



## The Potential of Pantai Indah Kemangi for Marine Tourism in Kendal

Hardiat Dani Satria<sup>1</sup>

<sup>1</sup>PT Variiegrow Inovasi Pertanian, Kendal, Jawa Tengah

\*Corresponding author's email : [danisindoro@gmail.com](mailto:danisindoro@gmail.com).

### Abstract

Kendal Regency has significant potential in the tourism sector, particularly in marine tourism. One of the iconic beaches is Pantai Indah Kemangi, located in Jungsemi Village, Kangkung District. Pantai Indah Kemangi needs to be developed to maximize its potential as a tourism industry hub. Objective: The purpose of this research is to analyze the potential of Pantai Indah Kemangi as a marine tourism destination in Kendal. This study identifies the factors that support the development of this beach as a potential tourist destination. Method: This research employs a descriptive qualitative research method, with data collected through interviews, secondary data analysis, and field observations. Result: Pantai Indah Kemangi has great potential to develop as a leading marine tourism destination in the North Coast region. This area can stimulate local economic growth, especially with the development of Micro, Small, and Medium Enterprises (MSMEs) in Jungsemi Village. The local government has also undertaken reforestation around the beach by planting sea pines, emphasizing environmental sustainability and the coastal ecosystem. Discussion: Pantai Indah Kemangi has significant potential to become an iconic marine tourism destination in the North Coast (Pantura) area. However, to optimize this potential, the road access needs to be revitalized to accommodate larger vehicles, and adequate lighting should be added. Conclusion: Pantai Indah Kemangi has made a substantial contribution to the development of marine tourism in Kendal, attracting both local and out-of-town tourists. Therefore, to ensure the continued growth of this tourist area, more effective promotion and improved services that do not disadvantage consumers are necessary.

**Keywords:** Pantai Indah Kemangi, marine tourism, Kendal, msme

### 1. INTRODUCTION

Kendal Regency is located along the northern coast of Central Java Province, Indonesia. The region is known for its thriving agriculture, fisheries, and industrial sectors, as well as its rich tourism potential, particularly in nature and marine tourism (1). The regency is bordered by the Java Sea to the north, which grants it several attractive beach destinations, including Pantai Indah Kemangi (2). In addition to its natural beauty, Kendal is home to a rich cultural and historical heritage, with various historical sites and traditions that are still preserved by the local community (3).

The history of Pantai Indah Kemangi began with the efforts of the Jungsemi Village community to utilize the natural coastal resources they had. In the past, this coastal area was known primarily for fishing and farming, but over time, locals recognized its tourism potential (4). The presence of Pantai Indah Kemangi has brought positive impacts to the local village, especially Jungsemi Village (5).

As the number of visitors increased, villagers became involved in various tourism ventures, such as operating food stalls, renting out beach toys, and providing other tourism services. This has created new job opportunities and boosted the incomes of the local community (6). Additionally, environmental management programs and the promotion of local culture have been developed to support the sustainability of tourism, making Pantai Indah Kemangi a real example of how a tourism destination can empower and uplift the village economy (7).

Pantai Indah Kemangi holds great potential to be developed into an iconic marine tourism hub in Kendal Regency. With its stunning natural beauty, the beach can attract visitors from various regions, enhancing Kendal's reputation as a tourism destination (8). The development of infrastructure, promotion, and supporting facilities at Pantai Indah Kemangi will increase the number of tourist

visits and create opportunities for Kendal to be more widely recognized both nationally and internationally. This development will not only benefit the tourism sector but also contribute to strengthening the local economy (9).

One of the significant potentials to be explored at Pantai Indah Kemangi is the growth of Micro, Small, and Medium Enterprises (MSMEs) in the surrounding area. Dozens of MSMEs have started to thrive, directly benefiting from the influx of tourists visiting the beach (10). Field observations show that various local products, such as snacks, fresh seafood, and agricultural goods from the surrounding areas, have become increasingly popular. With the right development efforts, Pantai Indah Kemangi can serve as a platform for local MSMEs to grow more rapidly, thereby improving community welfare and boosting the regional economy (11).

This study aims to analyze the potential of Pantai Indah Kemangi as a marine tourism destination in Kendal Regency, focusing on identifying the various factors that support its development. The beach's marine tourism potential is explored through an examination of its unique natural resources, geographical conditions, and the available facilities in the surrounding area. Additionally, the study considers the social and economic factors that contribute to the development of the tourism area, including local community involvement, potential revenue growth, and environmental sustainability.

In identifying the supporting factors, this research analyzes aspects such as accessibility, infrastructure, tourism promotion, and local government policies related to the management of Pantai Indah Kemangi. The study also evaluates the role of the local community in developing the beach's tourism potential, such as providing tourism services, managing the area, and participating in environmental preservation programs. These factors are expected to provide deeper insights into the opportunities and challenges in developing Pantai Indah Kemangi as a sustainable and potential marine tourism destination in Kendal.

## 2. RESEARCH METHODOLOGY

This study employs a descriptive qualitative research method to describe and understand the tourism potential of Pantai Indah Kemangi for marine tourism in Kendal. Through a qualitative approach, the research focuses on the experiences, understandings, and perceptions of the local community regarding the impact of Pantai Indah Kemangi. This approach was chosen as it allows the researcher to explore the phenomenon in-depth and gain a more holistic view of the situation on the ground.

Data were collected using three main techniques: interviews, secondary data analysis, and field observations. Interviews were conducted with five informants from Jungsemi Village, aged between 20 and 50 years, to obtain firsthand insights into the influence and potential of Pantai Indah Kemangi on their lives. In addition, the researcher utilized secondary data from various relevant sources, such as government reports and previous studies, as well as direct field observations to map the physical conditions and tourism potential of the beach.

Once the data were collected, the researcher conducted an analysis to identify key themes that emerged from both the interviews and observations. Through data triangulation, this study seeks to understand the social, economic, and environmental impacts experienced by the community of Jungsemi Village as a result of Pantai Indah Kemangi, while also exploring opportunities for the sustainable development of marine tourism in the area.

## 3. FINDINGS AND DISCUSSION

The research findings on the potential of Pantai Indah Kemangi as a marine tourism destination in Kendal Regency show that this beach has a strong appeal to boost the tourism sector in the region (2). The first finding highlights the growing attractiveness of marine tourism in Kendal, where Pantai Indah Kemangi offers stunning views, waves suitable for recreation, and a rich marine ecosystem (11). The development of facilities, such as parking areas, dining spots, and easy access, has also contributed to the increasing interest of tourists from both within and outside the region (10). This strengthens Kendal's position as one of the potential marine tourism destinations in Central Java (12).

Additionally, the study found that the presence of Pantai Indah Kemangi has contributed to the growth of local MSMEs (11). Many local residents have begun to develop businesses in the culinary, handicrafts, and souvenir sectors, which has had a direct positive impact on the village's economy (13). The third finding indicates that Pantai Indah Kemangi has the potential to become an icon of Kendal (14). With the right promotion, this beach could elevate Kendal's image as a popular marine tourism destination (7).

Moreover, the local government has been actively taking concrete steps to preserve the environment around Pantai Indah Kemangi (11). One such initiative includes reforestation efforts by planting sea pine trees along the beach (15). This initiative aims to protect the coastal ecosystem while also providing comfort for visitors. By focusing on environmental sustainability, the management of Pantai Indah Kemangi is expected to be long-lasting, balancing both economic and ecological benefits (11).

### **Enhancing the Appeal of Marine Tourism in Kendal**

Kendal Regency in Central Java boasts a coastline of approximately 42 kilometers, offering significant potential for the development of beach tourism in the area as a premier destination in Central Java. One of the standout beaches is Pantai Indah Kemangi, located in Jungsemi Village, Kangkung District. This beach features captivating natural beauty. Situated around 12 kilometers northwest of Kendal City, Pantai Indah Kemangi is easily accessible with wide, well-maintained roads, making the trip to the location take less than 30 minutes (16).



**Figure 1.** The panorama at Pantai Indah Kemangi  
Source: Authors, 2024

As is known, marine tourism encompasses all recreational activities conducted in maritime areas, including coastal regions, surrounding islands, and ocean areas—whether on the surface, underwater, or at the seabed, including marine parks. Currently, Pantai Indah Kemangi has become a significant attraction for marine tourism in Kendal.



**Figure 2.** The Shrimp Farms at Pantai Indah Kemangi

Source: Authors, 2024

Pantai Indah Kemangi in Kendal Regency holds great potential as a marine tourism destination, offering not only natural beauty but also opportunities for maritime businesses, particularly in the aquaculture sector. One rapidly growing enterprise is shrimp farming, which leverages local marine resources and supports the surrounding community's economy. The development of this sector not only enhances the beach's tourism appeal but also strengthens the local economy by empowering the community in the fields of marine and fisheries (11).



**Figure 3.** The Aquaculture Area at Pantai Indah Kemangi

Source: Authors, 2024

Pantai Indah Kemangi is equipped with gazebos that can be used for taking photos or resting. The beach follows a nature tourism concept, with casuarina and ketapang trees planted along the shoreline. These trees not only provide shade but also serve as a barrier against erosion, protecting the farmland that borders the beach. Additionally, the management is developing a fishing pond where visitors can catch fish and cook their catch on-site (15).

### **Growth of Local MSMEs**

Pantai Indah Kemangi has become a catalyst for the growth of local MSMEs in the surrounding area. With the increasing number of visitors, various small and medium-sized enterprises have emerged, such as food stalls, souvenir vendors, and equipment rentals. The presence of the beach not only attracts tourists but also encourages the local community to innovate in developing products and services, driving the local economy and improving the well-being of nearby residents (11).





**Figure 4.** Local MSMEs at Pantai Indah Kemangi  
Source: Authors, 2024

Pantai Indah Kemangi not only serves as a marine tourism destination but also supports the development of productive agriculture in the surrounding area. With the presence of casuarina forests planted along the shoreline, the nearby agricultural lands are protected from erosion and damage caused by sea winds. This condition allows local farmers to continue developing their agricultural ventures more productively. Furthermore, the growing potential of beach tourism also opens opportunities for farmers to market their local produce to tourists, creating a mutually beneficial symbiosis between the agricultural and tourism sectors (11).

The beach tourism initiative is developed by the Jungsemi Village Government in collaboration with the Institute for Research and Community Service (LPPM) of PGRI Semarang University (Upgris). Agricultural lands producing crops such as cassava, corn, melons, watermelons, and grains can be effectively managed (17).



**Figure 5.** Productive Agriculture at Pantai Indah Kemangi  
Source: Authors, 2024

Facilities at Pantai Indah Kemangi continue to improve to enhance visitor comfort. Some amenities, such as visitor seating and gazebos, have been upgraded, providing comfortable spots to relax while enjoying the beach views. Additionally, the variety of food options available at the beach is another attraction for tourists. With affordable entrance fees and reasonably priced items, Pantai Indah Kemangi has become an accessible tourism destination that still offers a satisfying experience for visitors (11).



**Figure 6.** Visitor Facilities at Pantai Indah Kemangi  
Source: Authors, 2024

### **Potential to Become an Icon of Kendal**

The presence of Pantai Indah Kemangi in Jungsemi Village, Kangkung District, Kendal, has become an attraction for the tourism sector. This tourist destination, often referred to as PIK, has become an icon or symbol for Kangkung District. Previously, Kangkung lacked a notable icon and was primarily known as an agricultural area. The emergence of this tourism initiative is hoped to motivate other villages in Kangkung to develop their own potential. The Institute for Research and Community Service (LPPM) at PGRI Semarang University (Upgris) stated that the Partner Village Program initiated by UPGRIS in Jungsemi Village began in 2017. LPPM has been providing support for the development of tourism in the village, focusing on the potential of natural resources and human resources (13).

Additionally, the beauty of Pantai Indah Kemangi in Kangkung District is seen as having the potential to be developed into a sports tourism destination. The beach offers an attractive opportunity for jet ski sports trials. By promoting Pantai Indah Kemangi as a sports tourism site, it will also stimulate the local MSMEs in the surrounding area (18).

## **4. CONCLUSION**

Pantai Indah Kemangi has become one of the premier marine tourism destinations in Kendal, making a significant contribution to the growth of local tourism. Its stunning natural beauty, combined with increasingly comprehensive facilities, has successfully attracted visitors. Tourists come to enjoy the beach views, local cuisine, and the lush atmosphere, making Pantai Indah Kemangi a favorite choice for those seeking an affordable yet appealing beach destination. This potential needs to be well-managed to ensure visitor satisfaction and the continued development of the tourism sector in the area.

To ensure the sustainable growth of Pantai Indah Kemangi as a sought-after tourist destination, more effective promotion strategies are needed. Proper promotion will help attract more visitors and expand the market. Additionally, enhancing services should be a priority, including maintaining the quality of facilities without overburdening visitors with excessively high prices. By striking a balance between affordability and quality service, Pantai Indah Kemangi will continue to be a popular tourist destination that benefits the local economy.

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