

Positioning of New Beaches in Bali: The Perspective of Tourist

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Abstract

Beach in Bali are one of the main attractions of the island's tourism. The beauty of Bali's beaches, with their clean white sand, clear sea water, and ideal surfing waves, makes them famous. Each beach has unique characteristics that can be used as a competitive advantage to help tourists choose their destination in Bali. This study uses Multidimensional Scaling and Correspondence Analysis techniques to identify the advantages of each attribute for tourists. The results show that Diamond Beach's position as a tourist destination is similar to Green Bowl Beach. Based on the evaluation of fifteen items by respondents, it is evident that Diamond Beach has a diverse range of positive perceptions. Diamond Beach excels in attributes such as beach safety, sand color, and cleanliness.

Keywords: *Positioning, Diamond Beach, Tourist Attraction*

INTRODUCTION

Positioning strategy is one of three marketing strategies consisting of differentiation, targeting and positioning (Setiarini, 2015). Positioning strategy is a strategy that aims to create a unique difference in the mind of the consumer, making the brand or image of the product superior to the product or competing products (Yuniarsih, 2023). The most important aspects of your business are your role, what you are, and how you want customers to perceive you (Budi, 2018).

To establish a good image, a good positioning is needed to create a positive impression in the minds of tourists and encourage their desire to visit tourist attractions (Dwiatmojo & Nur, 2019). Efforts to shape the image of a destination require marketing strategies in designing tourist attractions to make them more appealing, using a positioning strategy approach (Ihsan et al., 2019). The decision to visit is part of consumer behavior, encompassing a series of important stages leading to the final decision to visit a tourist destination (Horner & Swarbrooke, 2020).

As an archipelago, Indonesia has the longest coastline in the world, covering 6.4 million km², a country surrounded by marine tourism, and ocean, beach, and marine tourism can play a larger role in the tourism sector (Irawan et al., 2023). As one of the main tourist destinations in Indonesia, Bali is famous for its stunning natural beauty, especially its exotic and breathtaking beaches. Significant tourism development in Bali has brought several beaches into the spotlight. Tourist visits to beaches have been increasing every year because Bali offers unique characteristics in its beaches. Some of the newly developed beaches in Bali today include Gunung Payung Beach, Green Bowl Beach, Nyang-Nyang Beach, Balangan Beach, Melasti Beach, Kelingking Beach, and Pandawa Beach. These beaches even have similar landscapes, one of which is high cliff formations that are rarely found elsewhere.

Diamond Beach is one of the beaches located in the Nusa Penida area, Klungkung. Diamond Beach has become one of the beaches with high visit rates in Bali. This is evidenced by the surge in tourists that exceeds its carrying capacity. As part of the marine conservation area in Nusa Penida, Diamond Beach is being developed to become a new tourism icon as part of Nusa Penida. Not all tourists who visit the beach engage in water activities like diving and snorkeling; some even look for other advantages or uniqueness that the beach has. Therefore, the strengths or advantages of each beach need to be known to avoid similarities that could result in a decline in tourists' interest in visiting these beaches (Siti, 2023).

The diversity of beaches will give tourists various options for choosing which tourist attractions they want to visit (Kristanto et al., 2023). Tourism development can also play a positive role in efforts to improve the image of tourist attractions (Abdulhaji & Yusuf, 2016). Positioning is a crucial element in formulating a development strategy for Diamond Beach. This will undoubtedly assist management in positioning it as a tourist destination for future visitors. Positioning analysis is needed for the beach as an assessment material to understand market preferences and expectations. Destination managers can design more targeted strategies to enhance attractiveness, provide unforgettable experiences, and help tourists when choosing a beach as a tourist attraction to visit.

RESEARCH METHODS

The analysis technique used in this research is multivariate analysis. The multivariate analysis is related to statistical methods that simultaneously analyze more than two variables for each object (Santoso, 2017). To identify similarities among tourist destinations, Multi-Dimensional Scaling (MDS) and Correspondence Analysis (CA) can be utilized to determine the strengths of each tourist attraction's attributes. MDS, often referred to as perceptual mapping, is a method that enables researchers to unveil a relative perception image of an object (Imtiyaz, 2021). The purpose of employing MDS is to transform tourists' assessments regarding the similarity or preference of tourist destinations into distances depicted in multidimensional space (Pratomo et al., 2024). Correspondence Analysis, also known as ANACOR (Napitupulu et al., 2019), is used to measure tourist preferences and determine the assessment of a variable on a tourist attraction as perceived by tourists.

The respondents included in this study were 322 mixed tourists, consisting of domestic and international tourists who had visited or at least knew about the eight beach tourist attractions in this research, namely: Gunung Payung Beach, Green Bowl Beach, Diamond Beach, Nyang – Nyang Beach, Balangan Beach, Melasti Beach, Kelingking Beach, and Pandawa Beach.

RESULT AND DISCUSSION

In this study, respondents were asked to provide assessments regarding the similarity of one beach to another based on their perception of the main attributes in choosing that beach as their tourist destination. Respondents' assessments of the similarity between beaches were the result of comparisons of the similarities between each beach based on the respondents' observations and knowledge of the components present at those beaches. Based on respondents' answers in providing a scale rating from 1 to 5 according to their perception of the similarity of Diamond Beach compared to the other seven beaches, namely Gunung Payung Beach, Green Bowl Beach, Nyang – Nyang Beach, Balangan Beach, Melasti Beach, Kelingking Beach, and Pandawa Beach.

Perceptual Map of Beach Positions as Tourist Attractions

A perceptual map of positions is the result of tourists' perceptions based on their assessments of selected beach pairs (Muhamad Riyan, 2023). The nearest position distance or within the same quadrant of beach pairs is the result of tourists' perception that the compared

beach pairs have similarities or similarities with each other. Conversely, if tourists perceive that the compared beach pairs are different or very different, it results in a positional distance difference of the attraction pairs being in distant positions or in different quadrants. Based on the answers obtained from respondents, a perceptual map from the data processing results can be seen in the following image.

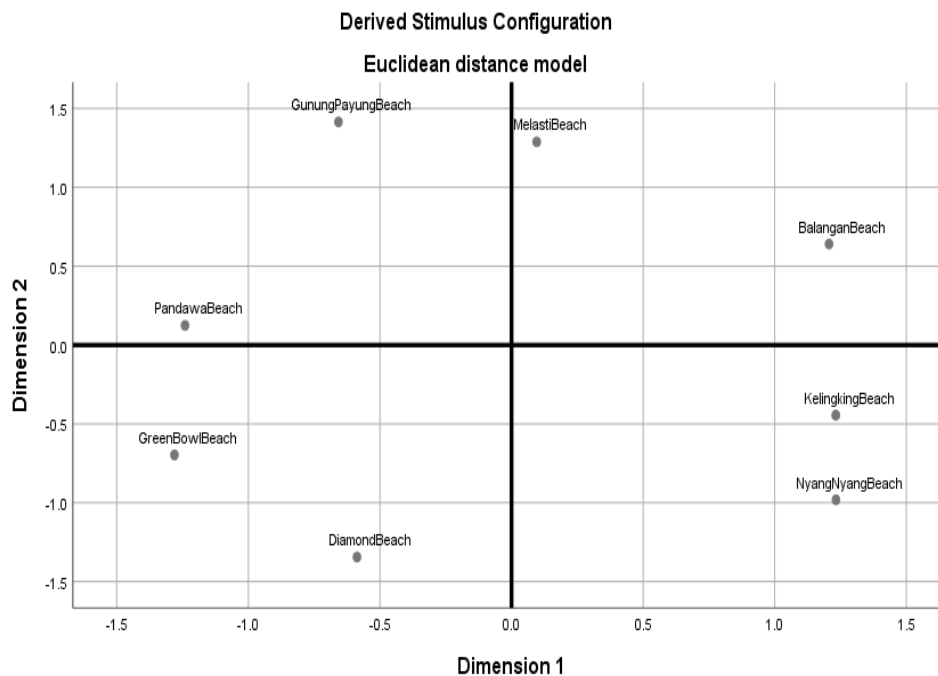


Figure 1. Perceptual Map of Beach Positions
Source: Processed from primary data, 2024

In the image, the position of Diamond Beach as a tourist attraction is compared to the other seven beaches: Gunung Payung Beach, Green Bowl Beach, Nyang – Nyang Beach, Balangan Beach, Melasti Beach, Kelingking Beach, and Pandawa Beach. Diamond Beach has similarities with Green Bowl Beach as they are both located in the same quadrant, Quadrant IV. Pandawa Beach and Gunung Payung Beach also share similarities as they are in the same quadrant, Quadrant I. Meanwhile, Melasti Beach shares similarities with Balangan Beach as they are both in Quadrant II. Kelingking Beach and Nyang – Nyang Beach share similarities as they are in the same quadrant, Quadrant III.

Diamond Beach has similarities with Green Bowl Beach, suggesting the potential for competitive rivalry in capturing market share. Similarly, Pandawa Beach and Gunung Payung Beach, Melasti Beach and Balangan Beach, and Kelingking Beach and Nyang – Nyang Beach also share similarities with each other.

Respondents' Assessment of Each Beach's Attributes as Tourist Attractions

The results from the questionnaires completed by 322 respondents regarding 15 beach attributes from the 8 selected beaches will show respondents' preferences for those beaches. The numbers for each attribute of the evaluated beaches represent the total positive values given by respondents to each attribute for each evaluated beach. Based on the assessment of the 15 attributes evaluated by respondents, it is seen that overall, Diamond Beach has varied positive perceptions compared to the other beaches. For more detailed information on the respondents' assessment of the ten attributes, please refer to the following table.

Table 1. tourists' Assessment of Each Attribute

No.	Indikator	Gunung Payung Beach	Green Bowl Beach	Diamond Beach	Nyang Nyang Beach	Balangan Beach	Melasti Beach	Kelingking Beach	Pandawa Beach	Jumlah	Rata-rata
1	Beach Safety	195	173	249	191	175	188	257	258	1686	210,7
2	Sand Colour Variety	204	176	267	209	186	196	266	256	1760	220
3	Variety	185	160	247	185	176	195	260	252	1660	207,5
4	Beach Cleanliness	202	191	261	219	191	203	279	253	1799	224,9
5	Comfort	198	185	267	219	193	199	272	253	1786	223,2
6	Beach Conditions	205	192	271	221	193	199	274	261	1816	227
7	Sanitation	196	179	254	201	165	186	257	246	1684	210,5
8	Beach atmosphere	200	196	272	230	197	195	273	262	1825	228,1
9	Nationality	204	195	268	223	192	202	273	261	1818	227,2
10	Child Friendliness	189	168	248	204	178	194	246	250	1677	209,6
11	The visual beauty of the beach	205	199	275	227	202	209	280	260	1857	232,1
12	Accessibility	190	179	249	197	186	189	253	263	1706	213,2
13	Recreation Function	199	191	271	218	191	201	271	264	1806	225,7
14	Natural Function	204	198	273	226	200	205	280	261	1847	230,9
15	Protective Function	193	186	263	210	177	190	266	254	1739	217,4
	Jumlah	2969	2768	3935	3180	2802	2951	4007	3854	26466	3308,2

Source: Processed from primary data, 2024

Respondents' Perceptual Map of Each Attribute of Each Beach as a Tourist Attraction

Respondents' preferences for each attribute can be seen on the perceptual map of row scores, consisting of two dimensions, namely dimension 1 and dimension 2 or the X and Y axes. Once the data on the distribution of attributes is obtained, the distribution of the 8 beaches is viewed in the form of a perceptual map on column scores based on the responses from all respondents. The final step of this correspondence analysis procedure involves merging the two charts depicting the row scores and the column scores. This process yields the tourists' preferences for each attribute of every beach, and these findings can be visualized in the provided image.

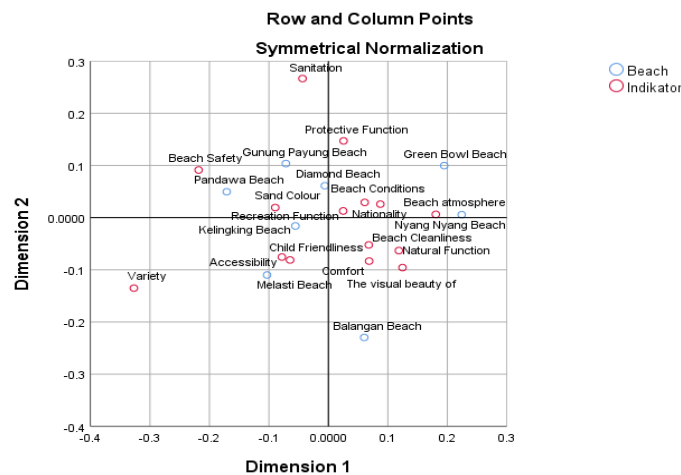


Figure 2. Perceptual Map of Beach Attributes as Tourist Attractions
Source: Processed from primary data, 2024

In the image, the correlation between the beaches and the selected tourist attraction attributes can be seen. The advantages of each beach can be presented in the following table.

Table 2. Tourist Preference of Tourism attraction Attributes

Pantai	Keunggulan atribut
Pandawa Beach, Gunung Payung Beach, Diamond Beach	1 : Beach safety 2 : Sand Colour 7 : Sanitation
Green Bowl Beach, Nyang – Nyang Beach	6 : Beach condition 8 : Beach atmosphere 9 : Nationality 13 : Recreation function 15: Protective function
Balangan Beach	4 : Beach cleanliness 5 : Comfort 11 : The visual beauty of beach 14 : Natural function
Melasti Beach, Kelingking Beach	3: Variety 10 : Child Friendliness 12 : Accessibility

Source: Processed from primary data, 2024

The depiction shows that Pandawa Beach, Gunung Payung Beach, and Diamond Beach are in Quadrant I (top left) with advantages in beach safety (1), sand color (2), and sanitation (7). To maintain tourist preferences, Diamond Beach should strive to retain its advantages. Green Bowl Beach and Nyang – Nyang Beach are in Quadrant II (top right) with advantages in beach condition (6), beach atmosphere (8), nationality (9), recreation function (13), and protective function (15).

In Quadrant III (bottom right), only Balangan Beach stands out with advantages in beach cleanliness (4), comfort (5), the visual beauty of the beach (11), and nature function (14). Melasti Beach and Kelingking Beach are in Quadrant IV (bottom left) with advantages in variety (3), child-friendliness (10), and accessibility (12).

CONCLUSION

Based on these results, Diamond Beach is perceived similarly to one of Bali's beaches, Green Bowl Beach. Whereas the other six beaches (Gunung Payung Beach, Nyang – Nyang Beach, Balangan Beach, Melasti Beach, Kelingking Beach, and Pandawa Beach) are perceived differently. Out of the 15 beach attraction attributes, respondents perceive Diamond Beach excelling in 3 attributes: beach safety, sand color, and sanitation, which are highly rated by tourists. To strengthen Diamond Beach's positioning as a tourist attraction, several actions should be taken to increase its visits through its competitive advantages compared to other beaches as follows: The management should carefully and deeply understand each attribute. For beach safety and sanitation attributes, improvements should be made to attract tourists' attention and encourage repeat visits. Additionally, Diamond Beach's sand color is a unique and superior characteristic compared to other beaches. Therefore, stakeholders are expected to package or highlight this unique value to attract more visitors. Further in-depth studies should be conducted to explore the potential and development of tourist attractions such as beaches to

strengthen the tourism destination with rich tourism resources like Nusa Penida, which is closely related to nature tourism.

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