres Indonesia Wisata is advised to consider three recommended tour packages: Krui Fun Surf For Beginner (5D4N), The Charm Of Krui (5D4N), and Exotic Krui Surf (7D6N). These packages correspond to identified needs and preferences, which have the potential to increase the attractiveness of the region as a surfing destination. This research used a descriptive qualitative approach with data collection methods in the form of documentation, interviews, and observation. Data analysis was conducted through reduction, presentation, and conclusion drawing, with data validity secured through source triangulation. The study identified four important dimensions in the development of tour packages: Tourist Attractions, Travelers, Facilities, and Time.

Keywords: Krui, tour packages, marine tourism, special interest, surfing

1. INTRODUCTION

It is common knowledge that activities related to tourism and travel cannot be separated. The definition of tourism according to Hidayat (2019), tourism is defined as a tourist trip that is carried out repeatedly or more, either intentionally or unintentionally, and can provide experience to them who did the trip. This definition explains that engaging in activities related to tourism requires going somewhere to get an experience. Many visitors travel to different destination to get new experiences that they may not always get in their current place of residence.

With a total area of 5.8 million square kilometers, 17,500 islands, and a coastline of more than 81,000 kilometers, Indonesia is an archipelago crossed by the equator. With a long coastline, Indonesia has several world-class surfing spots. Some of the beaches that are included in the world category (Kemenparekraf, 2022) are: Sorake Beach, Nias, Plengkung Beach, Banyuwangi, Mentawai Islands, Tanjung Setia Beach, Lampung, Rote Island, Nihiwatu Island, Sumba. From several beach locations, almost all parts of Indonesia can be used for surfing activities which are one of the choices of marine tourism activities.

Marine tourism itself is a form of tourism that depends on the sea and the marine environment and includes various activities that occur in ocean areas. It is in line as stated by Briandana et al.



(2018) that marine tourism utilizes existing potential to support all forms of tourism activities. One form of Indonesia's marine wealth is the condition of its beach waves in July to August which are the prima donna and have the potential to be an attraction for tourists who want to surf. This is because the characteristics of the waves at several points on the beach are 3 to 5 meters high, there are even some beaches with waves reaching 8 meters high.

Surfing is one of the water sports carried out by Surfers which aims to pump up their adrenaline. This sport is done by maneuvering on the waves using a special board known as a surfboard (Muchlis, 2019). There are six of the best and world-class surfing spots in Indonesia, namely; Sorake Beach located in Nias, Plengkung Beach in Banyuwangi, Kapualauan Mentawai in West Sumatra, Tanjung Setia Beach in Lampung, Rote Island in East Nusa Tenggara and Nihiwatu Island, West Sumba (Kemenparekraf, 2022). Indonesia is also one of the surfing locations recommended by several world surfers (Santella, 2019) Therefore, Indonesia often hosts world-class Surfing championships, one of which is the World Surfing League.

In June 2022, Indonesia successfully hosted a world-class surfing championship or what we know as the World Surf League (WSL) Krui Pro 2022 which was held in Pesisir Barat Regency, Lampung Province. The waves at Tanjung Setia Beach are 200 meters long with a height between six and seven meters. Of course, this is a favorite of surfers, making the beach the host of the 2022 WSL Krui Pro championship.

This championship was attended by 250 surfers from seventeen countries, namely; South Africa, United States, Australia, Brazil, Fiji, Philippines, Indonesia, England, Italy, Japan, South Korea, Peru, Portugal, New Zealand, Sweden, Thailand and China (Kemenkumham Lampung, 2022). There were twelve participants are surfing athletes from Pesisir Barat, West Lampung Province. With the WSL Krui Pro 2022, Indonesia has introduced the best surfing spots for surfers through representatives from several countries.

Due to its geographical location, Lampung itself consists of fifteen districts and one of them is Pesisir Barat Regency with a coastline of 210 kilometers and directly facing the Indian Ocean. This regency with its capital Krui has an area of 2,988.07 kilometers square with a travel time of around six to seven hours from Bandar Lampung City. In addition to land routes, Krui can be reached by air via Muhammad Taufiq Kiemas Airport which serves Grand Caravan flights with a capacity of 12 passengers. The average foreign tourists visiting Lampung come from Australia and the Netherlands. Most of these foreign tourists are attracted to the high-wave beach tourist attractions for surfing activities (Lestari, 2023). Based on data in 2021, it is known that the number of visits by tourists from outside the region entering Lampung Province was around 2.7 million people and foreign tourists were 4,141 people (Khoiriah, 2023).

Tanjung Setia Beach is one of the beaches in Krui becomes one of Lampung's leading tourist attractions and has quite a large potential as one of the marine tourism areas. From the physical characteristics of the waters of Tanjung Setia Beach, it has the potential as a marine tourism area with surfing activities in the very suitable category (S1) with an IKW value of 80%, diving in the fairly suitable category (S2) with an IKW value of 70%, and fishing in the fairly suitable category (S2) with an IKW value of 64% (Aziz, 2012). As same as Medewi Village which can be packaged into seven new tour packages, namely Medewi Sunrise Half Day Tour, Education Half Day Tour, Medewi Full Day Tour Activity, Medewi Sunset Tour, Medewi Wellness Activity, Medewi 2D1N, and 3D2N Medewi by utilizing the potential that has existed so far in the village after conducting a study of tourism potential in packaging alternative tour packages in the Medewi tourist village (Suwintari, 2023). With the potential of the coastal area in Krui, it is deemed necessary to plan a tourism package that has a selling value.

The tour package itself is a tour that has been packaged with components from several travel companies in a predetermined itinerary and sold at a price that includes all components of the trip (Nuryata, 2014). Likewise, Muljadi (2019) stated in the book *Tourism and Travel* that a tour package is a tourism product that has been designed by a tour package planner or also known as a Tour Planner (Muljadi, 2019). Another way to describe a tour program that includes many tourist locations with various specific travel service facilities, event schedules, and is offered to the general public at a

calculated price is a tour package. The existence of a tour package is expected to provide choices to tourists when they travel. There are several factors that need to be considered in a tour package in the form of four elements that underlie the preparation of a tour package, namely tourists, tourist attractions, tourist facilities and time (Nuryata, 2014).

In compiling a tour package, of course there needs to be planning as an initial step in determining the objectives and results of the tourism activities to be carried out. The Travel Bureau (BPW) has greater responsibility compared to the travel agent. This is because the Travel Bureau is responsible for the implementation of the tour package that has been issued and sold by the travel agent. BPW has an important role in ensuring that tourists get the trip according to what has been written in the package brochure that has been published. In this study, PT. Fres Indonesia Wisata or known as Frestour is a company engaged in the field of Tour Consultant & Travel Management located in Bandung. Departing from the results of pre-research that has been carried out through an interview session with the owner of PT. Fres Indonesia Wisata, information obtained that currently innovation is needed for existing tourism products to add variety or choices to tourists. This is because PT. Fres Indonesia Wisata does not yet have a tourism product with special interest characteristics that can be sold for the tourists.

Based on the description and the facts above, one of the solutions is to plan a special interest tour package according to the current tourism potential. Therefore, the authors think that they need to conduct research related to surfing tour package planning in Pesisir Barat area of Lampung.

2. RESEARCH METHODOLOGY

Sugiyono (2023) stated that the qualitative research method is a natural research approach with qualitative data and analysis. Ibrahim (2018) emphasized that the technique Qualitative research is a tool for conducting research that has a subjective evaluation that measures its value with a classification of value or quality. According to Ibrahim (2018), research that uses a descriptive method tries to describe, explain, or show the state of the thing being studied as it is, without exaggeration or manipulation, simply, and in accordance with relevant facts in the field. An extensive study is needed that describes the current scenario and conditions to describe the surfing tour package planning in Pesisir Barat area of Lampung in more depth and detail.

2.1 Participant

In research, data sources are needed as a medium to obtain the required information. Data sources in research are people, objects, objects that can provide information, facts, data, and realities related or relevant to what is being studied or researched (Ibrahim, 2015). In determining the data sources for this study, the snowball sampling technique was used. This technique is a sampling of data sources where the number of data sources will increase until the information obtained is saturated like a rolling snowball that will get bigger (Sugiyono, 2023).

2.2 Research Place

This research was conducted at PT. Fres Indonesia Wisata Bandung which is located at GBA Complex 1 Block i No. 46 Bojongsoang, Bandung Regency, West Java 40288, Indonesia.

2.3 Data Collection

Data collection is a requirement that influences research results, and can be classified according to its technique. Typically, qualitative research uses the following methods to collect data: focus groups, interviews, documentation, and observation (Ibrahim, 2018). The author used documentation, interviews, and observation as data collection methods for this study.

2.3.1 Documentation

A technique known as documentary data collection using records history stored in the form of artifacts, photographs, or written reports to collect data (Sugiyono 2023). Documents are defined by Guba and Lincoln in Ibrahim (2018) as data sources that include notes and documents. Any written statement compiled by a person or organization with the aim of verifying an event is called a record. Thus, it can be concluded that documents in qualitative research function as a source of information and the necessary foundation for further studies-in this example, content analysis. It means that if it is certain that the document to be studied is available, then a content search can be carried out. The

planning of the work procedure for content research carried out is reading the document text (in general), creating categories, examining the text (in detail), carrying out the classification process according to the categories that have been made, interpreting, and arriving at general findings (Ibrahim, 2018).

2.3.2 Interview

One method of data collection that uses dialogue, questioning skills, and listening is an interview (Denzin and Lincoln in Ibrahim, 2018). According to Sugiyono (2023), interviews are used as a data collection technique if the author wants to conduct a preliminary study to identify problems that must be studied, and also if the number of respondents is small and the author wants to know more in-depth information. This data collection method is based on reports made about oneself, or at least, personal knowledge and/or beliefs. There are at least three different types of interviews: structured, semi-structured, and unstructured interviews (Ibrahim, 2018).

2.3.3 Observation

The author collects data by openly explaining to the data source that they are writing so that the data source fully understands the author's activities. However, there are times when the author makes observations without being completely honest or open; this needs to be done if the data being sought is still confidential information. If done openly, there is a high probability that the author will not be allowed to record any findings (Sugiyono, 2023).

Observation is the basis of all science, according to Nasution in Sugiyono (2023). Only through the data or the truth about the real world found through observation can scientists make decisions. To clearly see the small or very distant objects, data is often collected using various sophisticated instruments. Satori in Ibrahim (2018) defines observation as a data collection technique which has specific characteristics when compared to other techniques, such as interviews and questionnaires. Sugiyono defines observation as a data collection technique that has specific characteristics when compared to other techniques, such as interviews and questionnaires. If surveys and interviews always involve people, then observation must also include other natural objects.

3. FINDINGS AND DISCUSSION

The discussion of the results of the data findings obtained for each dimension of the tour package in the form of tourist attractions, tourists, facilities and time is as follows:

3.1 Analysis Dimensions of Tourist Attractions in Surfing Tour Package Planning in the Pesisir Barat Area

In planning a tour package, the author needs data on tourist attractions in the Pesisir Barat Regency which then will be arranged into a package. Based on the findings from the interview and the author conducted direct observation at the tourist attractions described by the informants, the author can decide which tourist attractions should be included in the Surfing tour package.

The tourist attractions were chosen must certainly meet special characteristics, such as being able to participate in one or more surfing sports activities and other marine tourism such as snorkeling and fishing. In terms of safety, it is a factor to consider in determining tourist attractions in planning a surfing tour package. There are several things that need to be considered, including: currents, waves, beach-forming materials, heat and sunlight, and marine fauna that can cause risks such as bruises, scratches, sunburn, muscle cramps, dehydration, puncture wounds, torn skin, hyperthermia, sprains or dislocations of the wrist, skin cancer and even death.

With the type of plunging breaker waves that can be found in the Pesisir Barat area, it is the most challenging type of wave for surfers but it is also the most dangerous, strong and fast wave. As well as for other types of waves that are formed in the waters of Krui itself are plugging breakers and spilling breakers which are suitable for surfing activities. The Pesisir Barat beach area is included in the less dangerous category (leaste hazardous) for surfing activities in terms of beach conditions. Due to supportive wave conditions and beach environmental conditions that are included in less dangerous conditions, the Pesisir Barat beach area is suitable for surfing activities.

With considering all the existing factors, as a result the existing tourist attractions can help support tour packages based on the concept of marine tourism focusing on special surfing interests. In addition, there are five indicators in determining the selected tourist attractions, as follows:

3.1.1 Uniqueness

1) Tanjung Setia Beach

Tanjung Setia Beach is the location of the world-class surfing championship or known as the World Surfing League Krui Pro which has the best level of safety among all the beaches in Krui for surfing. Tanjung Setia Beach which is approximately 230 km from Bandar Lampung and 20 km from the center of Krui is suitable for professional surfers who will surf because the wave conditions can reach eight meters high with a wave roll length of up to 200 meters. Tanjung Setia Beach is so long that it makes the surfers easier to surf without having to pile up at one point. In addition, the many accommodations and surf shops and coffee shops in the Tanjung Setia Beach area make it popular for the tourists until now.

Tanjung Setia also has extraordinary natural beauty and conditions that are still very clean. In addition to the strong waves, the soft white sandy beach begins from beach to another and the sunset view offers its own charm. The coastline of Tanjung Setia is also decorated with the tall coconut trees, which provide beautiful views and a calm atmosphere while waiting for the ideal waves.

This is in line with research conducted by Lestari, et.al (2021). They stated that Tanjung Setia Beach has waves that are suitable for surfing activities, because it directly faces the Indian Ocean. This is proven, this beach became the location for the opening of the World Surf League (WSL) Krui Pro QS 5000 in 2022. In addition, the completeness of security facilities and adequate supporting facilities make this beach a destination that is ready for tourism activities.

2) Mandiri Beach

Mandiri Beach is a coastal area that is the location of foreign investor villas. This is also marked by the modern architectural design of the villa buildings that stand majestically on the right and left sides of the road. It is located between Krui City and Tanjung Setia Beach Area.

The expansive stretch of sand beach is perfect for relaxing and enjoying coconut ice and enjoying the time with family. The Mandiri beach which is located on the edge of the main road across Sumatra makes it a place to rest from a long journey. The facilities such as gazebos, swings and long large parking make this beach always crowded with visitors in the afternoon.

3) Labuhan Jukung Beach

As a beach located in the administrative center of Pesisir Barat Regency, Labuhan Jukung Beach is easy to access and is crowded with visitors. This beach itself is an option for swimming on the beach and there are a few people who learn to surf in this beach. Labuhan Jukung Beach itself is suitable for relaxing in the morning and evening. With many coconut ice vendors around Labuhan Jukung Beach, the tourists spend a lot of time here.

Labuhan Jukung Beach is located in Pekon Kampung Jawa, Pesisir Tengah District. Labuhan Jukung Beach is a surfing location that is also interesting. The beach is a suitable recommendation for beginner surfers. This was proven in December 2020, this beach became the location for a local surfing competition entitled Pjs Bupati Surfing Local Competition.

4) Pisang Island

Pisang Island is an island that can be reached in 35 minutes by fishing boat through the crossing pier at Tembakak Beach. Snorkeling is one of the activities that tourists do when visiting Pisang Island. In addition, tourists can also find dolphins on the way to Banana Island. Pisang Island itself is an alternative for tourists if they are waiting for the wave conditions on the beach to be good for surfing.

5) Batu Tihang

Batu Tihang Beach is about 27 kilometers from Krui, the capital of Pesisir Barat Lampung, and it takes about an hour to reach it. Batu Tihang Beach on the Pesisir Barat is located on the edge of the Lampung - Bengkulu main road. Tourists will find the road conditions are quite good and safe. Batu Tihang Beach is also known as Batu Tegak Beach by the locals.



The results of a study conducted by Kagungan, et al. (2023) show that the Pesisir Barat Regency Tourism Office is trying to make tourism in the area better known. The Tourism Office holds many exhibitions both locally and abroad, for example the Krui pro event (surfing competition). The surfing competition is attended by various countries which is made an annual agenda and is the largest and international program with the title "World Surf League" (WSL).

In addition, in supporting tourism branding activities, the Tourism Office of Pesisir Barat Regency created branding/logos for tourist villages spread across various tourist villages in the Regency and utilized social media accounts such as Facebook, Twitter, and Instagram, with the aim of introducing tourism potential in the current digital era. Organizations need to set annual goals and five-year goals. The Pesisir Barat Tourism Office sets annual goals in tourism branding with the aim of increasing the number of tourists each year, especially tourists from abroad who not only do surfing activities, but can also participate in other activities, such as teaching activities held by the Pesisir Barat Surfing Association (PBSA).

Based on the above explanation, it can be concluded that the Pesisir Barat Regency has marine tourism attractions (beaches) that are very suitable for surfing tourism activities. The existence of good security facilities, adequate supporting facilities and local government awareness can support tourism actors to be creative in creating or designing surfing-themed tourism packages that are tailored to tourist preferences.

3.1.2 Compliance traveler's taste

Informants N5, N6, N7, and N8 stated that they were not disappointed with surfing activities in Krui. They were satisfied with the cost and time they had spent, because they found good waves and beaches for surfing on the Pesisir Barat.

The results of the interview with N1 support the statement from N3 who confirmed that the characteristics of high and long waves are important criteria in selecting Krui as the host of the World Surfing League (WSL) Krui Pro, including for 2023.

3.1.3 Enjoyable / leisure

Mandiri Beach and Labuhan Jukung Beach are the main choices for tourists, both foreign tourists (wisman) and domestic tourists (wisnus), who want to relax and enjoy their free time in Pesisir Barat Regency. Most of the beaches in Pesisir Barat Regency have good waves, such as Tanjung Setia Beach, Mandiri Beach, Labuhan Jukung Beach, Way Jambu Beach, Pugung Beach, and many more. This allows surfers to enjoy surfing activities on these beaches.

It can be said that Pesisir Barat Regency has many choices of beaches attractive, both for tourists who want to relax and for surfers, and visitors can choose the beach according to their preferences.

3.1.4 Education

Apart from experienced tourists, there are also many tourists who come to learn to surf. Several surf shops around Labuhan Jukung Beach provide guides to help the tourists who want to learn to surf, especially for children and adults who are interested in learning the sport of surfing. In addition, the existence of the Pesisir Barat Surfing Association is an option for tourists to learn surfing activities.

3.1.5 Carrying capacity

The beaches in Pesisir Barat Regency have adequate public facilities, well-managed guest reception capacity, and community involvement in decision-making and economic activities, as well as the friendly and helpful nature of the local population. All of these contribute to the positive experience of tourists while visiting the coastal area. In addition, the existence of adequate security and health facilities is a support for tourism activities in Pesisir Barat area.

3.1.6 Accessibility

Tourists can easily reach the beaches in Pesisir Barat Regency using cars or four-wheeled vehicles. The road conditions in most coastal areas are considered good, although there are some small beaches that are still not paved. Parking capacity is also considered adequate, especially at Tanjung Setia Beach, Mandiri Beach, and Labuhan Jukung. All of this contributes to the accessibility and comfort for the tourists while visiting the coastal area.

3.2 Analysis of Tourist Dimensions in Surfing Tour Package Planning in the Pesisir Barat Area

3.2.1 Non-physical profile of tourists

Tourists visiting Pesisir Barat Regency are mostly foreign tourists, based on the results of the interview, Australia, Japan, and New Zealand dominate. Tourists visiting Pesisir Barat Regency stay for an average of five days from arrival to return, and some stay for one month. Based on the results of the interview, the author found that tourists who follow the surfing tour package come from these countries.

It is very important to know the occupation and age of tourists that match the selection of activities and types of activities carried out when organizing a surfing tour package. Based on the results of the interview, information was obtained regarding the profession or occupation of tourists visiting Pesisir Barat. Tourists who are company employees and have a talent for surfing are suitable for making surfing tour packages in the Regency. Tourists with different occupations, on the other hand, are also suitable for surfing tour packages as long as they have an interest in surfing. This is because the activities included in this tour package will require special skills.

Furthermore, the author obtained information about the age range of foreign tourists who visited between the ages of 25 to 45 years. Tourists in this age group are considered suitable for the surfing tour package, although in reality this tour package is more ideal for tourists aged 25 to 35 years.

3.2.2 Physical profile of tourists

Tourists' interests and motivations are needed when organizing surfing tour packages in order to choose the appropriate activities and events. According to research findings based on interview, foreign tourists visiting Pesisir Barat Regency are interested in marine tourism.

The author narrows down the interests of foreign tourists to activities such as surfing, snorkeling, and fishing. Tourist interests will be adjusted to the activities of this tour package, so that tourists can travel according to their preferences.

Planning a tour package also requires an appropriate number of tourists. In this surfing tour package, a small number of tourists will be ideal. This is because surfing is not appropriate if a tourist destination is visited by many tourists which can cause crowds.

3.3 Analysis Dimension of Facilities in Planning Surfing Tour Packages in the Pesisir Barat Area

3.3.1 Accommodation facilities

Accommodation is needed in a tour package as a facility to support the tour package activities. Accommodation data in Pesisir Barat Regency includes hotels, villas, inns, homestays, and resorts. Based on the results of research findings collected from interviews and observations, appropriate accommodation in a surfing tour package is one of the important thing that is able to support the marine tourism activities carried out. So the appropriate accommodation is one that has direct access to the beach, which will make it easier for the tourists to surf.

3.3.2 Restaurant or Food and Beverage Facilities

The author will choose a restaurant in this tour package based on the route taken so that the time needed is not too long. Restaurants must be chosen based on the activities and areas visited, because most restaurants are concentrated in the Tanjung Setia Beach area, Mandiri Beach area, Labuhan Jukung Beach area, and the area around Krui City.

Furthermore, the author considered restaurants with good hygiene conditions and food that matched the preferences mentioned by the informants in their interviews.

3.3.3 Transportation Facilities

Based on the results of interviews and observations, information was obtained regarding transportation mode which is used to reach the destination of the tour package. According to the author, in this tour package, the transportation facilities used:

1) Aircraft

Tourists coming from outside of Pesisir Barat Regency can enter through Taufiq Kiemas Krui Airport with a flight route from Raden Inten II Lampung International Airport using a Grand Caravan type aircraft with a flight schedule twice a week. In addition to the limited schedule, luggage also needs to be considered if you want to use a plane to Krui because the capacity of the Grand Caravan



aircraft is not that big.

2) Bus

Buses are one of the public transportations that tourists can use when visiting Krui. Buses can also carry large groups of tourists and more than regular cars.

3) Car

By using the land route, this mode of transportation can take tourists to the beach area in Krui. This car transportation has a passenger capacity that allows for transporting small groups of tourists or individuals according to the number of guests in the surfing tour package.

4) Motorbikes

For more flexible mobility needs, two-wheeled vehicles such as motorbikes are needed. Although almost all beaches in Pesisir Barat Regency can be accessed by car, motorbikes are still needed to reach surfing spots that are far to reach on foot and are less effective if you continue to use cars. Based on observations, it is known that the daily rental price for motorbikes for surfing is IDR 70,000 to IDR 85,000 thousand rupiah.

For the motorbike rental that is usually used for surfing has been modified with the addition of facilities to place a surfboard on the left side of the motorbike for a maximum of two surfboards.

5) Fishing boat

Fishing boats are a traditional mode of transportation used by the people of Pesisir Barat Regency. These fishing boats are small vessels that can accommodate up to eight people.

With a price of IDR 30,000 rupiah for a one-way trip to Pisang Island, the price is relatively cheap. Of course, using a fishing boat will provide benefits in the form of economic income for the local community. The fishing boat used in this tour package is used to travel to Pisang Island from the Tembakak Beach crossing pier. Fishing boats are also used to visit snorkeling locations on Pisang Island.

3.3.4 Performance facilities

Based on interviews with informants, it was obtained that Pesisir Barat Regency not only provides interesting beach tourism attractions, but also organizes various dance performances and UMKM craft exhibitions at major events. Pura Seghara Tirta Bhuna at Melasti Beach, which showcases local arts and cultural heritage activities.

Tanjung Setia Beach also has a stage in the beach park area that is often used for art and music performances, providing a diverse art experience for tourists. The use of land at the UMKM exhibition held in the parking lot of the Krui Regency Government Office, shows an effort to promote local handmade products and help the UMKM sector.

3.3.5 Shopping facilities

Handicrafts and souvenirs can also be found in Pesisir Barat Regency. Embroidery tapis and wooden crafts such as key chains are examples of commonly found crafts. These crafts show the richness of local culture and become one of the unique identities of local products.

There are also shops that sell surfing equipment such as surfwear, surfboards, and surfboard wax, The Hello Mister Surf Shop at Tanjung Setia Beach and Labuhan Jukung Beach, for example. This shop is quite a popular place for surfers and surfing enthusiasts to find their surfing needs.

Foreign tourists also often visit other shops, such as Kirana Surf at Tanjung Setia Beach. The presence of these shops not only meets the needs surfers, but also benefits the local economy and strengthens Pesisir Barat Regency's position as a popular surfing destination.

3.4 Analysis Dimension of Time in surfing tour package planning in the Pesisir Barat Area

Based on the results of interviews with sources and observations that have been carried out, the duration of the surfing tour package can be planned with a minimum time consideration of five days to one week, because this is in accordance with the average length of stay of foreign tourists visiting Pesisir Barat Regency.

The division of time required is determined based on the duration of time spent traveling from Bandar Lampung City to Pesisir Barat Regency, the journey taken to various selected tourist attractions, the duration of time spent at tourist attractions, and the determination of time based on the type of marine tourism carried out other than surfing activities.

Meanwhile, surfing activities should not be done between 11:00 and 13:00 because it is the peak of UV radiation which can cause skin disorders. Given that sunlight is on the top list of dangers and risks in the beach area. And the right time to visit Krui to get conducive weather and good waves is between June and September.

4. CONCLUSION

After conducting research in planning this surfing tour package, the author can provide suggestions and recommendations that can be considered for PT. Fres Indonesia Wisata as a Travel Agency in Bandung in planning a surfing tour package in the coastal area of Pesisir Barat Lampung as explained below:

- 4.1 In planning a surfing tour package in the coastal area of Pesisir Barat Lampung, companies can choose recommended tourist attractions such as: Tanjung Setia Beach, Mandiri Beach, Labuhan Jukung Beach, Walur Beach, Melasti Beach, Pisang Island, Batu Tihang, Pugung Penengahan Beach. In addition, companies can arrange surfing tour activities by integrating surfing activities with other tourist activities in Pesisir Barat Regency. This will create a good influence for the company with the availability of various choices of tour packages so that tourists can easily choose and adjust the surfing tour package to their preferences.
- 4.2 Recommendation for transportation, the company should consider more efficient and safe transportation to support all tourist activities. For tourists in large numbers and from outside Pesisir Barat Regency, they can use planes to Raden Inten II International Airport, then use Bus, Hi-Ace, or other cars to Pesisir Barat Regency. While for tourists from Java Island, they can go through the Merak to Bakauheni crossing to enter Sumatra Island. For tourist mobility while in Pesisir Barat Regency, the company should use two-wheeled vehicles such as motorbikes and four-wheeled vehicles such as Avanza, Innova, Rush and small cars of the same type so that they can easily access tourist attractions in Pesisir Barat Regency and utilize fishing boats for sea transportation to continue to provide an economic impact on local residents.
- 4.3 The company in determining food and beverage facilities, performance venues and shopping places, should consider the route of the tourist attractions chosen in a surfing tour package. This aims to be more efficient in time because most of the facilities are concentrated in certain areas. The accommodation facilities that companies can use are: Lovina Krui Surf, Sumatra Surf Resort, Karang Nyimbor Hotel, Paradise, Mandiri Beach Club, Villa Segara, Villa Santai Mandiri, Sunset Beach Hotel, Krui Mulia Hotel, Labuhan Jukung Cottage, Walur Surf Villa, and Mios Bungalows. Restaurant facilities are: Leafy's Café, Marlin resto, Lani's Resto, Paradise Café, and Saiyo Sakato. Surfing equipment shop facilities and performance venues are: Hello Mister Surf Shop, Kirana Surf Shop, Panggung Pantai Tanjung Setia and Pura Seghara Tirta Bhuana.
- 4.4 In terms of time, the company should creates packages with a minimum of time spending five days to one week, adjusting to the average length of stay of foreign tourists visiting Pesisir Barat Regency with visiting times from June to September for good weather and good waves.
- 4.5 Krui Fun Surf Tour Package for Beginners (5D4N)

This tour package can be offered to tourists who want to learn surfing and do not have surfing equipment, especially for those who lack knowledge or are still beginners. Tourists will be able to learn the basics of surfing through this tour package. Tourists will spend time at Labuan Jukung Beach to get directions from the surfing guide before starting to surf on the beach waves that are not



too big. After learning the basics of surfing at Labuhan Jukung Beach, the tourists will be taken to Mandiri Beach to try the waves.

The Tourists can enjoy the beauty of the beach while learning to surf on this tour package. The Tourists can snorkel on Pisang Island to enjoy the beauty of the underwater. Other activities include swimming at Walur Beach with its beautiful stretch of white sand. Tourists will also hunt for souvenirs and enjoy the beauty of Tanjung Setia Beach with its long and beautiful waves.

4.6 The Charm Of Krui Tour Package (5D4N)

This tour package can be offered to the tourists who already have their own surfing skills and equipment, especially for professionals and those who surf as a hobby. Tanjung Setia Beach is a favorite place for tourists who want to surf. Next, tourists will be taken to conquer the waves at Mandiri Beach. The Tourists will have more freely to choose a surfing spot according to their taste because both beaches have long coastlines. After being satisfied playing in the sea, the surfers will eat marlin satay at the inn which is the catch of local residents who work as fishermen.

Tourists will also snorkel in Pisang Island to enjoy its marine wealth, such as watching turtles and in certain situations can see a group of dolphins. Tourists will also hunt for souvenirs typical of Krui to take home.

4.7 Exotic Krui Surf Tour Package (7D6N)

This tour package is available for the tourists who already have their own surfing skills and equipment, especially for professional surfers and those who surf as a recreational activity. Tanjung Setia Beach, Mandiri Beach and Labuhan Jukung Beach are a must-visit for the surfers while visiting Pesisir Barat Regency. Tourists will have more freedom to surf according to their preferences on the three beaches with extensive coastlines. After being satisfied playing in the sea, the tourists will eat marlin satay at the inn which is the catch of local fishermen. Tourists will also snorkel on Pisang Island to enjoy its marine wealth such as seeing turtles and in certain situations tourists can see dolphins. Tourists will also enjoy traditional dance performances at the Seghara Tirta Bhuana Temple located on Melasti Beach. Tourists will also be taken to hunt for souvenirs by Krui specialties as souvenirs that they can take home.

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