

STRENGTHENING POSITIVE IMAGE OF MARINE TOURISM ATTRACTIVE: A STUDY OF TANJUNG BAYANG BEACH, INDONESIA

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Abstract

This study aims to understand and identify the actual conditions regarding the experiences and perceptions of tourists related to Tanjung Bayang Beach as a marine tourism destination and to provide strategies for strengthening its positive image. This research employs a qualitative method conducted at Tanjung Bayang Beach, Makassar City, from August to October 2025. Data were collected through in-depth interviews with five tourists in September 2025. The results show that the majority of tourists learned about Tanjung Bayang Beach from family and close friends, highlighting the importance of social networks and word-of-mouth in promoting the destination. However, regarding the assessment of beach cleanliness, the majority consensus was that the condition is still inadequate, making it an aspect that requires serious attention from the management. The quality of facilities and services received varied assessments, ranging from average to good, while the overall tourist attraction met visitors' expectations. The hospitality of the management and local community received excellent evaluations, becoming a positive strength of the destination. Therefore, it can be said that Tanjung Bayang Beach has become a favorite tourist destination for some tourists, allowing it to be developed further to provide greater benefits for the management and local communities involved. Strategies to achieve this include strengthening routine and structured beach cleanliness management programs, involving local communities and visitors in education and shared responsibility, which can enhance the destination's image. Additionally, improving service quality and facilities by providing friendly and responsive services, engaging all stakeholders in sustainable tourism resource management, and organizing cultural and sports events that involve local communities to attract more tourists and increase destination exposure. The results of this study indicate that strengthening the positive image of Tanjung Bayang Beach is highly dependent on the synergy between improving service quality, sustainable environmental management, and the active role of local communities as key players in tourism development. A pentahelix approach involving government, businesses, communities, academia, and media is essential to achieve sustainable and competitive destination development.

Keywords: *tanjung bayang beach, tourist perception, cleanliness, tourism facilities, destination branding, sustainable tourism development*

1. INTRODUCTION

Strengthening a positive image of a tourism destination requires an integrated and sustainable strategy. One key approach is to build a unique and authentic destination identity, such as highlighting cultural richness, natural beauty, and distinctive cuisine that sets the destination apart from others. For this discussion, I will examine a case study of Tanjung Bayang Beach, which is one of the 12 notable marine tourism destinations in Makassar City. The entrance fee for Tanjung Bayang Beach is relatively affordable and reasonably priced. The availability of decent access also presents an opportunity for this tourist destination to be enhanced, given that it still needs considerable infrastructure development and upgrades. For this reason, I find this destination appealing as a research subject to explore tourist perspectives, as it presents numerous opportunities for improvement through the insights and evaluations of various stakeholders, especially tourist.

Some notable studies on this topic have been conducted by Alfianistiawati et al. (2023), who investigated the branding optimization of maritime tourism destinations, such as Parepare City, highlighting the importance of identity strengthening, promotional strategies, and infrastructure development for marine tourism, and propose that effective planning for destination image development is achievable. By employing suitable marketing strategies, harnessing social media, organizing promotional events, and investing in adequate tourism infrastructure, destinations can build a strong image. (Rinaldo & Dwihadiah 2024) also states that By identifying with a brand, audiences develop awareness and attraction. Identification theory stresses the crucial role of narrative in communication, highlighting the importance of creating a robust and cohesive brand story that clearly communicates the brand's identity to its target audience, Charli and Putri (2020) further note that a destination's image extends beyond its physical facilities, incorporating the overall impression and perception that the destination conveys.

Several challenges are identified in this discussion, specifically the existing shortcomings at the Tanjung Bayang beach tourist destination that persist and hinder the development of this destination, including issues related to cleanliness, infrastructure, and the lack of understanding among local communities about tourism, which results in a poor image of the destination among tourists. Therefore, these issues become a crucial focus for us as tourism students. The cleanliness of the beach is a significant concern, with many visitors lamenting the presence of trash and poor upkeep, which compromises the overall experience. The beach area is also overcrowded with vendors, leaving limited space for tourists to enjoy the surroundings. Basic amenities such as seating, toilets, and recreational facilities are lacking, failing to meet the demands of visitors, especially during holidays. While some tourists appreciate the beach's natural beauty and fine sand, the absence of effective management and investment means its potential remains untapped. The beach's picturesque sunsets and photogenic spots are overshadowed by its disorganized state, which detracts from the tourist experience. Visitors hope that by prioritizing cleanliness and aesthetics, Tanjung Bayang Beach can become a more enjoyable and attractive destination.

A destination's tourism image is a key factor in its development. The image can either attract or deter tourists, making it a crucial consideration for destination marketing and development. Arguing with Uğur & Akbıyık (2020), tourism is an open system marked by a high degree of interconnectedness with its environment. Tourism operates as an open system, intricately linked with various external environmental factors. It doesn't exist in isolation but dynamically interacts with social, cultural, economic, political, and ecological elements in its surroundings. This high level of interconnectedness renders tourism highly susceptible to environmental changes and conditions. Moreover, the intense interaction with the environment means tourism can significantly impact environmental sustainability and well-being. Consequently, grasping the reciprocal relationship between tourism and its environment is vital for effective tourism management and development. A balanced and sustainable approach to tourism management is essential to maximize benefits for all stakeholders and foster a positive image of the destination.

2. RESEARCH & METHODOLOGY

2.1 Data Collection Methods

This research study is qualitative research. The actual condition of Tanjung Bayang Beach will be reviewed directly to obtain field data regarding the physical/environmental conditions of Tanjung Bayang Beach. The research location was chosen based on the appeal of marine tourism, which indeed needs attention and further development to maintain the positive image of this beach. This beach tourism requires more care from the surrounding community, the government, and academics. This is important to research because it is crucial, as a positive image is one of the main factors influencing tourists' choice to visit a destination. A positive image will increase tourists' motivation in choosing a destination and encourage their loyalty to revisit. Additionally, it helps differentiate a destination from its competitors. By researching this topic, a destination will enhance its image and remain resilient amidst global challenges.

2.2 Research's Location

The research location is Tanjung Bayang Beach, Makassar City. Data was collected by doing interviews and direct observation/observation at the location. The data collected aims to obtain accurate information to achieve the objectives of this research. The data serves as the basis for analysis to answer research questions and generate accountable conclusions. The research will be of higher quality with valid and accurate data, and the results can be used as a basis for decision-making. Researchers will also be helped to understand the phenomenon or condition being studied more deeply and support a more reliable analysis process. The data was then systematically broken down to make it easier for readers to understand.

2.3 Data Processing Technique

Direct observation aims to obtain information about the actual physical or environmental conditions of the research location carefully. Observation allows researchers to see the real conditions, activities, and interactions at the location, so the phenomena can be described factually and objectively. Observation also validates the data obtained from the interview method. Then, interviews were conducted to gather information from relevant informants or sources to explain specific situations in detail. Through interviews, researchers can delve deeper into information by asking questions to the informants. The focus of this interview is to gather information on the availability of facilities, the quality of infrastructure, the quality of services provided, and so on at the research site. After data collection, the data is organized to draw conclusions and formulate solutions for implementation.

3. FINDINGS AND DISCUSSION

3.1 An Overview Of Tanjung Bayang Beach

Tanjung Bayang Beach is a prominent tourist destination in Makassar, situated in Tanjung Merdeka Village, Tamalate District. The beach boasts good accessibility, making it easily reachable for tourists. Managed by the government, the area is predominantly occupied by local micro, small, and medium enterprises (SMEs) that capitalize on the tourism opportunity. Nevertheless, as a tourist and tourism student, I observe that Tanjung Bayang Beach requires significant improvements in its infrastructure and overall management, which should involve the local community. While the destination's social media promotion is commendable, the lack of appeal may deter tourists who have experienced the area's subpar conditions from recommending it to others. Tanjung Bayang Beach suffers from a poor image due to inadequate cleanliness, haphazard spatial planning, and a lack of community enthusiasm. Despite these issues, the beach has hosted various organizational activities and significant events, leveraging its strategic location in the center of Makassar City. Visitors to the beach can enjoy a range of activities, including taking in the breathtaking sunset views, which are a major draw for tourists. The beach also offers a culinary experience, with fresh grilled fish being a highlight, sold by local fishermen who showcase their daily catch.



Figure 1: Gazebo at Tanjung Bayang Beach
Source: Authors, 2025

This marine tourism destination has become a popular choice for many people, with a large number of tourists visiting and enjoying their holidays with family and friends on certain days. This is due to the beach's relatively large size, affordable entrance fees, easy access, and strategic location near several beaches in Makassar, making Tanjung Bayang Beach the most suitable choice for enjoying a holiday for most local residents. This beach is famous for its beautiful sunset views overlooking the Makassar Strait to the west, making it a favorite spot for visitors to take selfies and enjoy the evening. Additionally, visitors can rent water rides such as banana boats and flying fish. To enter the beach area, visitors only pay a ticket of Rp5,000 per person, with separate parking fees. Tanjung Bayang Beach is a favorite destination for family recreation and weekend activities for Makassar residents due to its natural beauty and affordable prices.



Figure 2: Tanjung Bayang Beach
Source: Authors, 2025

Tanjung Bayang Beach, despite its beautiful natural charm and adequate basic facilities, still faces some shortcomings that need attention in its management. One of the main shortcomings is the limited and suboptimal supporting facilities, such as the lack of a large parking area (parking directly around the residential area, making tourists feel less safe) and additional public facilities that could enhance visitor comfort. Additionally, cleanliness management in the coastal area still needs improvement to prevent litter from disrupting the esthetics and comfort of visitors. Access infrastructure to the beach also needs to be improved to accommodate the increasing number of tourists, especially during the holiday season. Area management and oversight of tourism activities still need to be tightened to ensure this destination remains pristine and does not experience environmental damage. The lack of educational facilities for the surrounding community, who are the main stakeholders, and information about environmental conservation is also a shortcoming that can reduce visitors' awareness of maintaining the beach's sustainability. Thus, Tanjung Bayang Beach requires more attention in terms of management and facility development to sustainably improve the quality of the tourist experience.

3.2 Existing Condition of Tanjung Bayang Beach As Marine Attraction

Tanjung Bayang Beach is still one favorite tourist destinations in Makassar, especially for family tourist destinations in Makassar, especially for family recreation and local visitors. The natural beauty of the beach with its comfortable atmosphere and sunset views is the main attraction of this area. Although it has basic facilities like bathrooms, a prayer room, and food stalls, the condition of these facilities is not yet fully adequate to accommodate the surge in visitors, especially on weekends and holidays. During these times, the density of tourists begins in the morning and continues to increase until the afternoon. This is certainly very beneficial for the managers and (UMKM) located there, considering that tourists will continue to spend money while vacationing at Tanjung Bayang Beach. The facilities still need further improvement to accommodate more tourists and enhance the beach's esthetic value, considering the current condition where frequently used public amenities like gazebos are showing signs of disrepair and lack of attention from the management. The public should

be made aware of the proper procedures for maintaining public safety and security facilities, so that both the management, the public, and tourists can feel the benefit.

Beach cleanliness is a concern, as scattered trash is still frequently found, indicating the need for improved cleanliness management. Access infrastructure to the beach also still needs improvement to be more comfortable safe for visitors. Additionally, supporting facilities such as parking areas and environmental education resources are still limited. as well as poor facility maintenance, only considering function but lacking in attention to esthetic value, resulting in most facilities appearing dirty and less appealing in appearance. Therefore, this issue needs special attention and immediate follow-up so that the existing potential can be utilized well, as there are many complaints from tourists about this. Both domestic and foreign tourists have the potential to increase the number of visitors and their satisfaction, which will ultimately have a positive impact on the local economy (Siagian & Susilawati, 2022). Hence, it is crucial for the local government to address this issue proactively, as relying solely on community efforts may not yield optimal results.

Overall, the potential for beach tourism here is quite significant, but more integrated attention and management are needed to ensure its attractiveness and sustainability are maintained. Cleanliness is one of the indicators of visitor satisfaction, as clean tourist destinations tend to be more attractive and can draw more visitors (Syabina & Prawiro, 2024). Therefore, good cleanliness management should be a top priority in the management of Tanjung Bayang Beach. Additionally, the provision of adequate and regular facilities must be supported to ensure visitors are satisfied and interested in returning. The development of infrastructure that supports easy and safe access is also an important factor in the overall tourist experience. On the other hand, collaboration between the government, community, and business actors must be strengthened to preserve the environment and improve the quality of services at the location. For some tourists, many say the service quality is already quite good, which strengthens the potential for this beach to be developed. Environmental education and community development programs also need to be enhanced to support awareness of maintaining cleanliness and the coastal ecosystem. With these integrated efforts, the potential of Tanjung Bayang Beach can be optimally developed while preserving its existing natural and cultural sustainability values.

The presence of tourist benefits areas with tourist attractions, allowing the tourism sector to become a driver of growth that supports regional stability and contributes to changes in the local economy (Pratama & Helma, 2019). This tourism activity makes a real contribution to increasing the income of coastal communities and creating jobs. Additionally, the tourism sector also drives the growth of micro and small businesses catering to the needs of tourists, thereby strengthening the local economic structure. Thus, the welfare of the community around the coast can gradually improve. Therefore, there are many things that need to be considered. Every complaint must be addressed and improvements made, especially in infrastructure development, which is still significantly lacking. Layout divisions such as the culinary area, relaxation area, and open area have not yet been implemented at Tanjung Bayang Beach. Important aspects like these will eventually attract more tourists to visit. The benefits that will be gained are not only for a temporary period but will have a long-term impact if good maintenance is carried out by all parties involved.

The service at Tanjung Bayang Beach is an important aspect that supports the comfort and satisfaction of visitors. Currently, services in this coastal area include basic facilities such as shower buildings for cleaning up after playing on the beach, as well as a mosque that visitors can easily use for prayer. However, other facilities and infrastructure are still considered minimal and do not meet the ideal standards expected by tourists. Based on the data obtained from interviews, tourists rated the service at Tanjung Bayang beach as good, citing the friendliness of the local community in welcoming and meeting the needs of tourists. If the quality of service provided to the company improves, customer loyalty to the company will increase (Arifin and Rachma, 2019), and thus service quality can be achieved.

Additionally, services at Tanjung Bayang Beach still face a number of challenges related to area management and arrangement. The still poorly organized arrangement of huts and gazebos gives the impression of untidiness and visual unattractiveness, which also has the potential to be a problem

for the preservation of the surrounding beach environment. Community-led beach management efforts are a positive form of participation, but they need support from various parties, including local governments and relevant organizations, to standardize services and facilities. Of course, the community is not an expert in this matter and will need a party that can drive the resolution of the problem. This requires support from the most influential party, the government, and the implementation of ideas that must be generated by experts in the field. In this case, academics are needed as contributors of creative and innovative ideas.

Regarding the promotion of Tanjung Bayang Beach, there is significant progress thru various innovative activities held to increase tourist appeal. One of the prominent promotional activities is the Run Tourism Makassar 2025, initiated by the Makassar Tourism Polytechnic. This event involves approximately 1,500 participants who will run a challenging route thru four iconic beaches in Makassar, including Tanjung Bayang Beach. This event not only aims to promote tourist destinations but also to educate participants about the beauty and potential of marine tourism in the area. This is becoming an effective medium. This Run Tourism event is an effective medium for introducing Tanjung Bayang Beach to the wider public thru the appealing concept of sports and adventure. Local governments and tourism industry players also actively participated in supporting this event, strengthening synergy in the development of local tourism.

The results of interviews at Tanjung Bayang Beach show that tourists' expectations for this destination are quite high, especially in terms of cleanliness and comfort of facilities. Tourists expect more effective waste management to keep the beaches free from pollution and provide a pleasant experience. Additionally, adequate security is also a major expectation so that visitors feel safe while engaging in activities on the beach. Tourists also hope for innovation in the development of attractions that can enhance appeal while preserving the environment. Overall, these expectations reflect the need for sustainable tourism management that combines comfort, safety, and environmental preservation aspects at Tanjung Bayang Beach. Data shows that most tourists are satisfied with the beach conditions except for cleanliness. Therefore, what has been positively evaluated by tourists should be improved, and what is lacking should be fixed to make it even better.

3.3 Strategy in Strengthening Positive Image of Tourism Attraction

Strategies to strengthening the positive image of Tanjung Bayang Beach need to be designed comprehensively, considering the potential and characteristics of the destination. First, area management must be based on the principle of sustainability, prioritizing environmental preservation and the empowerment of local communities. This is important to achieve and maintain the image of the beach as a clean, safe, and environmentally friendly tourist destination in the long term. Furthermore, the regular and high-quality development of supporting facilities should be a priority, including shower rooms, public toilets, gazebos, and comfortable parking areas. recognized for its cleanliness and possessing high appeal. These facilities will enhance visitor comfort and create a positive perception of destination management. Additionally, there needs to be training and guidance for local business owners so they can provide professional and friendly service to tourists. Arguing with Kotler et al. (2021), satisfaction is defined as the feeling of pleasure or disappointment that arises from comparing the performance of a product or service with customer expectations.

Promotion strategies should also focus on modernizing effective communication media, such as using a dedicated website for Tanjung Bayang Beach tourism, social media, and mobile applications that facilitate information access. Distributing pamphlets and posters at strategic points, as well as at airports and public transportation facilities, also supports increased exposure. Equally important is collaboration with educational institutions and local communities to organize thematic events such as cultural festivals, sporting events, and environmental activities that can attract public and media attention. Strengthening partnerships with the private sector and local governments will add resources and support to the implementation of destination promotion and development programs. An education program for visitors and the public regarding the importance of maintaining cleanliness and environmental sustainability is also an important part of this strategy. However, the extensive promotion on social media is considered to have not yet been able to sustainably increase

the number of visitors (Rohimah & Hakim, 2021). Therefore, word-of-mouth strategy is still the most effective way to promote tourism.

Coastal visual and landscape data must be managed to a high esthetic standard that blends modern facilities while preserving authenticity and natural beauty. Effective and scheduled waste management should be a top priority to keep the beaches clean and attractive. The use of technology can also be maximized, such as installing digital information boards, CCTV, and online complaint services for visitors. The security of the area needs to be improved by equipping it with security facilities and deploying trained security personnel. Additionally, clear zoning of areas for various activities such as recreation, water sports, and conservation can maintain the comfort and safety of visitors. Active community involvement in environmental monitoring and management also needs to be developed. Considering this, it becomes a strength when done well because the local community is the main player in running tourism. This strategy ensures that Tanjung Bayang Beach not only excels in terms of attractions but also as a professionally and sustainably managed destination.

The strategy for building a positive image toward tourists' perspectives also includes optimizing tourism communication activities carried out by the government and beach managers. This communication should be persuasive and informative with the aim of inviting potential tourists to come and enjoy the beauty of Tanjung Bayang Beach. An integrated communication program needs to be planned regularly, using easy-to-understand language and prioritizing local cultural values. The communication emphasis can be directed toward the unique natural attractions such as beautiful sunsets, traditional fishing activities, and the pristine beaches that are still largely untouched. Various communication channels such as print, electronic, and digital media should be utilized according to the characteristics of the target tourists, both local and international. The management should also actively use visitor feedback as a basis for evaluating and improving services. Strong communication activities will increase the destination's visibility and reputation in the public eye and strengthen tourists' trust in the quality of service. Thus, effective communication becomes an important foundation in strengthening the positive image of Tanjung Bayang Beach.

The availability of human resources plays an important role in tourism development. Tourism human resources include tourists/tourism actors (tourists) or workers (employment) (Sunni & Badollahi, 2019). Adequate and qualified human resources can guaranty the success of a program in a tourism destination, especially marine tourism. Professional human resources will be able to provide a pleasant tourism experience, making tourists feel valued and comfortable. Interpersonal communication skills and foreign language proficiency also need to be honed to serve tourists from diverse backgrounds. The formation of a tourism-aware community can also be used as a means of educating and empowering the community to participate in maintaining and promoting the beach. Thus, the community not only becomes a tourist object but also a competent and competitive management subject.

Strengthening networks and strategic partnerships between various tourism stakeholders is an important step in enhancing the image of Tanjung Bayang Beach. Local governments must collaborate to build good communication with business actors, academics, civil society organizations, and the private sector to formulate integrated tourism development and promotion programs. This synergy will strengthen resources, expand promotional capacity, and improve the effectiveness of destination management. Partnerships can also initiate joint financing, training implementation, and the development of innovative new tourism products. Additionally, collaboration with mass media and influencers can increase promotional reach to a wider audience. The availability of funds and policy support from the government is a determining factor in the success of this partnership. Therefore, a strategy to strengthen the beach's image must be accompanied by the development of a strong and sustainable network of cooperation.

Beside management and promotion aspects, innovation in cultural and ecological tourism products can be a unique attraction for Tanjung Bayang Beach. Developing local cultural attractions such as traditional art performances and educational activities related to the lives of fishermen can enrich the tourist experience. This attraction not only adds value but also strengthens the destination's identity as part of Makassar's cultural heritage. On the other hand, the development of ecotourism

such as mangrove planting, coral reef conservation, and environmental education will attract a segment of tourists who are concerned about environmental sustainability. Tourism product innovation must be continuously developed based on market research and current tourism trends to meet visitor expectations. In this way, Tanjung Bayang Beach is able to maintain its relevance and appeal in the long run. Sustainable innovation also supports the development of destinations that are balanced between economic, social, and environmental aspects.

To ensure sustainability, regular monitoring and evaluation of the implementation of management and promotion of Tanjung Bayang Beach is essential. With this method, managers can identify strengths, weaknesses, opportunities, and threats and take timely corrective action. Monitoring can be done by collecting visitor data, conducting regular tourist satisfaction surveys, and periodically assessing environmental conditions. The results of the evaluation must be reported to all stakeholders to obtain input and support. This data-driven management enhances the transparency and accountability of managers and strengthens public trust in the destination. Additionally, continuous improvements will ensure that Tanjung Bayang Beach remains a top choice for tourists. This approach also supports the development of destinations that are adaptable to changing conditions and market needs. Thus, monitoring and evaluation become an integral part of the process of strengthening the positive image of the beach and improving tourist perceptions.

Finally, building a strong brand identity is a key part of the strategy to strengthen the image of Tanjung Bayang Beach. Brand identity should reflect the core values of the destination, such as natural beauty, cultural authenticity, comfort, and environmental sustainability. The naming, logo, slogan, and other visual elements must be professionally designed and consistent across all promotional media. This identity not only makes it easier for tourists to recognize the beach but also increases the loyalty and pride of the local community. Branding strategies must be integrated with all promotional and management activities to deliver a coherent and compelling message. A strong brand identity is a strategic asset that distinguishes Tanjung Bayang Beach from other nearby destinations. This brand development must be supported by strong storytelling and narratives, as well as satisfying travel experiences. Thus, this branding becomes an important foundation for building a lasting and memorable positive image in the minds of tourists, making this attraction potentially sustainable tourism.

All these strategies must be designed and implemented in a coordinated and participatory manner, involving all stakeholders. An inclusive approach will ensure that the interests and aspirations of the local community remain accommodated in every development plan. Community participation also increases the sense of ownership and responsibility toward the sustainability of the tourist destination. Additionally, the involvement of the government, tourism professionals, and business operators will strengthen the managerial and funding capacity for beach management. The success of this strategy depends on continuous synergy and collaboration between various parties. Planned and competitive image-building efforts will have a positive impact not only on visitor growth but also on improving the well-being of the local community. Thus, this strategy can make Tanjung Bayang Beach a premier sustainable tourism destination in Makassar.

4. CONCLUSION

Therefore, based on the data results and the explanation of everything contained in this study, it is presented in easy-to-understand language and sentences, which discuss issues and problems regarding tourist perceptions and strategies at the Bahari tourist destination on Tanjung Bayang Beach, Makassar City. This discussion is a topic that some people consider not very important, but it is actually a key part of the success of Tanjung Bayang Beach tourist destination because it is related to all stakeholders who influence the interest of visiting tourists. Based on research and analysis of conditions, promotions, tourist expectations, and strategies to strengthen the image of Tanjung Bayang Beach, it can be concluded that this beach has great and strategic marine tourism potential as a premier destination in Makassar City. However, the management of the beach, which is still independently managed by the local community, requires more professional assistance to ensure that environmental conservation, cleanliness, comfort, and safety aspects are well met.

Supporting facilities such as changing rooms, clean toilets, gazebos, and parking areas need to be significantly improved to support visitor comfort. Additionally, the friendly and professional service provided by local business owners is a determining factor in tourist satisfaction. Promotional activities thru events like Run Tourism Makassar 2025 have proven to be an effective step in introducing Tanjung Bayang Beach to a wider audience. Synergy between local government, business actors, and the local community is crucial for the development of this destination. Promotion development also needs to utilize digital technology and social media to increase public awareness and engagement. It is also important to educate the public on building quality human resources related to environmental sustainability thru conservation and cleanliness programs. Regular monitoring and evaluation are necessary to ensure adaptive and sustainable management.

The strategy to strengthen the positive image of Tanjung Bayang Beach must be based on the principles of sustainable tourism, which integrates environmental conservation, community empowerment, and service improvement. Developing competent human resources thru training and coaching is crucial for providing excellent service and maintaining cleanliness standards. Waste management and security need to be optimized thru the application of technology and adequate supervision. Strengthening tourism communication and consistent branding can build a strong destination identity and attract tourists' attention. Collaboration and strategic partnerships between various stakeholders must continue to be built to ensure that development and promotion programs run effectively and sustainably. Innovation in cultural and ecological tourism products is also key to increasing attractiveness and enriching the tourist experience. A participatory approach that involves the local community in beach management creates a sense of ownership and shared responsibility. With the implementation of a planned and integrated strategy, Tanjung Bayang Beach has great potential to become a premier and competitive marine tourism destination at the regional and even national level, while also having a positive impact on the economy and well-being of the surrounding community.

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