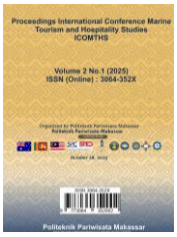

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ANALYSIS OF THE IMPLEMENTATION OF SAPTA PESONA IN THE MANGROVE TRACKING ATTRACTION, KARIMUNJAWA ISLANDS, JEPARA REGENCY

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Abstract
Mangrove forests, with their unique ecological characteristics and biodiversity, hold significant potential for tourism development through activities such as tracking, flora and fauna observation, and educational tours. In Karimunjawa, a mangrove tracking attraction is located on Kemujan Island. The application of Sapta Pesona principles plays a crucial role in shaping visitor experiences, influencing tourist arrivals, and contributing to the welfare of local communities engaged in tourism. This study aims to analyze the implementation of Sapta Pesona in the Mangrove Tracking attraction. Employing a descriptive quantitative approach, data were collected through observation and interviews, and subsequently analyzed using a Likert-scale scoring technique. Findings indicate that the average scores for each Sapta Pesona element are as follows: safety (2.7/less), orderliness (3.5/sufficient), cleanliness (2.6/less), coolness (3.7/sufficient), beauty (3.3/sufficient), friendliness (2.7/less), and memorability (1.0/very poor). The overall average score of 2.7 falls within the "less" category. These results highlight the need for collaborative efforts among stakeholders to strengthen Sapta Pesona implementation, ensure environmental sustainability, and foster community engagement in delivering quality tourism experiences in the Mangrove Tracking area in Karimunjawa Island.

Keywords: *sapta pesona; implementation; development: tracking mangrove*

1. INTRODUCTION

Indonesia's marine biodiversity offers significant potential for marine tourism development. The island clusters and coastal landscapes complement the development of marine tourism in this country. Marine tourism has significant potential to become a leading tourism product. The economic potential of the marine sector could reach $1.2 trillion annually with the development of marine tourism. Marine tourism zones are divided into three categories: coastal, seascape, and underwater. Coastal marine tourism is an activity that takes place around the coast, characterized by its transitional zone between land and sea. This area is characterized by biodiversity and encompasses several ecosystems, such as mangrove forests (Teguh, 2020).

Mangrove forests, located in coastal zones influenced by tidal fluctuations, represent highly productive ecosystems that deliver substantial ecological and socio-economic benefits. They function as natural coastal barriers against abrasion, serve as spawning habitats, and offer recreational opportunities that support local livelihoods. Their unique biodiversity further enhances their potential for tourism development, particularly through activities such as mangrove tracking, wildlife observation, and educational tours (Malik et al., 2019).

Geographically, Karimunjawa Island is located in Jepara Regency at coordinates 110°05'57"–110°31'15" East Longitude and 5°40'39"–5°55'00" South Latitude. The island group consists of 27 large and small islands, with four main inhabited islands: Karimunjawa, Kemujan, Nyamuk, and Parang. Twenty-two of the islands are within the national park, while five islands—Gundul, Cendekian, Sambangan, Genting, and Seruni—are located outside the national park (Sulisyati et al., 2025).

A popular tourist attraction in Karimunjawa is mangrove tracking on Kemujan Island. The tracking route consists of a 1,300-meter-long, 150-cm-wide, and 80-cm-high wooden bridge. The route traverses the existing mangrove forest. The attraction features a viewing tower and a designated sunset area. This beauty attracts tourists (Kuswadi et al., 2021). This is evidenced by the recapitulation of Non-Tax State Revenue (PNBP) for the mangrove tracking destination, which reached IDR 4,780,000 (Karimunjawa, 2025).

This tourist attraction has significant potential for natural attractions and environmental services, and its ecosystem is in good condition, making it a strength. However, there are still weaknesses in its management. These include a lack of community participation and suboptimal waste management. Therefore, a development strategy is needed to maintain its current condition, utilizing every available opportunity to capitalize on existing resources (Sumaryati et al., 2021).

Tourist attractions can be developed to increase visitation by fostering awareness and responsibility among stakeholders, including government, the private sector, and local communities. The implementation of *Sapta Pesona* serves as a key instrument in this process, as it influences tourist arrivals, enhances the well-being of residents, particularly tourism operators near potential destinations, and contributes to community livelihoods (Hadi & Widyaningsih, 2020).

The Indonesian government formulated *Sapta Pesona*, which serves as an operational umbrella and concept that outlines concerns about tourism. Guidelines for implementing *Sapta Pesona* are outlined in Decree of the Minister of Tourism, Post, and Telecommunications No. 5/UM.209/MPPT-89 concerning Guidelines for Implementing *Sapta Pesona. Sapta Pesona* conceptualized as a set of conditions that must be realized to attract tourists to visit a particular area or region in Indonesia. Its successful implementation relies heavily on community support and participation, which are essential in creating a conducive environment and atmosphere that encourage not only the growth of tourist arrivals but also the broader development and sustainability of the tourism industry. (Mintardjo, 2022). Since then, the *Sapta Pesona* has been widely used and promoted as a prerequisite for every tourist attraction and destination in Indonesia.

The *Sapta Pesona* values include safety, orderliness, cleanliness, coolness, beauty, friendliness, and memorability (Rakhmawati et al., 2020). Safety refers to an environmental condition at a tourist destination that provides a sense of calm, free from fear and anxiety for tourists. Orderliness is an environmental condition and service at a tourist destination that reflects a high level of discipline and consistent, organized, and efficient physical and service quality. Cleanliness refers to the environmental conditions and quality of products and services at a tourist destination that reflect a healthy/hygienic environment.

Coolness refers to the environmental conditions at a tourist destination that reflect a cool and shady atmosphere that will provide a feeling of comfort and a sense of "home" for tourists. Beauty is an environmental condition in a tourist destination that reflects a beautiful and interesting situation that will provide a sense of awe and a deep impression for tourists. Friendliness is an environmental condition that originates from the attitude of the community at a tourist destination that reflects a friendly, open atmosphere and high acceptance of tourists. Lastly, memorability refers to a form of memorable experience at a tourist destination that will provide a sense of pleasure and lasting memories for tourists (Rakhmawati et al., 2020).

Implementation is an action taken by individuals or groups to achieve specific, predetermined goals. A public policy is considered successful if there are steps to implement it in the field. Implementing the *sapta pesona* at a destination is crucial because it can be an indicator of the success of its development. By implementing the *sapta pesona*, managers have standardized services, thereby creating tourist satisfaction (Setiawati & Aji, 2020). Mangrove tracking has significant potential for

development due to its unique species, natural beauty, and biodiversity. This could be a valuable resource for tourism development. However, the reality is that this tourist attraction faces shortcomings in the maintenance of its existing facilities (Aslamiyah & Samadi, 2024).

Several studies have examined the implementation of *Sapta Pesona* in different tourism contexts. Hadi and Widyaningsih (2020) highlighted its role in influencing tourist visits and community well-being in Yogyakarta, while Setiawati and Aji (2020). emphasized its importance in standardizing services and enhancing tourist satisfaction in rural tourism settings. Similarly, Susanto et al., (2021) and Septiana et al., (2023) showed how community-based organizations can apply *Sapta Pesona* to improve service quality and tourist experiences. Research by Martina et al., (2024) further demonstrated that proper implementation of *Sapta Pesona* can significantly increase tourist visits in village tourism destinations. However, most of these studies have been conducted in rural or cultural tourism contexts, with limited focus on coastal and mangrove-based attractions. This research seeks to address this gap by analyzing the implementation of *Sapta Pesona* in the Mangrove Tracking attraction on Kemujan Island, Karimunjawa. The objective of this study is to evaluate the extent to which the seven elements of *Sapta Pesona* including safety, orderliness, cleanliness, coolness, beauty, friendliness, and memorability, have been applied in this ecotourism destination.

The findings are expected to contribute both theoretically and practically. Theoretically, this study enriches the literature on *Sapta Pesona* by situating its implementation within the context of mangrove-based ecotourism, which has received limited scholarly attention. Practically, the study provides insights for managers and policymakers in improving destination quality, fostering sustainable tourism practices, and strengthening community involvement in Karimunjawa's mangrove tourism development.

2. RESEARCH & METHODOLOGY

This study employed a quantitative descriptive design to systematically describe observed phenomena (Abdullah et al., 2021). Data were collected through observation and interviews, then analyzed using a scoring technique based on a five-point Likert scale, which measures individual or group attitudes, opinions, and perceptions toward social phenomena (Sugiyono, 2020).

Each indicator within the *Sapta Pesona* elements was evaluated using predetermined criteria, and the results were averaged to obtain mean scores for each element. These scores were then aggregated to calculate the overall average for the *Sapta Pesona* assessment at the Mangrove Tracking attraction. The categorization of assessment results is presented in Table 1.

Table 1. Assessment Categories of the Sapta Pesona Elements

Average Score	Category
1 – 1,9	Very Poor
2 – 2,9	Less
3 – 3,9	Sufficient
4 – 4,9	Good
5	Very Good

Sources: Author (2025)

3. FINDINGS AND DISCUSSION

3.1. Results

The Mangrove Tracking attraction is located on Kemujan Island in the Karimunjawa Archipelago, Jepara Regency. Key features include elevated boardwalks through the mangrove forest, observation towers, and educational tours supported by information boards placed along the trail. Visitors are charged an entrance fee of IDR 10,000 to access these facilities. The physical conditions of the site are illustrated in Figure 1.

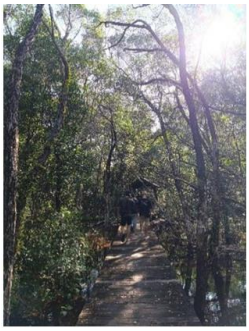

Figure 1. Mangrove Tracking
(Source: Personal Documentation, 2025)

The mangrove tracking trail extends for 1,300 meters, linking the entrance area to a viewing post situated along the coastline, which offers panoramic views of the mangrove ecosystem and the open sea. Based on Google Maps, the site is located 11.8 kilometers from Karimunjawa Square and is accessible by car or motorcycle via a single main road approximately four meters in width. The spatial relationship between Karimunjawa Square and the attraction is illustrated in Figure 2.

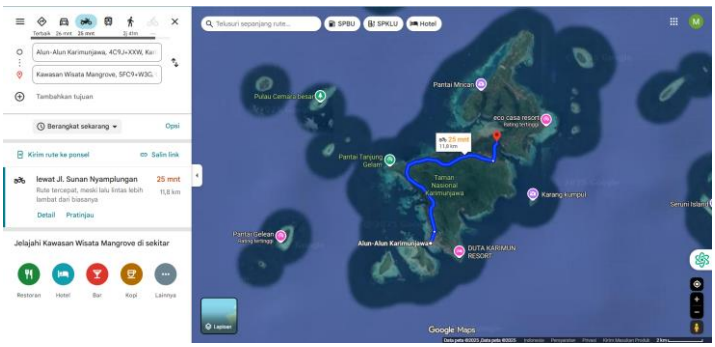

Figure 2. Route to Mangrove Tracking
(Source: Google Maps)

The site is accessible within approximately 25 minutes by car or motorcycle; however, the road conditions require improvement, as certain sections remain unpaved. The tracking trail itself measures 150 cm in width and lacks guardrails, necessitating visitor caution, with several damaged sections in need of repair (Figure 1). Available amenities include a parking area, restrooms, a prayer room, trash bins, gazebos, and informational signage on mangroves. While these facilities generally support tourist activities, many require additional maintenance, as several are in deteriorating condition.

The assessment of the implementation of the *Sapta Pesona* is carried out on each element, each consisting of several indicators. The results of the assessment of the implementation of the *Sapta Pesona* elements in Mangrove Tracking are listed in Table 2.

Table 2. Results of the Assessment of the Sapta Pesona Elements

No	Elements	Average score	Category
1	Safety	2,4	Less
2	Orderliness	3,5	Sufficient
3	Cleanliness	2,6	Less
4	Coolness	3,7	Sufficient
5	Beauty	3,3	Sufficient
6	Friendliness	2,7	Less

7	Memorability	1	Very Poor
	Total	19,2	
	Average	2,7	Less

(Source: Data Processed, 2025)

The overall average score of the *Sapta Pesona* assessment at the Mangrove Tracking attraction was 2.7, which falls into the "less" category (Table 2). The "safety" element, in particular, received an average score of 2.4, also categorized as "less." This outcome is attributed to the absence of security personnel during observations, limited hospitality from the local community, and the deteriorated condition of several facilities.

The "orderliness" element obtained an average score of 3.5, categorized as "sufficient." This result reflects the relatively low number of visitors during observations, which minimized crowding and allowed activities to proceed smoothly. Furthermore, tourists demonstrated patience and mutual consideration when encountering others along the trail.

The third element, "cleanliness," received an average score of 2.6, categorized as "less." This outcome is attributed to visible litter, inadequate cleaning practices, and insufficient maintenance of facilities. By contrast, the "coolness" element obtained an average score of 3.7, the highest among all elements, and was categorized as "sufficient." This score reflects ongoing environmental preservation efforts, such as mangrove seedling cultivation, as well as the dense mangrove cover that provides a cool and comfortable atmosphere for visitors.

The "beauty" element received an average score of 3.3, categorized as "sufficient." Tourism development at the site has sought to preserve the forest's authenticity, as infrastructure construction has not substantially altered its natural appearance. This approach allows the ecological integrity of the mangrove forest to be maintained while simultaneously enhancing its aesthetic value as a tourist attraction.

The "friendliness" element obtained an average score of 2.7, categorized as "less." Tourist interaction with staff and the local community was minimal, as engagement with staff occurred only at the management office, located separately from the entrance to the site. While staff at the office were generally friendly and provided information about the Kemujan Mangrove Tracking attraction, overall interaction remained limited.

The final element, "memorability," received an average score of 1, categorized as "very poor." This result is primarily due to the absence of supplementary attractions beyond the mangrove forest and the unavailability of mangrove-related souvenirs at the site. Souvenir sales are limited to Karimunjawa Square, where products generally represent broader tourist attractions in Karimunjawa rather than the mangrove tracking experience specifically.

3.2. Discussion

The safety element requires particular attention, as it remains in the "less" category with a score of 2.4 (Table 2). Ensuring tourist safety at attractions involves both the presence of security personnel and the provision of adequate facilities. According to Ramadhan & Nasikh (2021), achieving this element entails safeguarding tourist comfort, offering assistance and protection, maintaining environmental security, and minimizing accident risks associated with public facilities.

The orderliness element obtained a score of 3.5, categorized as "sufficient." This outcome is largely attributable to the relatively low number of visitors, which minimizes congestion and facilitates smooth tourist movement along the Mangrove Tracking trail. Nevertheless, this element requires further attention as a precautionary measure in anticipation of increased visitation. Orderliness encompasses both environmental conditions and service delivery that reflect discipline, as well as the quality of the physical environment and organized services, all of which contribute to visitor comfort (Susanto et al., 2021).

The "cleanliness" element received a score of 2.6, categorized as "less." Observations revealed the presence of both organic and plastic waste, indicating insufficient environmental management. Cleanliness is a key indicator of destination quality, as the physical environment and

condition of tourism products reflect levels of health and hygiene. A clean environment enhances visitor comfort and enjoyment, thereby contributing to overall tourist satisfaction (Martina et al., 2024).

The "coolness" element received an average score of 3.7, categorized as "sufficient," representing the highest score among all elements. This outcome is largely attributed to the relative density of the mangrove forest, which creates a cool microclimate. Both local officials and the community have contributed to maintaining this condition through initiatives such as mangrove seedling cultivation. This finding aligns with Mosi et al., (2025), who emphasize that maintaining environmental coolness involves tree planting, ongoing reforestation, and the prevention of waste burning.

The "beauty" element received a score of 3.3, categorized as "sufficient." Site management has undertaken developments that accommodate tourist use while preserving the authenticity of the mangrove ecosystem. As noted by Pradipta (2022), the aesthetic quality of natural attractions is highly valued by tourists, and natural beauty itself constitutes a core factor in attracting visitation (Purwadinata & Ambarwati, 2023).

The "friendliness" element received an average score of 2.7, categorized as "less." Limited visitation contributed to the low visibility of this attribute, as interactions between staff and tourists were minimal. Friendliness reflects the destination's social environment, where a welcoming atmosphere enhances visitor comfort. It can be demonstrated through simple gestures such as smiling and showing kindness in hosting tourists (Septiana et al., 2023).

The final element, "memorability," received an average score of 1, categorized as "very poor." This result reflects the absence of cultural promotion, local culinary offerings, and souvenirs specific to the mangrove tracking experience. Souvenirs play an important role in shaping lasting impressions of a destination, as distinctive, high-quality, portable, and affordable items can provide visitors with meaningful associations and serve as tangible evidence of their visit (Suryani, 2017).

The overall implementation of the *Sapta Pesona* elements at the Mangrove Tracking attraction averaged 2.7, categorized as "less." This outcome provides a critical reference for managers in planning and improving mangrove-based tourism development. Despite its shortcomings, the attraction possesses significant potential as an alternative destination in Karimunjawa. Strengthening tourism development through the application of *Sapta Pesona* is expected to encourage collaboration among stakeholders to promote environmental sustainability, while also fostering community awareness and capacity as hospitable hosts in support of local tourism (Sudarsih & Widisuseno, 2024).

4. CONCLUSION

The assessment results show that the implementation of the *Sapta Pesona* elements at the Mangrove Tracking attraction averaged 2.7, categorized as "less". The average scores for the each *Sapta Pesona* elements were as follows: safety 2.7 (less), orderliness 3.5 (sufficient), cleanliness 2.6 (less), coolness 3.7 (sufficient), beauty 3.3 (sufficient), friendliness 2.7 (less), and memorability 1.0 (very poor). These findings indicate that although the attraction possesses strong ecological potential and natural appeal, the implementation of *Sapta Pesona* remains suboptimal and requires strategic improvement.

This study is subject to several limitations. First, the data were collected within a limited timeframe, relying on observations and interviews that may not fully capture seasonal variations in tourist behavior. Second, the analysis applied a descriptive quantitative approach, which provides a systematic overview but does not deeply explore the underlying socio-cultural dynamics influencing *Sapta Pesona* implementation. Future studies should consider employing qualitative or mixed-method approaches to gain deeper insights into community perceptions, managerial practices, and tourist experiences. Comparative studies across different ecotourism sites or longitudinal research observing changes over time would also enrich the understanding of *Sapta Pesona* implementation in diverse contexts.

The implications of this research are both practical and theoretical. Practically, the findings provide managers and policymakers with concrete benchmarks for improving tourism management, particularly by prioritizing safety measures, environmental cleanliness, and the development of memorable experiences such as souvenirs and cultural products. Theoretically, this study extends the application of *Sapta Pesona* to a mangrove-based ecotourism context, contributing to the broader discourse on sustainable tourism development in coastal and marine environments.

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