Characteristics of Snorkeling Tourist on Pramuka Island, Thousand Islands

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Abstract
The characteristics of tourists play an important role in determining the tourist destinations they want to visit. The tourism potential offered on Pramuka Island is marine and coastal tourism. Snorkeling marine tourism has become one of the most popular diving attractions on Pramuka Island because it is quite safe and affordable. The high number of snorkeling tourism visits requires an analysis to enhance marketing planning that is more specific based on tourist characteristics, aiming to predict tourist needs so that the interests and patterns of tourists who want to go snorkeling align with the target. The research method used is a quantitative descriptive method, with the sampling technique being accidental sampling. The research findings reveal that the characteristics of tourists in choosing snorkeling tourism destinations in Pramuka Island can be examined based on factors such as age, education, occupation, income, distance, origin, and frequency of visit
Keywords: Marine tourism, marketing strategy, pramuka island

1. INTRODUCTION

Tourism is a sustainable sector that develops tourism activities with three aspects, namely environmental, social, and economic aspects (Utina 2010). The economic sector is one of the important aspects in driving the improvement of the national and regional economy. One of the types of tourism that can rapidly boost economic growth is marine tourism. This aligns with the increasing demand from tourists to visit areas with marine tourism potential. The rise in tourists to marine tourism destinations makes marine tourism a leading tourism sector capable of driving tourism development.

Marine tourism encompasses all forms of activities that utilize an area with potential marine landscapes and coastal regions as attractions for tourists (Muttaqin et al., 2011). One of the popular marine tourism destinations in the Thousand Islands is Pramuka Island. This island has become one of the destinations with the highest number of visits, both by local and national tourists. Its strategic location and proximity to the capital make it a popular destination. As the center of government, based on visitor data for Pramuka Island in 2022, the number of tourists who visited reached 43,636 people, an increase of 46,9 percent compared to 2021, which recorded 23,149 visitors
(Data Statistics 2023). Based on this data, the number of tourists visiting Pramuka Island has increased year by year.

Diving tourism has become the flagship marine tourism in Pramuka Island. The tourism offerings on Pramuka Island consist of numerous tour packages that include snorkeling destination packages, licensed diving packages, water recreation, and conservation areas (mangrove and turtle). One of the most popular activities on Pramuka Island is snorkeling. Snorkeling (skin diving) is an activity of diving at the water's surface, either using special equipment like fins and snorkels or without equipment, to enjoy the beauty of marine life. According to Fitriana et al., (2019), the main attraction of Pramuka Island for tourists is its underwater beauty and diversity, which draws many people to engage in snorkeling activities.

Seeing the large potential number of tourist visits, further research is needed to analyze the characteristics of visitors who go snorkeling. This visitor analysis is very important in predicting

emerging trends to provide an overview of market needs, so that the interests and consumption patterns of tourists who want to go snorkeling can meet the target. Complete, comprehensive, and consistent visitor data can be recommended to tourism managers, research institutions, and local governments to monitor and evaluate tourist destinations.

2. RESEARCH METHODOLOGY

The sampling method used in this study is the accidental sampling technique. According to Sugiyono (2019), accidental sampling is a technique where the sample determination is taken by chance, coincidentally being at the research location and meeting unintentionally. This research uses a quantitative descriptive approach by describing or analyzing the obtained data and formulating more concise conclusions based on real phenomena or events.

The sampling in this study was conducted over a period of one month from January 2024 to February 2023. Data was collected directly through questionnaires asked tourists who engage in snorkeling activities on Pramuka Island. The data collection was conducted directly through observation, interviews, and documentation at the research site on Pramuka Island, Thousand Islands. Data collection was carried out on tourists who snorkel, which is generally done in the morning and afternoon.

The questionnaire given to tourists contains questions to refer to the characteristics of visitors based on the results of snorkeling activities on Pramuka Island. The questionnaire includes data that influences the number of visits, such as gender, age, education, occupation, income, distance traveled, and frequency of visits. The operational variables of the research can be seen in Table 1.

Table 1. Variable Data

Variable Data	Description
Gender of tourists	Gender male or female of each respondent
Age of the tourists	The age of the respondents is calculated at the time of filling out the questionnaire.
Level of education of the tourists	The highest level of formal education of the respondents
Tourist employment rate	Type of respondent's job
Tourist income level	The income generated by the respondents over the course of one month
Distance and origin of tourists	The distance from the respondents' original area to Pulau Pramuka
Frequency of respondents' visits	The number of tourist visits for snorkeling activities

3. FINDINGS AND DISCUSSION

3.1 Tourism Potential of Pramuka Island

The tourism potential on Pramuka Island, with adequate and diverse facilities, makes this island an alternative destination for tourists around DKI Jakarta to engage in marine tourism activities. Based on data from the Thousand Islands Administrative Sub-Department, tourist visits from January to June 2023 amounted to 25,836 tourists. The increase in the number of tourists from August to December 2023 was 32,662 tourists. The total number of tourist visits in 2023 was 58,498 tourists. (Dinas Kepulauan Seribu 2023).

Facilities and services for tourists in destination selection become important factors in supporting the attractiveness of tourism, including accommodation, dining places, and other public service facilities (telecommunications, electricity, internet, and others)(Mulyana, 2012). Pramuka Island has

the most complete facilities in the Thousand Islands. The available facilities include a variety of accommodation options, such as 45 homestays and 15 villas, as well as 2 sports fields, 2 mosques, 1 ATM, a restaurant or dining area, and 2 dive centers. In addition, Pramuka Island is also equipped with a pier, a hospital, a fish auction place , as well as recreational activities such as banana boat rides, flying donuts, and canoeing. Its coastal area features an attractive sunrise beach. Tourists visiting Pramuka Island can also enjoy adequate facilities, including travel services and tour guides. Tourists traveling to Pramuka Island can utilize travel and tour guide services, as they receive quite adequate facilities. In addition, the ease of access to Pramuka Island is one of the advantages for tourists who will start their journey from several ports, such as Marina Ancol Port and Kali Adem Muara Angke Port in Jakarta.

Pramuka Island offers tourism potential that includes marine and coastal tourism, with snorkeling and diving as the main destinations most favored by tourists. The beauty of the beach surrounded by mangrove forests adds to the appeal of coastal tourism. Additionally, there are conservation areas on this island, such as mangrove conservation and turtle hatcheries, which further attract visitors' attention. Other activities that can be enjoyed on Pramuka Island include watersports, fishing, and swimming, making the island a complete destination for various types of marine tourism activities. This is in line with Pokhrel (2024) statement, which mentions that marine activities are one of the biggest attractions on Pramuka Island. Snorkeling and diving are two favorite activities for tourists. The coral reefs surrounding this island serve as an important habitat for various species of tropical fish and other marine life.

3.2 Snorkeling Tour

Snorkeling is one of the diving tourism activities that explores the underwater beauty, namely the diversity of marine life and coral reefs. According to the Minister of Tourism Regulation No. 7 of 2016, snorkeling (surface diving) is a water recreation activity conducted from the water's surface using snorkeling equipment such as a snorkel, vest, mask, and fins. Snorkeling is one of the most popular tourist activities among the public due to its affordable cost and safety for various groups (Barker, 2003). The interest and enthusiasm of tourists for diving activities as a reason to visit a destination categorize diving tourism as a type of special interest tourism(Ardiwidjaja & Antariksa, 2022).

Based on direct field research, snorkeling has a higher visitation rate compared to diving tourism. This is related to the higher cost of diving compared to snorkeling tourism. Diving requires special diving techniques with complete diving equipment, including an oxygen tank. Beginner tourists who go deep-sea diving can reach depths of up to 12m. Meanwhile, for snorkeling, the depth is around 4-5m. Tourists are more interested in snorkeling as it is considered quite safe, allows for the exploration of marine biodiversity, and is affordable. Diving tourist data shows a 3:2 ratio, where 335 people went snorkeling and 223 people went diving during the period from January 2024 to February 2024. This can be seen in Figure 1
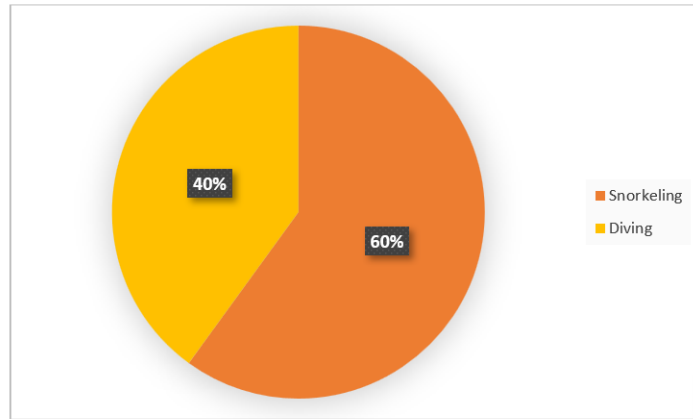
Figure 1. Percentage of Diving Tourist
Source: Authors, 2024

3.3 Characteristics of Snorkeling Tourists

The characteristics of snorkeling tourists can be determined by conducting observations and having respondents fill out questionnaires. The total number of respondents was 100 respondents who engaged in snorkeling activities on Pramuka Island. The characteristics of snorkeling tourists need to be understood to analyze the factors that influence the number of snorkeling visits to Pramuka Island. Each tourist has different tourist characteristics and visit characteristics. Here is the data on the characteristics of snorkeling tourists on Pramuka Island.

3.3.1 Gender of Tourists

Based on the results of the questionnaire, the percentage of respondents who are male is 45% or equivalent to 45 respondents. The percentage of respondents who are female is 55% or equivalent to 55 respondents. Based on this, tourists who are interested in snorkeling at Pramuka Island tend to be female. Generally, women tend to find out about good tourist destinations to visit through social media. The dominance of women doing snorkeling on Pramuka Island has become one of the safest and easiest activities for beginners in diving. The comparison between men and women shows that snorkeling activities can be done without gender restrictions. The gender data for snorkeling tourism activities on Pramuka Island can be seen in Figure 2.
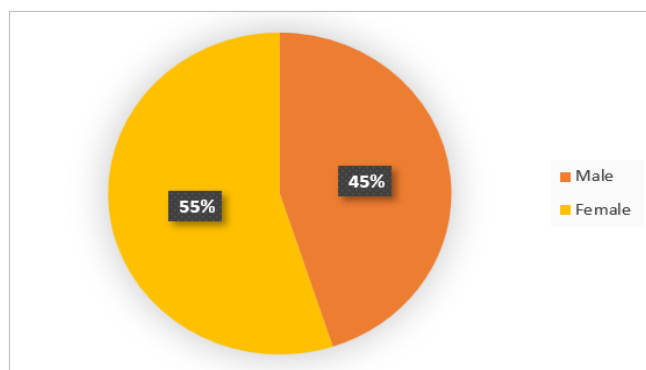

Figure 2. Percentage of Tourist Characteristics Based on Gender
Source: Authors, 2024

3.3.2 Age of Tourist

Based on the age of the respondents, they are grouped into three classes: the age range of 16-25 years, 26-35 years, and 36-45 years. The classes for the age range start from 16 years to 45 years, where this age range is considered a productive age. (Kemenkes RI 2017). The productive age group in this study is predominantly 16-25 years old, accounting for 53% or 53 individuals. The second

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most common age group is 26-35 years old, making up 46% or 46 individuals. The age group with the lowest percentage is 36-45 years old at 1%. This aligns with Tunjungsari (2018) research, which indicates that the age characteristics of Bali's tourists are dominated by young people who are more active in visiting tourist destinations. This statement suggests that as people age, their tourism activities decrease due to the impact on their energy and physical condition.

Based on the research findings, individuals aged 25 years and older can be considered financially capable and have a greater intention to engage in snorkeling tourism activities on Pramuka Island. Generally, productive individuals over 20 years old enjoy trying new things and have a stronger determination to participate in snorkeling activities. Data on the snorkeling tourism activities on Pramuka Island can be seen in Figure 3.
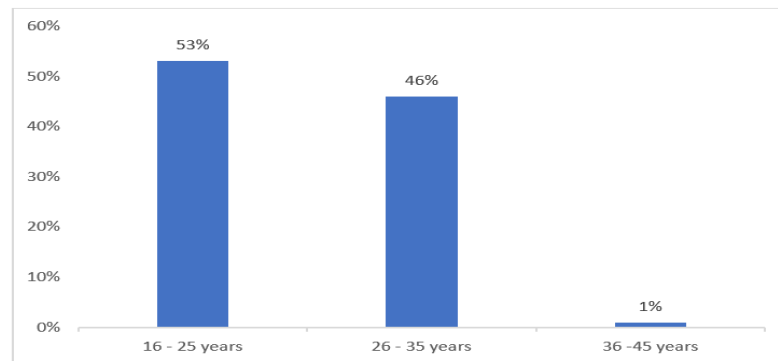

Figure 3. Percentage of Tourist Characteristics Based on Age
Source: Authors, 2024

3.3.3 Level Education of The Tourist

Education in this study is divided into three categories: high school/vocational school, associate degree, bachelor's degree, and master's degree. The education level of snorkeling tourists in Pramuka Island shows quite a variation, with the highest percentage being bachelor's degree holders at 62%, equivalent to 62 people. Associate degree holders account for 6% or 6 people. This corresponds to the number of visitors aged 26-35 years.

The level of education at the senior high school also has the second highest percentage, which is 28% or equivalent to 28 people. The results of the research indicate that snorkeling tourism is favored by young workers and students. According to Pomantow et al., (2022), education plays an important role in a person's choice of tourist destination. Higher education levels have broader knowledge and increasingly higher cognitive abilities. Therefore, I have a desire to seek new experiences or activities, namely snorkeling tourism on Pramuka Island. Understanding how to engage in tourism activities can help in preserving the surrounding resources. Educational data on the snorkeling tourism activities on Pramuka Island can be seen in Figure 4.
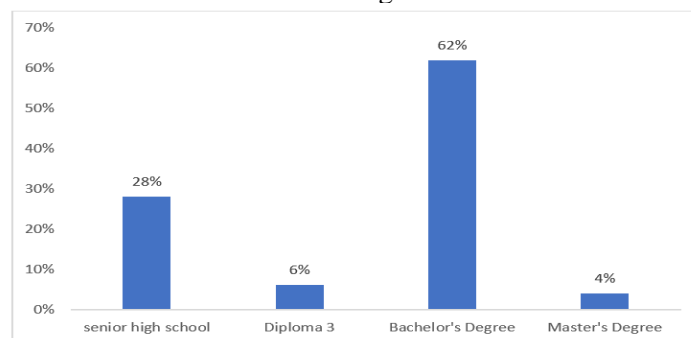

Figure 4. Percentage of Tourist Characteristics Based on Education Level
Source: Authors, 2024

3.3.4 Tourist Employment Rate

Work is a variety of activities carried out with full effort to earn income, which is then used to meet a person's living needs (Syafi'i et al.,2024). Work can influence a person's consumption patterns in acquiring goods and services. This is influenced by the activities performed and the level of income or a person's ability to determine travel destinations. The type of employment of snorkeling tourists with the highest percentage is private employees at 60%, equivalent to 60 people, and the second highest percentage is students/university students at 21%, equivalent to 21 people. Other occupations that are quite popular among snorkeling tourists include freelancers, civil servants, entrepreneurs, lecturers, teachers, and housewives. The results of the research indicate that private sector jobs are highly favored because they provide sufficient income for snorkeling trips to Pramuka Island. Students or university students enjoy exploring new activities, such as snorkeling tours. The work data on the snorkeling tourism activities on Pramuka Island can be seen in Figure 5.
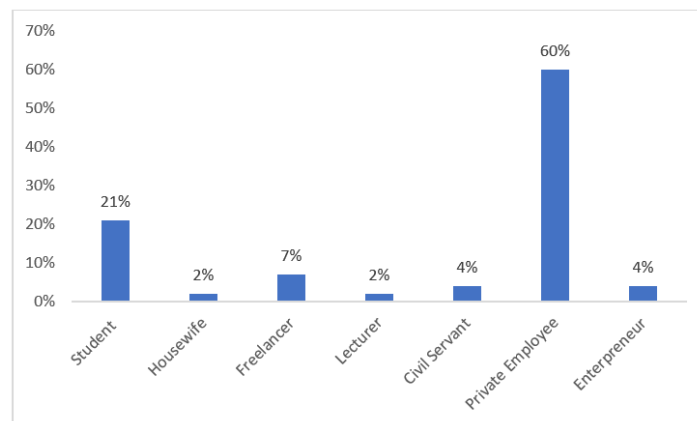

Figure 5. Percentage of Tourist Characteristics Based on Job Level
Source: Authors, 2024

3.3.5 Tourist Revenue Level

Income can influence tourists' decision-making to visit tourist destinations (Sukardi et al., 2022). The higher the income of tourists, the greater the opportunity to travel to tourist attractions. The research results show that the highest percentage of income is in the monthly income range of Rp 3,000,000 – Rp 5,000,000, accounting for 37% or equivalent to 37 respondents. The second highest percentage, with an average monthly income of Rp 500,000 – Rp 3,000,000, is 29% or equivalent to 29 respondents. The lowest income percentage, which is an income of more than Rp 10,000,000, is 10% or equivalent to 10 respondents. Based on the monthly income data of tourists, those earning Rp 500,000 – Rp 5,000,000 have the financial capability to undertake snorkeling tourism trips to Pramuka Island. Employment data related to snorkeling tourism activities on Pramuka Island can be seen in Figure 6.
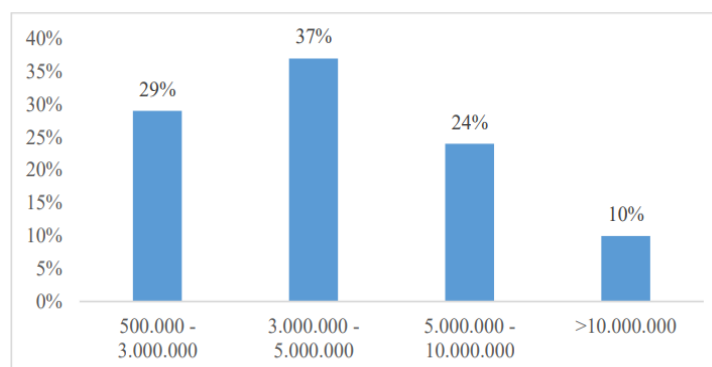

Figure 6. Percentage of Tourist Characteristics Based on Revenue Level
Source: Authors, 2024

3.3.6 Distance and Origin of Tourist

The area of residence is also very important to determine the origin of tourists who engage in snorkeling tourism on Pramuka Island. The area where a tourist resides influences their desire to travel. This affects the fact that the farther the tourist area, the more difficult and expensive it becomes to travel to Pramuka Island. The highest percentage of respondents answered from the Jabodetabek area, at 81%. The areas with the most responses were Jakarta, Bekasi, Tangerang, and Bogor. The Bandung area and its surroundings accounted for 14% of the respondents or 14 respondents. The lowest percentage of responses came from the farthest area, Central Java, at 5% or 5 respondents. This is related to Pulau Pramuka being chosen as an alternative for Jabodetabek residents to visit for tourism because it is close and more affordable. Distance data for snorkeling tourism activities on Pramuka Island can be seen in Figure 7.
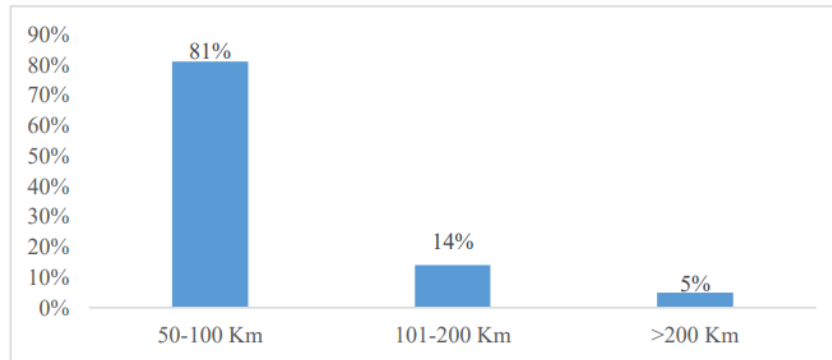

Figure 7. Percentage of Tourist Characteristics Based on Distance
Source: Authors, 2024

The area of residence is also very important to determine the origin of tourists who engage in snorkeling tourism on Pramuka Island. The area where a tourist resides influences their desire to travel. This affects the fact that the farther the tourist area, the more difficult and expensive it becomes to travel to Pramuka Island. The highest percentage of respondents answered from the Jabodetabek area, at 81%. The areas with the most responses were Jakarta, Bekasi, Tangerang, and Bogor. The Bandung area and its surroundings accounted for 14% of the respondents or 14 respondents. The lowest percentage of responses came from the farthest area, Central Java, at 5% or 5 respondents. This is related to Pulau Pramuka being chosen as an alternative for Jabodetabek residents to visit for tourism because it is close and more affordable. Distance data for snorkeling tourism activities on Pramuka Island can be seen in Figure 8.
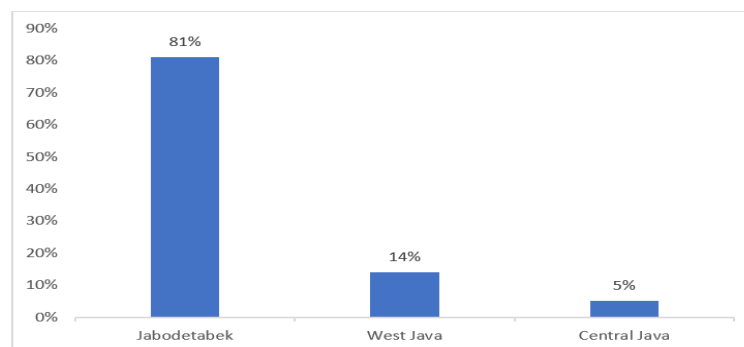

Figure 8. Percentage of Tourist Characteristics Based on Place of Origin
Source: Authors, 2024

Based on these results, supported by research by Zulpikar et al., (2017), distance will affect tourists in their travel activities. This is in line with Hermawan (2021) research that the greater the distance, the lower the frequency of visits to a tourist attraction. Lestari et al., (2019) research also indicates that greater distances will reduce the number of tourists visiting a tourist site.

3.3.7   Visit Frequency

This research will also examine the intensity or frequency of tourist visits in engaging in snorkeling tourism activities on Pramuka Island. Based on the questionnaire results, the highest percentage of first-time snorkeling tourists is 48%. The next highest percentage of respondents indicated a snorkeling frequency of 36%, equivalent to 36 people. The number of visits can be influenced by several factors including travel costs, gender, age, income, education, and distance. The percentage of visits by tourists who frequently go snorkeling is the lowest at 16%. Distance data for snorkeling tourism activities on Pramuka Island can be seen in Figure 9.
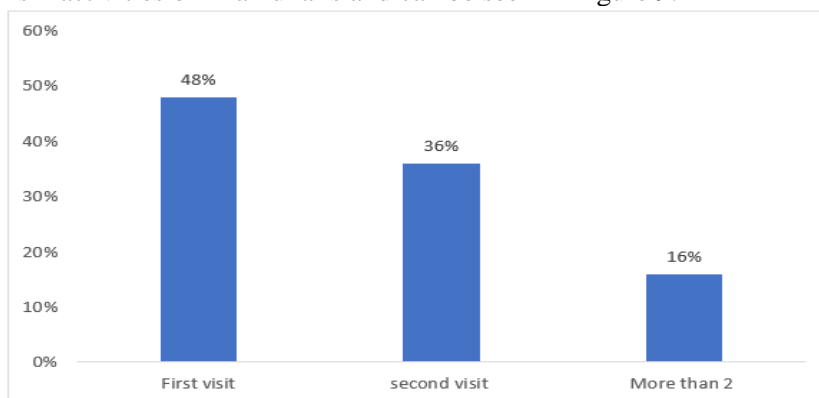

Figure 9. Percentage of Tourist Characteristics Based on Visit Frequency
Source: Authors, 2024

4. CONCLUSION

Times Based on the research results, it can be concluded that snorkeling tourism on Pramuka Island is more popular than diving, with a tourist ratio of 3:2. Tourists who engage in snorkeling are predominantly from the age group of 16-25 years, with a percentage of 53%. In terms of education, the majority of tourists hold a Bachelor's degree (S1), with the highest percentage reaching 62%. Additionally, most tourists are employed in the private sector, accounting for 60% of the total respondents.

The average income of tourists visiting Pramuka Island ranges from Rp 3,000,000 to Rp 5,000,000 per month, with a percentage of 37%. Meanwhile, the highest frequency of visits comes from the Jabodetabek area, contributing 81% of the total tourists. These findings indicate that the majority of visitors to Pramuka Island are domestic tourists with higher education backgrounds and middle incomes.

The implications of this research indicate that snorkeling is the main tourist attraction that needs to be continuously developed on Pramuka Island. With the majority of tourists coming from younger and highly educated groups, tourism managers can seize this opportunity to offer more sustainable and diverse tourism experiences. Recommendations for managers include improving snorkeling facilities and services, preserving the marine environment, and offering tour packages that align with the characteristics of tourists to support the sustainability of tourism on Pramuka Island.

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