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Academy of Strategic Management Journal Volume 20, Issue 5, 2021 ANALYSIS OF ATTITUDE AND COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF CEMARA BEACH AREA IN WEST LOMBOK NUSA TENGGARA INDONESIA Mukmin Suryatni, Universitas Mataram Ida Ayu Putri S, Universitas Mataram Rusminah Hs, Universitas Mataram Akang Daeng, Universitas Mataram Alamsyah Alamsyah, Universitas Mataram Amos Lukas, Badan Riset dan Inovasi Indonesia (BRIN) Akhmad Junaidi, Kementerian Koperasi dan Usaha Kecil dan Menengah R. Rudi Alhempri, STIE Persada Bunda Lanjar Sumarno, Badan Riset dan Inovasi Indonesia (BRIN) Endri Endri, Universitas Mercu Buana ABSTRACT This study aims to determine and analyze the attitudes and participation of the community in the development of the West Lombok coastal tourism area. The research method used is descriptive cross-sectional with correlation technique between variables. The unit of analysis in this study is the community in the Cemara Beach area of West Lombok.

The results showed that the development of Cemara beach tourism has involved the community since the beginning of the initiation of tourism development with good cooperation between the government and the community so that development activities can run smoothly, while the level of community participation in tourism in the Cemara beach area can be concluded where the position of the community and government running parallel in tourism development and forms of community participation is mostly manifested in decision making, implementation assessment, implementation and utilization of results with a high average yield. Keywords: Attitude, Community Participation, Tourism, Indonesia. INTRODUCTION Lately, the tourism sector has become an important sector for the economy that has an impact on the development of a region or country.

The existence of the tourism sector means that an area or area where the tourist attraction will get income and income is not small from each unique tourism that is owned. Progress in the tourism sector **has an impact on** other sectors that can support tourism activities, for example, the hotel sector, food, transportation, crafts, and so on. The tourism sector contributes quite a large amount of foreign exchange to the government which can be allocated for infrastructure development that can open up wider employment opportunities¹ 1939-6104-20-5-831 Citation Information: Suryatni, M.,

Ida Ayu Putri, S., Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhempri, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and **community participation in the development of cemara beach** area in west lombok nusa tenggara Indonesia. **Academy of Strategic Management Journal**, 20(6), 1-9. **Academy of Strategic Management Journal** Volume 20, Issue 5, 2021 thereby reducing the unemployment rate. The progress of the tourism sector in an area contributes greatly to the local community both economically, socially, and culturally.

But **on the other hand, if** tourism profits are not managed properly, it can cause losses for the community and other sources of income cannot be optimized. Thus, to ensure that tourism can develop properly and sustainably as well as benefit the community and minimize the negative impacts that may arise, tourism development needs to be preceded by an in-depth study, namely by comprehensive research on all supporting resources (Butler, 1999). **The development of the tourism sector is** essentially an interaction between social, economic, and industrial processes. Therefore the elements involved in the process have their functions.

Community participation is expected to have a large role in this process. To that end, the community is placed in the position of owning, managing, planning, and deciding about programs involving its well-being. From a social perspective, tourism activities will expand job opportunities by providing infrastructure and emerging various other business activities, either directly or indirectly, that support tourism activities. The tourism industry will be able to grow and increase the recognition and love of the homeland so that it can foster tolerance in an association which is strength in nation-building.

From an economic point of view, tourism activities can contribute to local receipts derived from taxes, parking levies, and tickets or can bring in foreign exchange from foreign tourists visiting. Tourism will also grow interconnected economic efforts and support its activities to increase people's income. Lombok Island **is one of the** islands in Indonesia that has various tourist attractions such as nature tourism and beaches and

culture. Lombok is a great place to travel because the area of Lombok Island itself is only 5,435 km² but rich in tourist potential and does not need to spend a lot of time visiting all the destinations.

Factually, the tourism sector is one of the prospective economic sectors to be developed in Lombok Island whose development needs to continue to be activities. West Lombok is one of the areas that have great natural and cultural resource potential for the development of the tourism sector. As a tourist destination, West Lombok Regency has considerable tourism potential and various such as nature tourism, historical tourism, and cultural tourism that can be found in various locations in this area.

Nature tourism in this district area is very diverse, namely marine tourism in the form of beach tourism, marine park tourism, and even island tourism (Gili). Then there are also ecotourism, rural panoramas, nature reserve tours to waterfall tours, and more. In addition to nature tourism, there are also historical tours that are mostly in the form of ancient heritage sites, and relics of other historical objects. The richness and diversity of tourism in this area are enriched also by cultural tourism, especially the culture of the indigenous people of Lombok, namely the Sasak community in the form of dances, traditional ceremonies, folk games, and so on.

The existence of various tourist attractions encourages and can attract tourists to visit West Lombok both from foreign and local. This visit certainly had a positive impact on the area and the local community. For example, over the past four years, tourist visits in the West Lombok area have shown a significant increase. In 2015 the number of visits reached 468,169 people and increased to 623,545 people in 2016. This continued to increase in 2017 to about 729,537 people. However, in 2018, its development slowed slightly and even decreased due to the impact of the earthquake that hit Lombok generally.

However, this was quickly anticipated by the local government, especially the West Lombok Tourism Office, by holding festivals and tourism products to restore the number of tourist visits. The development of coastal areas such as the Cemara beach area as a tourist area is very important and is sought to be a priority of regional development by stakeholder's regional.

Citation Information:
Suryatni, M., Ida Ayu Putri, S., Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhemp, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and community participation in the development of cemara beach area in west lombok nusa tenggara Indonesia.

Academy of Strategic Management Journal, 20(6), 1-9. Academy of Strategic

Management Journal Volume 20, Issue 5, 2021 development (local government and community). The great concern is certainly not separated from efforts to divert the activities and attention of people in coastal areas who have been relying on their life from the surrounding sea/beach as the main source of livelihood. Because as it is known the coastal area is generally inhabited by a small group of traditional fishermen. Their ability to catch fish is severely lacking, due to the limitations of equipment and expertise.

Such circumstances initiate them to do things that are not legally justified formally (breaking the rules) in obtaining fish, for example using bombing, namely by comprehensive research on all its supporting resources. Lombok is a very suitable place to travel because the vast island of Lombok uses chemicals, takes and damages coral reefs, and so on. These patterns are certainly very dangerous to themselves as well as the coastal and marine environments of our time. In the long run, this will have an impact on the damage to the marine environment more broadly in a region.

Therefore, the development of marine tourism area in the coastal area of Cemara Lembar West Lombok will be a solution to preserve the surrounding marine environment, educate coastal communities to care and be responsible for maintaining the environment, expanding employment opportunities and striving, which will ultimately increase regional income through increasing the local native income (PAD). The selection of the Cemara beach tourism area as the object of research is not a coincidence but based on the pre-survey that public understanding of the importance of the tourism sector, especially coastal tourism, is still low.

In addition, there is also no development direction and strategy for developing tourism activities based on the local wisdom of coastal tourism communities. The real potential of Cibuntu Village as a tourist destination is not optimized and is only a historical symbol and only for the benefit of the Cibuntu Village community. On that basis, the research team is determined to study more deeply how the strategy for developing coastal areas as a mainstay tourist area is by raising the case in the Cemara Sheet coastal area, West Lombok. LITERATURE REVIEW Attitude Attitude is a popular variable used in the study of consumer behavior to analyze and predict consumer choice behavior (Pahala et al., 2021). Attitude is also accompanied by a tendency to act according to the attitude of a particular object.

Ajzen & Fishbein (2005) said that "Attitude describes a person's tendency to think, feel, or behave either positively or negatively towards the object of attitude". Ajzen & Fishbein (2000) defines that "Attitude gives a favorable or unfavorable assessment of a person regarding the behavior in question." Vijayasathy (2004) states that attitude is a person's belief that a product, service, or concept is a good idea. According to

Ensminger et al. (2004), attitude is a contributing factor to the successful implementation.

If the implementation has a positive view of the policy, then it is likely that they will carry out what the policymaker wants. But if his attitude or perspective is different at the process of implementation becomes threatened by his success. Chowdhury & Salam (2015) argue that there are three components in attitude, namely cognitive components, affective components, and tendencies to behave. Cognitive components relate to beliefs about an object, affective components related to emotional feelings, and behavioral tendencies refer to readiness to act.

Further explanations of cognitive, affective, and behavioral tendencies are described as follows: 3 1939-6104-20-5-831 Citation Information: Suryatni, M., Ida Ayu Putri, S., Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhempri, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and community participation in the development of cemara beach area in west lombok nusa tenggara Indonesia. *Academy of Strategic Management Journal*, 20(6), 1-9. *Academy of Strategic Management Journal* Volume 20, Issue 5, 2021a) The cognitive component is a component consisting of the perception, trust, and stereotypes that an individual has about something. b) The affective component is the individual's feelings and feelings concerning a person's emotional problems with an object. c) The conative component includes a form of behavior that can not only be seen directly but also covers the forms of behavior that are statements or words spoken by a person.

In addition to the above factors, other factors influence the formation of attitudes, such as personal experience, culture, other influential people, mass media, institutions or educational institutions, and religious institutions as well as emotional factors in individuals (Endri et al., 2020). Participation Participation in the increasing ability (empowerment) of everyone to engage directly or indirectly in development by engaging them in decision-making and subsequent activities and for a longer period (Hapsari et al., 2021).

The participation of a person or group of community members in an activity is very decisive to achieve the success of the goal (Virgiawan et al., 2021). Community participation is defined as the involvement of people in the community for projects that benefit themselves. They should voluntarily participate in projects that are beneficial in their lives but should be given as many opportunities as possible (McEvoy et al., 2019). Winarni et al.

(2019) suggest there are four kinds of activities that show community participation in

development activities, namely: participation in decision making, participation in the implementation of activities, participation in development monitoring and evaluation, and participation in the utilization of development results. Based on the above excerpt provides an overview that participation tends to be directed at the active involvement of the community in various development activities in the Village including activities in the planning and implementation of development programs or projects carried out in the local community. Mak et al. (2017) mention that participation is a very common concept that includes various forms of decision-making by several groups involved.

While the purpose of participation according to Mak et al. (2017) says that the main objectives of community participation are: 1. Engaging the public in designing decision-making processes and, as a result, increasing their trust, so that they can accept decisions and use them in existing systems when they encounter a problem. 2. Channeling people's voice in planning and decision making to improve (quality) of planning and decisions. 3. Increase the sense of community by inviting the community to achieve a common goal. Based on the theory above by considering the importance of participation and participation of the community or the source of human potential in development, community participation in development is a cooperation between the people and the government in planning, implementing, and financing development. The development will not be smooth without the participation of the community activities in the development in the place itself so that the development can run as expected. Tourism Development Tourism is an activity that people do to travel in search of entertainment or recreation (Mansur et al., 2021).

Tourism is the activity of a person traveling to or living somewhere outside his usual environment in no more than a year continuously for pleasure, business, or other purposes (Camilleri, 2018). Tourism mentions that tourism is a travel activity carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or learning the uniqueness of the tourist attraction visited in a temporary period. Citation Information: Suryatni, M., Ida Ayu Putri, S., Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhempri, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and community participation in the development of cemara beach area in west lombok nusa tenggara Indonesia. *Academy of Strategic Management Journal*, 20(6), 1-9. *Academy of Strategic Management Journal* Volume 20, Issue 5, 2021

So the sense of tourism contains temporary elements and the trip is entirely or partially intended to enjoy the object of attraction of the tour. The most important element in tourism activities is not aiming to make a living. Tourism at its core includes: (1) all activities related to tourism, (2) Natural tourism: natural beauty, volcanoes, lakes,

beaches, (3) Business services and tourism facilities namely: tourism services business (travel agencies, travel agents, tourists, tourists, conventions, travel incentives, and exhibitions, impresario, tourism consultants, tourism information), tourism facilities consisting of accommodation, restaurants, bars, tourist transport (Ram et al.,

2016) Tourism development is certainly focused on the development of tourist attractions, such as nature tourism, cultural tourism, artificial tourism, and alternative tourism (Okumus et al., 2012). The need for tourists to enjoy natural beauty, witness cultural attractions, buy art products as souvenirs must be developed in tourism development planning, to meet the needs of tourists. Tourism development aims to provide good benefits for tourists and locals. The basis of tourism development is the potential resources of cultural, artistic, and natural diversity (natural charm).

The development of these resources is managed through an integrated value-added approach between tourism product development and tourism marketing development through a local community empowerment approach to developing tourism. Based on this, tourism development has 3 functions, namely: 1. Promote economic activity. 2. Maintain the personality of the nation and the sustainability of environmental functions, and 3. Foster the love of the homeland and nation and instill the soul, spirit, and noble values of the nation in strengthening national unity and unity. Based on that to achieve the tri-function, three kinds of efforts must be made, namely: a) development of objects and tourist attractions, b) improve and develop promotion and marketing, and c) improving tourism education and training.

One form of tourism activity these days that people are concerned about is ecotourism in certain areas that involve local people as tourist areas/ villages. The rural area with the whole atmosphere is original and typical both of socio-economic life, socio-cultural, customs, daily life, has typical village building architecture and spatial structure, attractive economic activities, and has natural potential and context that can be developed, such as attractions, accommodation, food and beverages, and other tourist needs. An area said to be a tourist area/village should pay attention to the following factors (Egbali et al., 2011) a.

The scarcity factor is the nature of tourist attractions that are not commonly encountered or rare elsewhere. b. Natural factor is the nature of tourist attractions that have never changed due to human intervention. c. Uniqueness, namely the nature of tourist attractions that have a comparative advantage over other attractions. d. Community empowerment factors that can encourage people to participate and be empowered in the management of tourist attractions in their area. With this picture, lately, quite a lot developed tourist areas/villages by government-supported

communities.

Local communities play an important role in the development of tourist areas/villages because the resources and unique traditions and culture inherent in the community are the main driving elements of tourism village activities. On the other hand, local communities 1939-6104-20-5-831 Citation Information: Suryatni, M., Ida Ayu Putri, S., Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhempri, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and community participation in the development of cemara beach area in west lombok nusa tenggara Indonesia. *Academy of Strategic Management Journal*, 20(6), 1-9. *Academy of Strategic Management Journal* Volume 20, Issue 5, 2021 that grow and coexist with a tourist attraction become part of an interconnected ecological system.

The success of the development of tourist areas/villages depends on the level of acceptance and support of the local community. The local community plays host and becomes an important player in its development for the entire stage starting the planning, supervision, and implementation stage (Wedell, 2019). Nevertheless, the success of the development of tourist destinations depends heavily on three main factors, namely: attraction, accessibility, and amenities (Bornhorst et al., 2010).

However good and interesting an attraction that can be displayed by the tourist destination, it has not attracted tourists to visit because there are still other factors that are considered regarding supporting facilities that allow them to enjoy comfort, security, and telecommunication tools. **METHODS** This research aims to get an idea of the things that underlie people's attitudes and participation in the formation of tourist villages by digging up variables related to the formation of tourist villages. In addition, the study was also designed to systematically create descriptions, images, or paintings, factual, accurate facts, properties of phenomena, and relationships between the variables investigated.

To achieve the above objectives, the research method applied is a cross-sectional descriptive with correlation techniques between variables. This is done based on the consideration that the correlation analysis technique serves to analyze the relationship between variables in a study, as well as collect information related to the status of symptoms at the time of the study. The analysis unit in this study is a community located in the Cemara Beach Area of West Lombok.

The research variable is something that is in the form of anything set by the researcher to be studied so that information is obtained about it, then in the draw conclusion. In addition, variables are concepts that have various values. **Table 1** VARIABLE, INDICATOR,

AND MEASUREMENT Variable Indicators Measurement Attitude (X1) 1. Cognitive (perception, opinion/belief in objects). Likert 2. Affective (emotions/feelings and tendencies to act). Likert 3. Concative (actual community/psychomotor) Likert Participation (X2) 1. Participation in decision making Likert 2. Participation in the implementation of Likert 3. Participation in the utilization of results Likert 4.

Participation in assessment Likert Cemara Beach Tourism Development (Y) 1. Attractions Likert 2. Amenities Likert 3. Accessibility Likert 4. Transportation Likert 5. Hospitality Likert The variables in this study consisted of free variables (X) and bound variables (Y). The free variables in this study are attitude (X1), and participation (X2), while for variables tied is the development of fir beach tourism (Y). The scale used in this study is the Likert Scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

With such a Likert scale research variables are used as indicators to compile instrument items that can be questions or statements with category groupings arranged by 6
1939-6104-20-5-831 Citation Information: Suryatni, M., Ida Ayu Putri, S., Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhempri, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and community participation in the development of cemara beach area in west lombok nusa tenggara Indonesia. *Academy of Strategic Management Journal*, 20(6), 1-9. *Academy of Strategic Management Journal* Volume 20, Issue 5, 2021 rank.

The Likert scale asks respondents to show their level of approval or disapproval of a series of statements about an object, this scale is widely used in survey research and categorized as an interval scale. For more details on variables, sub-variables and measurements are presented in the following Table 1. RESULTS AND DISCUSSION Cemara is one of the hamlets in Lembar Village with a population of 1,379 with 11 family heads. This area is a coastal area located on the west side of the West Lombok Sheet. Its existence is very strategic because it is located on the edge of Lembar bay which is the entrance to Lombok from the sea line.

Ferry and ocean line traffic (even cruises from different countries) is sure to be monitored from Cemara beach. On the south side, there is a view of Sekotong hill which is still green and beautiful. Another value of Cemara beach is the clean sand and seawater with the condition of the beach ramps and relatively calm waves, making visitors feel comfortable and at home for a vacation. In the afternoon there will be a different atmosphere when the sun will set because people are in the right position to witness the sinking of the eye in the western horizon (sunset).

In the surrounding environment can also still be seen mangrove areas overgrown with mangrove trees that are maintained and maintained. Some other attractions that can still be enjoyed in this di Kawasan are the butterfly beach area, sacred tombs, and mangrove gardens. In this area **can also be found** many stalls that serve a variety of seafood culinary menus with various flavors such as grilled fish, spruce fish satay, and various drinks various flavors.

Besides, the fir beach area is also very comfortable and the security is guaranteed parking lot that is guarded and the place of worship is close and the most important thing is that the people there are still friendly to anyone who comes to visit. Table 2 COMMUNITY ATTITUDES **IN THE DEVELOPMENT OF CEMARA BEACH TOURISM AREA**

Variable	Indicators	Average	Category
1)	Cognitive (perception, opinion/belief in objects)	3.80	High
2)	Affective (emotions/feelings and tendencies to act)	3.30	High Enough
3)	Concative (actual community/psychomotor)	3.56	High
Total	Average	3.55	High

Based on Table 2 it can be seen that the average value of variable attitude sits in the high category with a value of 3.55 which means that the public attitude towards **the development of the West Lombok** Cemara beach tourism area is high as measured from the three indicators above. Cognitive indicators have the highest average score of 3.80 in the High category while the affective indicator has **the lowest average value** of 3.30 which is in the category Of High Enough. Table 3 COMMUNITY PARTICIPATION **IN THE DEVELOPMENT OF CEMARA BEACH TOURISM AREA**

Variable	Indicators	Average	Category
1)	Participation in decision making	3.40	High
2)	Participation in the implementation of	3.20	High Enough
3)	Participation in the utilization of	3.20	High Enough
4)	Participation in assessment	3.67	High
Total	Average	3.32	High Enough

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Rusminah, Hs., Daeng, A., Alamsyah, A., Lukas, A., Junaidi, A., Alhemp, R.R., Lanjar, S., & Endri, E. (2021). Analysis of attitude and **community participation in the development of cemara beach** area in west lombok nusa tenggara Indonesia. **Academy of Strategic Management Journal**, 20(6), 1-9. **Academy of Strategic Management Journal** Volume 20, Issue 5, 2021 2) Participation in the implementation of 3.00 High Enough 3) **Participation in the utilization of** results 3.20 High Enough 4) Participation in assessment 3.67 High Total Average 3.32 High Enough The **participation of the community in the area of West Lombok** Cemara beach is largely supported by the high public assessment rate **in the development of** West Lombok Cemara beach tourism area of 3.67 and that claims to participate in supporting tourism activities of Cemara beach area by 3.00 in the category of quite high.

The **level of community participation in** this Cemara beach tourism area in this category is quite high with an average value of 3.32 in line with the opinion of Meier et al. (2012) where at this stage community participation has reached the same position as the role of the government or in other words the contribution **of the community in** supporting

the development of Cemara beach area balanced with the role of the government. While the form of community participation in terms of decision-making in the development of the Cemara beach tourism area is in the high category in the implementation of tourism activities with a value of 3.40.

The level of community participation in the utilization of the results has an average of 3.20 which means that the people of the Cemara beach tourism area are quite active in utilizing the tourist area as a source of income for families and communities (Table 3). CONCLUSION The results showed that the response of the people of the West Lombok Spruce coastal area is measured by three variable attitudes (cognitive, affective, and conative).

For cognitive and conative variables have a high value to interest and willingness in supporting the Cemara beach tourism area, while the affective response shows a fairly high value. Community participation in the development of the west Lombok Fir beach tourism area can be seen from four indicators namely participation in decision-making, participation in implementation, participation in the utilization of results, and participation in assessment. Based on these four indicators can be concluded that community participation in the development of the Cemara beach tourism area in West Lombok Regency is in the category of Quite High.

This study has limitations that only focus on people's responses to attitudes, while many others can influence people's responses. Therefore, it is recommended that future research agendas add other factors, for example; religion, social, economic and knowledge. AUTHOR'S CONTRIBUTION The authors, Suryatni, Sumarno, Junaidi and Lukas, contributed equally to this work in providing literature review, research method, data processing, result and discussion, conclusion, and commented on the manuscript at all stages. REFERENCES Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behavior relation: Reasoned and automatic processes. *European Review of Social Psychology*, 11(1), 1-33. Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior. In D. Albarracn, B.T. Johnson, & M.P. Zanna (Eds.), *the handbook of attitudes* (pp. 173-221).

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