

## COLLABORATIVE MANAGEMENT OF INDRAYANTI BEACH ECO-TOURISM BASED ON LOCAL WISDOM IN SIDOHARJO TEPUS VILLAGE, GUNUNGKIDUL YOGYAKARTA

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### ABSTRACT

*The purpose of this research is to describe collaborative efforts in the management of coastal tourism and to describe the supporting and inhibiting factors in the collaborative management of ecotourism-based Indrayanti coastal tourism. This type of research is descriptive qualitative. The research location is Indrayanti Beach, Gunungkidul Regency. The research informants used purposive sampling, namely the Tourism Office of the Gunung Kidul Regency Government, the Head of Sidoharjo Village, the private sector, academics, and the Sidoharjo Village Community. Collecting data used interviews, documentation, and observation. The data analysis technique uses qualitative. The results of the study show that the collaborative management of ecotourism-based Indrayanti coastal tourism has been going well. The Regency Government and Village Government support with facilities and infrastructure. The private sector plays a role in the establishment of lodging, restaurants, and souvenir shops, the community plays a role in beach management starting from cleanliness, also establishing souvenir shops, academics play a role in research development, while the existence of the media is carried out through online media to introduce ecotourism on Indrayanti Beach. Supporting factors for collaborative tourism management based on local wisdom of Indrayanti beach in Sidoharjo Tepus Village, Gunungkidul Yogyakarta, among others are natural charm, facilities and infrastructure, and access, while the inhibiting factor is the limited ability of the local community.*

**Keywords:** Collaboration, beach tourism, ecotourism, local wisdom.

### 1. INTRODUCTION.

Gunungkidul is one of the areas of the Special Region of Yogyakarta (DIY) which has great tourism potential, including cave landscapes, hills, beaches, waterfalls, and mountains, and is supported by the potential of cultural arts and historical relics that are spread almost all over the world. Gunungkidul area. This potential is very meaningful considering that Gunungkidul is one part of DIY which is a famous tourist destination in Indonesia. One of the ecotourism potentials that is being actively developed by Gunungkidul Regency is coastal ecotourism. Several beaches are located in Gunungkidul, starting from Baron Beach, Sepanjang, Sadranan, Pok Tunggal, Nglambor, Kukup, Krakal, Indrayanti, and various new beaches managed independently by the community have emerged and become alternative vacations, especially during the holiday season.

The positive climate of tourism in Gunungkidul Yogyakarta must of course be balanced with maintaining the local culture and wisdom of the local community. This was conveyed by Ahmad Ma'ruf as a lecturer at the

University of Muhammadiyah Yogyakarta (UMY) in the initial draft of the 2019 Regional Government Work Plan (RKPD) at the Gunungkidul Regency Government. Local wisdom must be upheld in tourism management because at this time the identity of Yogyakarta as a 'different from the others' tourist spot has begun to fade, where people go to Yogyakarta to look for distinctive things such as logos, hamlets, and traditional ones, but when the mall building, hotels, and the same as others make local characteristics and wisdom disappear. Therefore, Gunungkidul Regency needs to understand the potential of its tourism area by prioritizing local wisdom owned by residents, where there is still a high sense of solidarity among residents. The chairman of the DPRD Gunungkidul Suharno said the same thing that tourism development should be based on local culture and potential so that it can have an impact on the community's economy, absorption of local workers, and poverty alleviation in the southern coastal areas.

Gunungkidul has so many treasured cultural heritages and ancestral traditions. Starting from traditional rituals such as Rasulan, nyadran to traditional arts and social cultures

such as *splice* and *grebuhan*. The *splice* culture is a social-cultural heritage in the Gunungkidul community in particular and Javanese society in general which has existed since time immemorial. *Sambatan* is a system of cooperation between residents to help others who are afflicted by disasters or are doing big jobs such as building houses, celebrating, harvesting and others. The *splice* does not contain any specific material value. A sense of kinship is the basis for doing social work by working together to help each other. Another local wisdom is *Grebuhan*. *Grebuhan* is another name for voluntary.

Gunungkidul in the past was barren and arid, but now when many people talk about Gunungkidul they think of a hidden paradise behind a mountain. Gunungkidul does have many natural attractions ranging from mountains, rivers, waterfalls, caves, and of course hundreds of beaches on the south side. The people of Gunungkidul in ancient times carried out various activities that are still preserved by the local community. Few traditions are as close as the sea, the harbor of the sea, the sea larung in Gunungkidul routinely held every year at the beaches in Gunungkidul. The existence of a culture based on local wisdom is still being implemented and is progressing because it is better managed and these activities are an attraction for tourists visiting Gunungkidul. One of the beach tourism objects in Gunungkidul is Indrayanti Beach in Sidoharjo Tepus Village. Indrayanti Beach has the charm of the sea and blue sky, clean white sand, coupled with complete supporting facilities. The name Indrayanti is not the original name of the beach because it is called Pulang Syawal Beach. The name Indrayanti is a combination of the names of a husband and wife who owns one of the restaurants and cafes on the beach so that the presence of the private sector plays a role in the development of Indrayanti Beach.

The village government of Sidoharjo Tepus Gunungkidul seeks to develop the potential of Indrayanti beach tourism as one of the best in attracting tourists. The lack of waste management makes the beach area dirty and also garbage from tourists and requires a large commitment and cost from the local government, the private sector, and the local community to participate in maintaining the cleanliness of the environment around Indrayanti Beach.

The development of tourist areas on Indrayanti Beach will have a positive impact on the lives of the local people of Sidoharjo Tepus Village, Gunungkidul. People who initially only

relied on the fisheries and agricultural sectors have the opportunity to develop new businesses in tourism activities, such as opening a food stall business, becoming a local guide, and managing tourist attractions. This needs to be supported by the policy of the Gunungkidul Regency Government to develop ecotourism through local wisdom.

Local wisdom is a human and community policy that relies on traditional institutionalized philosophies, values, ethics, ways, and behaviors to manage natural resources, human resources, and cultural resources in a sustainable manner (Mawardi, 2012). In the field of tourism, local wisdom is expected to be able to develop tourism that elevates local culture to be introduced throughout the world as the identity of a region.

The collaboration of coastal tourism management based on local wisdom aims to improve the tourism sector in Gunungkidul. This cannot be separated that the function of the beach as a tourism object depends on its ability to meet the needs of tourists in terms of adequate facilities as a place to fill leisure time, relaxation, fun, romance, adventure, security, and others. The beach is a tourist location or tourist attraction that has economic value. The development of coastal tourism is very profitable because it can penetrate various fields, both for the surrounding community and for investors who want to develop coastal tourism.

Coastal tourism is one of the important industries to generate economic benefits for the surrounding community, so community empowerment needs to be carried out in mobilizing and improving the coastal tourism sector in the region. This needs to be done because the tourism industry has various elements that can encourage economic improvement and people's quality of life. This process can occur because tourism has a sustainable impact (multiplier effect) on various productive economic enterprises related to tourism to gain profits and employment.

Communities in the coastal area of Indrayanti have a great opportunity to be able to manage their coastal areas to be used as tourist destinations to improve the welfare of the community. This sizable opportunity certainly requires the participation of local communities in the managerial decision-making process in the context of sustainable tourism development. Tamaratika and Rosyidie (2017) state that tourism development is not only related to how to achieve economic growth but how to empower local communities with their local wisdom that can become an attraction for

tourists to improve the economic welfare of their people.

Coastal tourism development planning is determined from the balance of potential resources and services in the area as supply and demand or tourist interest as demand. The supply component in the development of coastal tourism consists of attractions, transportation, information services, and accommodation. Ecotourism is an economic activity that provides opportunities for tourists to experience nature and culture. Ecotourism can provide income for an area for conservation activities to provide economic benefits to the people living around the ecotourism location

The issuance of the Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for the Development of Ecotourism in the Regions has encouraged the Regional Government to develop ecotourism. Ecotourism is the potential of natural resources, the environment, as well as the uniqueness of nature and culture which can be one of the leading sectors of the region that has not been developed optimally. This is taken seriously by the Regional Government of Gunungkidul Yogyakarta in developing ecotourism in its area.

Local governments need to help promote coastal tourism through coastal management, namely by employing tourism management experts in coastal management. One of the efforts made is to provide comfort for tourists, accompanied by the provision of various attractions, maintenance of good sanitary conditions on the beach, beach safety, and the provision of play for children which will increase the pleasure of tourists visiting with children. (Odunlami and Ijeomah, 2016).

Pramusita and Sarinastiti (2017) in their research on the socio-economic aspects of local communities in the management of the Trisik Beach tourist village, Kulonprogo showed that the main tourist attraction is in the area of agricultural land with various vegetable and fruit plants, while the supporting tourist attractions are the camping ground area on the coast, along with the Sendengan boat, and cultural events, namely the release of hatchlings and Nglarak Blarak. This shows that the social, economic, and cultural aspects can have a positive impact on improving the social welfare of the community as well as for the development of coastal areas.

Sitompul (2015) in his research on Empowering the Fisherman Community of Silo Baru Village through the Tangguh Coastal Village Management Program. The results of

the research indicate that the development activities carried out in the implementation of the PDPT program in Silo Baru Village, Silau Laut District can be said to have not been optimal because the efforts that have been made in the development activities in the PDPT program have not been able to create coastal village development that supports the empowerment of fishing communities that in Silo Baru Village. This is because infrastructure factors such as poor access and fishermen's settlements that are not habitable as well as the many damaged building activities are clear evidence that the level of coastal village development in Silo Baru Village through the PDPT program has not been able to provide significant progress for the community.

The existence of two previous studies on community empowerment and local wisdom shows that collaboration from the government, private sector, and community support from residents through local wisdom is very important because the community has a strong motivation and gets the most valuable incentives to protect the environment in coastal management to improve community welfare. This means that the Village Government, the private sector, and the village community must have strong values and motivations compared to other parties because it involves the sustainability of their lives through the management of Indrayanti Beach. Commitment and synergy from all social forces of the community are needed for a development process that is harmonious and widely beneficial for the entire community by involving the values of local wisdom.

The potential of local wisdom, community empowerment, and Indrayanti beach tourism in Sidoharjo Village can be used as one of the mainstays to improve the community's economy. Therefore, further research is needed on community empowerment through local wisdom to increase the economic potential of the community in the Indrayanti Beach area, Sidoharjo Tepus Village, Gunungkidul. This is because culture-based tourism on Indrayanti Beach, Sidoharjo Tepus Village, Gunungkidul has a great opportunity to be developed. However, it is identified that there are tourism problems faced.

## **2. MATERIAL AND METHODS**

### **2.1 Collaboration**

Collaboration is the process of two or more people, entities, or organizations working together to complete a

task or achieve a goal. Collaboration is similar to cooperation. Most collaboration requires leadership. although the form of leadership can be social within a decentralized and egalitarian group. Teams that work collaboratively often access greater resources, recognition, and rewards when facing competition for finite resources.

Structured methods of collaboration encourage introspection of behavior and communication. Such methods aim to increase the success of teams as they engage in collaborative problem-solving. Collaboration is present in opposing goals exhibiting the notion of adversarial collaboration, though this is not a common use of the term. In its applied sense, collaboration is a purposeful relationship in which all parties

strategically choose to cooperate to accomplish a shared outcome.

## 2.2 Indrayanti Beach

Indrayanti Beach is one of the beach resorts in Jogja which is often recommended to tourists. The name Indrayanti beach itself is quite well known among tourists, both local and foreign. Just like the typical south coast in the Gunung Kidul region, the scenery here is no less beautiful. A fairly wide stretch of beach, fine sand, and clean blue seas. If you feel bored in Malioboro, this place can be your destination.

This beach has a unique background. If we hear the name, it feels different from other beaches in this area. Other beaches usually use place names, while this one is different. The name Indrayanti beach is not an official name. This name is taken from the name of the Indrayanti restaurant which is not far from here.



**Figure 1.** Indrayanti Beach

## 2.3 Ecotourism

Ecotourism is a kind of form of tourism involving responsible travel (using sustainable transport) to natural areas, conserving the environment, and improving the well-being of the local people. Its purpose may be to educate the traveler, to provide funds for Ecotourism may focus on educating travelers on local environments and natural surroundings with an eye to ecological conservation. Some include in the definition of ecotourism the effort to produce economic opportunities that make conservation of natural resources financially possible.

Generally, ecotourism deals with interaction with biotic components of the natural

environment. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats. Ecotourism aims at minimal environmental impact on the areas visited. Besides fostering respect towards the natural environment, ecotourism also helps in creating socio-economic benefits for the communities of the area visited.

Responsible ecotourism programs

include those that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and the creation of economic opportunities for local communities.<sup>[5]</sup> For these reasons, ecotourism often appeals to advocates of environmental and social responsibility.

## **2.4 Local Wisdom**

Local Wisdom is a combination of knowledge and traditions that are specific to a location, and that are passed on from generation to generation. For example, a Dutch farmer can tell by the rustling sound of the wind through the flat wheat fields in the summer, whether the wheat is ripe for harvest. Local wisdom is the identity or cultural personality of a nation that causes the nation to be able to absorb, even process culture from outside/other nations into its character and abilities.

Local wisdom is also a characteristic of ethics and cultural values in local communities that are passed down from generation to generation. In Indonesia, awareness of local wisdom began to thrive after the fall of President Soeharto's regime.

Furthermore, local wisdom is also defined as the ability to adapt, organize, and grow the influence of nature and other cultures that become the driving force for the transformation and creation of Indonesia's extraordinary cultural diversity.

## **3. RESULTS AND DISCUSSION**

### **3.1 Collaborating on Ecotourism-Based Indrayanti Beach Tourism Management in Sidoharjo Tepus Village, Gunungkidul, Yogyakarta**

The management of Indrayanti Beach ecotourism in Sidoharjo Village, Tepus District, Gunungkidul Regency must indeed continue without stopping to be developed because with all the competencies possessed, Indrayanti beach tourism can be one of the sources of the domestic economy, including income from foreign exchange, healthy trade balance, income from business or tourism business, government income, employment, multiplier effect and utilization of tourism facilities by local communities.

The research discusses the relationship or collaboration between stakeholders. 5 key groups can collaborate, namely: Academics, Businessman, Community, Government, and Media, or known as the 5 pillars (ABCGM). Based on the data in the field, it was found that the management of Indrayanti beach tourism has collaboration involving various stakeholder actors. In tourism, each stakeholder plays an important role, including:

#### **a. Government**

The Government of Gunungkidul Regency is confident in the development of coastal ecotourism, where the Provincial Government of Yogyakarta is also involved in developing the tourism potential of Gunungkidul, namely funds from the province, which are used for land acquisition for the development of new access to Gunungkidul, namely the southern causeway (JJLS). The Provincial Government together with the Regency/City Government as well as the Village Government have been tasked with developing ecotourism-based Indrayanti coastal tourism management in Sidoharjo Tepus Village, Gunungkidul Yogyakarta, where the government plays a direct role in the development of regulations to regulate, control the activities of developers and industry,

The village government also manages ecotourism-based tourism with the presence of local wisdom, but Indrayanti Beach is not devoted to traditional ceremonies, because each has its place in local wisdom management activities. The Gunungkidul Regency Government has prioritized local wisdom in the development of existing beach tourism, but not in all existing beaches, so for Indrayanti Beach, the local wisdom obtained can be seen from the inn building with the motif of Joglo houses and Papuan traditional houses.

One of the important tools in collaborative terms is government "governance". The results show that the Gunungkidul Regency Government and the Sidoharjo Tepus Gunungkidul Village Government have carried out their functions well in the development of ecotourism in Indrayanti Beach. This result is following the statements sell and Gash (2007) that the strategy of the government is referred to as collaborative governance or collaborative governance. A form of governance that involves various stakeholders or stakeholders simultaneously in a forum with government officials to make joint decisions.

Law No. 23 of 2014 concerning the administration of government affairs by the Regional Government and the Regional People's Representative Council according to the principle of autonomy and co-administration with the principle of the widest possible autonomy in the system and principles of the Unitary State of the Republic of Indonesia, giving wider authority to regional governments to manage their territories. Brings the implication of increasing responsibilities and demands to explore and develop all the potential resources owned by the region to support the development journey in the region. The government and tourism stakeholders are aware of the huge potential for tourism in the region so that they try to explore, develop and build tourism object assets and attractions which are the initial capital for the rise of tourism activities.

Surya, et al (2021) stated that in the government's view it was stated that tourism development was aimed at accelerating the process of improving people's welfare. Using village development program policies that are centralized or are assistance following village needs. Ecotourism-based tourism development planning in planning the development of coastal tourism areas that absorbs efficiently and effectively to meet needs. The role of the government is to make it easier for data to provide financial support such as village allocation funds or development funds in the form of budget support, carry out various policies that are considered important in supporting ecotourism, and always promote through the existing government web.

b. *Business* (private/business world)

The role of the private sector is very important in the management of ecotourism in Indrayanti Beach. Private partnerships with the community and the government are very much needed in the management of ecotourism on the Indrayanti beach because with the role of the private sector there will be a win-win relationship that must be built with formal and informal approaches. Some successful tourism destinations involve many parties, one of which is building a non-formal approach between the private sector and the government.

The role of the private sector in the development of Indrayanti beach ecotourism is in the management of resorts, inns, and souvenir shops. Local wisdom that exists on Indrayanti Beach is manifested by the private sector in the construction of lodging or shelters in the form of traditional Joglo and Papuan

houses, this is because on Indrayanti Beach there are no traditional ceremonies.

The collaboration between the role of the government and the private sector in the development of ecotourism on Indrayanti Beach is the development of the lodging sector and also the private sector that carries out Corporate Social Responsibility to develop Indrayanti beach tourism. The private sector is responsible for developing coastal tourism and providing information to the public about the existence of Indrayanti Beach. Meanwhile, the government is responsible for providing explanations to the private sector about regulations, rules and also providing information on security issues. On the other hand, the private sector is responsible for selling its products or services. The government in this collaboration is a facilitator and arranges for all policies regarding the tourism business on Indrayanti Beach which must be obeyed by all private sectors.

Increasing the role of the private sector is one of the government's efforts in fulfilling excellent infrastructure and services to the community. One of its forms is in the development of coastal tourism on Indrayanti Beach. This study found four important things. First, the role of the private sector in the development of Indrayanti beach tourism is in the provision of infrastructure and its management on Indrayanti Beach. The private sector plays a role in the development of attractions, providing accommodation, facilities. Second, the role of the private sector varies due to differences in the creativity of the management (private, government, and community). Third, the success of the private sector in the development of coastal tourism can be seen from the increasing number of tourist visits, the number of physical development and supporting facilities, as well as the number of workers (Surya, et al, 2021).

The role of the private sector can also encourage community participation in the development of coastal ecotourism, this means that the better the role of the private sector, the greater the participation of local communities in coastal management. The role of the private sector in community participation is good because the private sector that carries out tourism business on Indrayanti Beach, contributes significantly through the recruitment of local workers, as well as in providing CSR, to local communities, around the company. Cooperation between the private sector and the community is carried out through various tourism activities such as holding tourist attractions and exhibitions for the small and

micro business sector (SMEs), which aims to support the tourism industry. The private sector must cooperate more intensively with the community in tourist destinations, in developing human resources,

c. Public

The role of the community in the implementation of the ecotourism area on Indrayanti Beach is to help the Village Government in maintaining the cleanliness of the beach, the community can also establish lodging and set up souvenir shops in the coastal area as an effort to help improve the economy of the local community. Along with the increasing popularity of the beach, the number of people visiting has also increased. Local communities in the Indrayanti Beach area are members of a community called KOMPAK. Kasno is one of the workers who are members of the Indrayanti Coastal Community Oesaha Community (KOMPAK). This community which has 137 members was founded in 2011. Members of this community are vendors of goods and services who originally worked as farmers and fishermen.

KOMPAK is a forum for local people who make a living on Indrayanti Beach. The formation of this community aims to regulate the community's efforts so that there is no chaos between entrepreneurs and outsiders. This community was formed so that the businesses of residents can be well organized and fair, for example, the umbrellas that are rented are not owned by the community, but private property, but the number of umbrellas is limited so that the income obtained is evenly distributed and does not cause jealousy. Control can also be seen from the membership card that every KOMPAK member must have. The card serves as identification and proof that the person has joined the community.

The participation of the surrounding community in tourism development on Indrayanti Beach is very good, this can be seen from the formation of Pokmas (Community Groups) which actively participate in managing Indrayanti Beach tourism by upholding the aspect of accountability for the advancement of Indrayanti Beach tourism. The positive and significant role of the government in the development of community-based coastal tourism is dominantly reflected by the motivator indicators, namely providing the formation of tourism awareness groups, bridging public and private interests, and bridging the needs of the community with related agencies. The presence of the government can be stated to be able to encourage the acceleration of the realization of

community-based tourism development (Jelamu, 2017).

The role of the community in terms of coastal tourism is to become a forum for tourism activities so that harmonious conditions between visitors or tourists, local communities can cooperate in cultural tourism, starting from management to marketing to reduce unemployment rates to involve the role of the community in tourism management. Through community creativity, community income, empowerment of tourism potential, welfare, fulfilling living standards. Development in the tourism sector also improves the community's economy and strengthens tourism awareness to preserve tourism. Local communities can monitor or control tourism development by being involved in identifying resources that are maintained and enhanced,

d. College

Universities or academics play a role in conducting various research and community services related to tourism development so that tourism development is research-based. Universities can also take advantage of the existence of Indrayanti Beach as a basis for activities for students or lecturers who want to conduct scientific research, by visiting students or lecturers to Indrayanti Beach indirectly helping in introducing the existence of Indrayanti Beach to the wider community.

Academics play a role in providing views and analysis based on the objectivity of existing data on Indrayanti Beach regarding the level of development and also the right formula to advance tourism through various research, analysis, and human resource development. The existence of human resources in the tourism industry plays a role as a driving force for the continuity of the industry, as well as determining the competitiveness of the tourism industry. And most importantly (urgent) is the need for collaboration between the local government and the surrounding community in eradicating illegal collection or thugs who can disturb and make tourists feel uncomfortable.

The role of academics is very important in helping the development of ecotourism potential on the Indrayanti coast. Academics who have visited Indrayanti Beach certainly have an academic point of view that can be developed for Indrayanti Beach ecotourism. Sari, et al (2018) have researched a form of academics to help improve ecotourism management on Indrayanti Beach, that Indrayanti Beach is included in the Baron Beach-Pok Tunggal Beach area in Tepus District. The increasing tourism trend in

Gunungkidul, especially the beach is a potential for local communities. The location of Indrayanti Beach, which is not far from Dusun Ngasem, allows people to engage in work related to tourism, namely as traders on the coast. Employment in the tourism sector can be developed by the community in the creative industry, namely beach souvenirs. The potential that exists in the Indrayanti beach area can be utilized by residents in this case are housewives in the Tepus area, Gunungkidul to be able to produce souvenir products typical of the coast. Souvenirs are one of the supporters in the tourism sector through the provision of Millionaire training (Jumputan for Tourists).

Jumputan training activities can increase the productivity of housewives in Ngasem Hamlet. With training in batik making and jumputan residents on the coast are productive and produce more diverse tourism products in the Gunungkidul coastal area. The resulting product can be a source of income and can increase economic independence for housewives in Ngasem Village, Tepus. Jumputan is a skill that is easy to learn, especially for mothers. The process is not complicated and the results are interesting to be the advantages of this training. In addition, it can train independence and entrepreneurship.

The results of this jumputan skill can add to the variety of souvenirs sold on the coast as souvenirs for tourists. The impact of selling unique souvenirs made independently by residents becomes an economical product value. Thus, increasing the economic income of the local population. This increase in income goes hand in hand with increasing awareness of the local community of Gunungkidul to develop coastal tourism areas with batik and jumputan. The results of this study indicate that the role of universities or academics is very supportive in the development of Indrayanti beach management because they can provide added value to increase income for the community around Indrayanti Beach.

#### e. Media

The Government of Gunungkidul Regency acts as a mediator who bridges the introduction of the existence of the beach in Gunungkidul Regency through online and offline media. Media online is currently the power of information and a mainstay in tourism promotion. Tourism promotion and marketing can be done quickly by utilizing social media. Promotions are now more inclusive, for example, tourists can upload testimonies of visiting a tourist attraction on social media, this is well addressed by the Gunungkidul Regency

Government through the Tourism Office to introduce the existence of Indrayanti Beach and other beaches.

Collaboration in the management of ecotourism-based Indrayanti beach tourism in Sidoharjo Tepus Village, Gunungkidul Yogyakarta has been going well, where each has played a role following their respective fields where the government as a policymaker as a regulator and facilitator in the development of Indrayanti Beach ecotourism, private parties who cooperate mutually beneficially with the Government and the community, the existence of the community as human resources who can also be a source of income in good coastal management, academics with research results and constructive suggestions in the development of coastal eco-tourism potential as well as the existence of online media that helps in coastal areas. in the promotion of ecotourism at Indrayanti Beach.

The use of promotion using online media is carried out by the Regional Government, the private sector, and also the community through its various social media. The Gunungkidul Regency Tourism Office has the right marketing management communication strategy to help the act of penetrating the market through information. In the context of marketing communications, the purpose of marketing is how all communication activities used to market products make a profit, in this case, the expected profit for the tourism office is an increase in tourists coming to Indrayanti Beach.

The purpose of promotion is to bring in as many people as possible.

so that Using online media, namely advertising and publicity is one of the right things to do at this time. With the existence of social media which has always been part of the daily activities of almost all people, doing advertisements and publicity on social media is the right thing. Advertising and publicity are one form of promotion used to introduce Indrayanti beach tourism. This is following the statement from Kotler and Armstrong (2016) which states that the role of advertising in service marketing is to build awareness (awareness) of prospective buyers or clients or targets for the services or goods offered, to increase consumer knowledge, persuade potential buyers to buy. , want to use the service,

The use of social media as a promotional tool and a medium for conducting advertising and publicity to the public is indeed very necessary to attract public interest in tourism. Social media is also a medium that is becoming a trend in society. The use of social media is



also to express experiences through photos and videos, then comments and responses as a form of follower interaction not only with family and friends, but also with other people (Martinez, Berrozpe, & Lasarte, 2014). Communication technology through social media is used as a means to make the tourism industry more effective and efficient in advancing new tourism destinations. Social media can be used as a means to communicate, negotiate, and reducing communication gaps without being hampered by distance and time which can create new structures for tourism development and operation (Hasan, 2015). This phenomenon shows that an easy and fast and reliable way to promote a tourist area into a new tourist destination is to use online media and is also carried out by the community.

### **3.2 Supporting factors and inhibiting factors in collaborative tourism management based on local wisdom of Indrayanti beach in Sidoharjo Tepus Village, Gunungkidul Yogyakarta**

#### **a. Supporting factors**

Supporting factors in collaborative tourism management based on local wisdom of Indrayanti beach in Sidoharjo Tepus Village, Gunungkidul Yogyakarta include:

- 1) Natural nuance, Indrayanti Beach has a beach with white sand and distinctive coral reefs. Sturdy coral rocks flanking the west and east, as well as karst hills to the north, make Indrayanti beach unique and offers a very charming natural charm. The green and shady trees around it that offer a combination of contrasting colors, with white sand and blue ocean, make Indrayanti beach very comfortable for tourists to visit.
- 2) Facilities and infrastructure  
The existence of facilities and infrastructure such as restaurants that are lined up neatly along the beach, besides that another modern concept offered at the Indrayanti Beach Tourism Object is the existence of jet ski rental facilities for beach visitors and Indrayanti Beach looks clean and neat. Other supporting facilities are cottages or inns with local wisdom in the form of Joglo houses and papu houses which are located around the beach, the place is comfortable because during their stay tourists can enjoy the beach atmosphere at night.
- 3) Indrayanti Beach Location

Access to the location of Indrayanti Beach is through an easy and wide route, by public transportation or private vehicle via a fast alternative road. The location can be accessed by public transportation such as buses, elves, and private vehicles such as cars and motorbikes with easy-to-find signposts so that tourists can easily reach them.

#### **b. Obstacle factor**

Inhibiting factors in collaborative tourism management based on local wisdom of Indrayanti beach in Sidoharjo Tepus Village, Gunungkidul Yogyakarta, among others, are:

- 1) Human resources or local communities around the coast, where there is a need for continuous training for the surrounding community so that they can make crafts that can become a characteristic of Indrayanti Beach.
- 2) For private parties, it is necessary to add investors in the development of ecotourism on Indrayanti Beach, for example by creating a selfie park, so that it becomes an attraction for the public or tourists to visit Indrayanti Beach.  
Have not collaborated with universities through a Memorandum of Understanding (MOU) between the village government and universities to help increase the ecotourism potential of Indrayanti Beach.

## **4. CONCLUSION AND SUGGESTION**

The conclusion from the results of this study is that the management of Indrayanti Beach ecotourism based on local wisdom requires the collaboration of the five pillars: Government, Academics, Social Media, Private Parties, and the community, so that The local government should continuously provide training for the surrounding community, both management training, and training in making local handicrafts, collaborating with the private sector in the development of ecotourism on Indrayanti Beach, to create a selfie spot park for tourists, to attract more tourists and cooperate with Universities in Yogyakarta in developing a green, friendly and able to provide added value to the economy.

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