Local wisdom-based tourism development and communication strategy in Sayang Heulang beach

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Abstract Sayang Heulang Beach, a tourism destination on the southern coast of Garut Regency, holds a significant intangible cultural heritage encompassing the local wisdom of Mancagahar Village, Pameungpeuk Sub-District, and Garut in general. This research explored communication and promotional strategies for the development of Sayang Heulang Beach, using a qualitative approach based on its local wisdom. By conducting interviews with seven informants and validity data using the triangulation technique with Focus Group Discussion (FGD), the study revealed that the destination fulfilled the requirements of nature-based tourism, offering authenticity, uniqueness, locality, and an immersive cultural experience among the community. However, there were areas for improvement. The local wisdom from cultural, historical, and mythical perspectives was still in the exploration process, and budget limitations resulted in the absence of thorough target market identification. Moreover, communication messages and promotions did not address tourists' fundamental needs regarding functionality, symbolism, and memorable experiences.

Keywords: local wisdom; promotion; tourism communication

INTRODUCTION

Tourism is one of the major efforts being actively evaluated for the West Java region's growth, with strong targets set for peak performance by 2023. The West Java Department of Tourism and Culture is the responsible body for driving the achievement of such goals to realise the tourism sector's vision and mission. West Java's objective of becoming a tourism champion is to build the region as one of Indonesia's top destinations, attracting tourists from all over the world.

In the context of regional development, tourism holds a significant role as it can have a wide-ranging impact on the economy while being a significant source of income for the area (Mahadewi & Sudana, 2017). Tourism development is also a process or activity that occurs continuously by increasing, advancing, and maintaining the resources in a particular area, which can be developed into tourist attractions (Firmansyah et al., 2021). Recognising the immense potential of the tourism sector, the Governor of West Java, together with the Department of Tourism and Culture, has designed strategic programs for the period 2022-2023 to optimise the tourism sector in the region.

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One of the strategic steps taken is the development of cultural centres in various regencies and cities in West Java. These cultural centres aim to become prominent venues for preserving and promoting local cultural richness, including traditions, arts, music, dance, and regional crafts (Arianti et al., 2019). By focusing on the development of these cultural centres, it is hoped that an environment will be created, allowing local communities to understand better and cherish their cultural heritage while attracting tourists from outside the region to come and experience authentic cultural wealth (Prayogi & Danial, 2016).

West Java has a great potential in terms of its tourism sector, both in natural and artificial tourism, which enjoys competitive advantages due to the diversity of arts, culture, and creative industries (Muhamad et al., 2022). In implementing tourism development, the Department of Tourism and Culture of West Java applies the Five (5) A's: accessibility, accommodation, attraction, activities, and amenities in each tourist object or destination in regencies and cities.

Accessibility refers to the means and infrastructure to reach tourist objects or destinations, such as highways, availability of transportation facilities, and road signs. Accommodation provides places where tourists can rest or stay, including good food and beverage facilities. Attraction is what can be seen and enjoyed by tourists within the tourist site. Activities encompass the things that tourists can do while inside the tourist destination. Amenities ensure the comfort of the tourist site for obtaining pleasure.

To provide excellent infrastructure, the government, together with other tourism stakeholders, must coordinate and work together in realising Indonesia's tourism destinations, because tourism can make significant contributions to development problems in the future (Musa et al., 2020). Accessibility does not only pertain to the physical environment, places, buildings, infrastructure, resources, and the tourist information provided by destinations, but it is also about the other dimension that encompasses digital accessibility, including websites, apps, social media and other platforms and documents using digital support (Fernández-Díaz et al., 2023)

In terms of road infrastructure, the southern coastal region of West Java is currently well-connected, from the beaches of Pelabuhan Ratu in Sukabumi Regency to the beaches in Pangandaran Regency. The roads are relatively smooth and good. However, public transportation from Pelabuhan Ratu to Pangandaran and vice versa is still scarce (Asmawi, 2018).

The southern region of West Java presents various beautiful potentials of natural and coastal tourism (Handayani et al., 2021), in addition to Pelabuhan Ratu and Pangandaran. Along the southern coast of Garut, some of these include Rancabuaya, Santolo, and Sayang Heulang. To reach Pantai Sayang Heulang in the southern part of Garut, for example, from Bandung to Pameungpeuk District in Garut Regency, one can use public transportation, such as Elf, and then continue with an open-air vehicle. The factors of distance and time will influence people's desire to visit tourist spots like Sayang Heulang.

Additionally, accommodation factors such as places to eat, drink, bathe, accommodations, and resting places will also be considerations for potential tourists to visit Sayang Heulang (Sjafirah, Fadilah, and Basith, 2018). The attractions and tourist activities offered along the Sayang Heulang Beach include the sandy hills and nearby hilly areas. The sandy hills area, named Tungtung Karang, resembles the Sahara Desert in Africa, but at Sayang Heulang Beach, visitors will be treated to a beautiful seascape. Meanwhile, the hilly area called Teletubbies Hill provides a spot to enjoy the sunrise view. Teletubbies Hill can be used for downhill cycling treks.

In terms of amenities, which include all supporting facilities that can meet desires and needs while being in the destination of Sayang Heulang, they appear to be quite adequate due to the proximity to Santolo Beach, which has more complete facilities. Meanwhile, the strategic issues developed by the West Java Provincial Government through the Department of Tourism and Culture of West Java are to increase tourist visits, preserve culture, and improve the local economy. Therefore, the strategic programs carried out by the Department of Tourism and Culture of West Java include the development of cultural centres, creative village development, and creative culinary development (Rustiana et al., 2019)

West Java has potential in local arts and culture, including the southern coastal area of Garut, which includes Sayang Heulang Beach, holding intangible cultural heritage. The name Sayang Heulang Beach itself, according to folktales, originated from the story of the children of King Pajajaran, Prabu Siliwangi, namely Cakrabuana (often called Raden Kean Santang),

Larasantang, and Jaya Sagara, who left the Pajajaran royal palace to deepen their knowledge of Islam. During their journey, they rested on the southern coast, which is now in Garut Regency. While resting, Cakrabuana and Larasantang heard a faint bird-like sound, which turned out to be a young eagle (in Sundanese, "heulang"), falling from its nest (in Sundanese, "sayang"). Larasantang placed the young eagle, which could not yet fly, back into its nest. Then, Cakrabuana and Larasantang named the beach "Sayang Heulang."

The name Sayang Heulang Beach came from a legend related to the journey of the children of King Pajajaran, Prabu Siliwangi, to search for and deepen their knowledge of Islam, and their stop at the beach, now located in Mancagahar Village, Pameungpeuk, Garut Regency (Sriwahjuningsih et al., 2020). Legends are part of tradition, including language as a vehicle of intangible cultural heritage, folktales, ancient manuscripts, traditional games, knowledge, and customs about nature and the universe, which constitute the local wisdom of the people in Mancagahar Village, Pameungpeuk, and Garut in general.

Local wisdom is a community's policy or indigenous knowledge that originates from the noble values of cultural traditions to govern the societal order. Local wisdom represents the local cultural values that can be utilised to govern the community's way of life wisely and judiciously (Komariah et al., 2018). Local genius or indigenous knowledge can be scientifically explored through cultural products with deep interpretation. As a cultural product, cultural traditions encompass various aspects related to the life and existence of the owning community, such as value systems, beliefs, religion, social norms, work ethics, and even the dynamics of society (Nugraha, 2016).

Therefore, this study aims to describe the development and construction of Sayang Heulang Beach in Mancagahar Village, Pameungpeuk District, Garut Regency, based on local wisdom. This research contributes to providing literature on development policies and concepts of tourism destination development based on local wisdom. The research endeavours to identify and depict the development and potential exploration.

METHODOLOGY

Based on the research problem and objectives, the suitable research type for mapping local wisdom in the Sayang Heulang area as one of the coastal lines in Southern West Java is a qualitative research approach. How things work is seen as qualitative. A method that delves into finding answers to the whys and hows. It also analyses actions and interactions, considering the actors' intentions (Willy Lima & Prof. Enid F. Newell-McLymont, 2021). The case study approach allows for a holistic understanding of a thing within real-life contexts from the perspective of those involved. The case is a bounded system, a special subject to be studied (Stake & Visse, 2022).

In the qualitative approach, the main target of research is the social life or society as a whole entity (Erickson, 2017). This research is conducted in semi-structured interviews, then incorporated in-depth questions to delve deeper and gain a comprehensive understanding of the general principles or common patterns related to phenomena in the social life of the Sayang Heulang Beach community. Through this approach, the investigated issues related to local wisdom in the Sayang Heulang coastal area concerning maritime tourism development and promotional strategies can be adequately mapped.

Table 1. The Informants' Demographic Background

Demographic	Category	Frequency
Age	<40 years old	2
	40-60 years old	5
Gender	Man	4
	Woman	3

Source: Research Result, 2023

The researchers collected data by interviewing seven informants, as shown in Table 1 above. The profiles of these informants are as follows: Head of UPTD Sayang Heulang, Head of the Culture & Promotion Division of the Garut Regency Culture & Tourism Service, Head of the Garut District Culture and Tourism Service, Village & District government officials, religious leaders, community leaders & youth organisations as opinion leaders, tourism expert from Padjadjaran University. Then, the researcher also engaged with the West Java provincial tourism and culture office as an informant to gather more comprehensive data.

The data validity used triangulation with focus group discussion (FGD) with UPTD and opinion leaders. It contributed to data triangulation. Data triangulation refers to cross-verifying or corroborating findings from one data source with information obtained from other sources. Essentially, it involves using multiple angles or perspectives to examine a research question or phenomenon. This could include gathering data through various methods such as interviews, observations, surveys, or focus groups and then comparing the results to ensure their reliability and validity.

Focus Group Discussion (FGD) is a simple and effective way to assess the outcome of an intervention. In FGD, people from similar backgrounds and experiences discuss a specific topic of interest (Zacharia et al., 2021). The goal is to validate the results and reduce potential bias from using a single method or source.

RESULTS AND DISCUSSION

The South Coastline of West Java, stretching from Pangandaran, Ciamis, Tasikmalaya, Cianjur to Sukabumi, exhibits varying levels of development. Pangandaran is more advanced than other beaches, while Ciletuh in Sukabumi Regency has become a Geopark with full support from the government. The coastal areas that are relatively less developed compared to the mentioned regions require further development are the beaches located in South Garut. The Garut Regency Government, through the Department of Tourism and Culture, has been developing maritime tourism. After Santolo Beach, the focus of priority in maritime tourism development is now on Sayang Heulang Beach.

This can be observed from the fact that most people's travel interests lie in visiting beaches. Hence, the Garut Regency Government prioritises the development of Sayang Heulang Beach due to the following reasons and considerations: (1) the ownership of land in the Sayang Heulang area still belongs to the state, (2) the local community in Sayang Heulang is perceived to be easily guided towards development since they are in line with the government's initiatives. Thus, implementing the Sapta Pesona treatment is more feasible. The government promises to develop Sayang Heulang on the condition that "if the community behaves obediently, the development will be more optimal and the community will accept it," (3) The natural conditions of Sayang Heulang Beach are extraordinarily beautiful and relatively easy to develop. The natural landscape in the Sayang Heulang area is abundant and promising when explored. Its beauty is evident; a slight treatment can make it even more splendid.

Regarding road infrastructure, the South Coastline of West Java, particularly the southern coast of Garut Regency, underwent improvement during the tenure of Deputy Governor Dede Yusuf (2008-2013). However, the focus on tourism area development and road infrastructure improvement shifted during the tenure of Deputy Governor Dedy Mizwar (2013-2018). Dedy Mizwar focused more on developing Geopark tourism in the Ciletuh Sub-district, Sukabumi Regency. The Geopark tourism area in Ciletuh garnered international attention and successfully earned recognition from UNESCO.

The Garut Regency Department of Tourism and Culture has four policies in tourism development: (1) tourism development policy, (2) tourism industry development, (3) institutions and human resources, and (4) tourism promotion. Based on these four policies, tourism development by the Garut Regency Department of Tourism and Culture adopts the strategies of Accessibility, Attraction, and Amenities.

Accessibility to and from Sayang Heulang Beach, as well as the availability of amenities such as accommodations and prayer facilities, is essential. Meanwhile, tourist attractions do not solely focus on artistic performances but rather on what is offered as the attraction itself.

In terms of prioritising tourism development, the Garut Regency Government arranges and adjusts it according to the budget capacity of the local government. The West Java Provincial Government provides financial assistance to enhance tourism services but not sufficient for road infrastructure construction or improvement.

Tourism industry development in Garut Regency is downstream. The government does not build factories; instead, it utilises existing products from Garut, ranging from micro, small, and medium-sized enterprises to larger businesses, turning them into products suitable for sale to tourists. The government's role is mainly in packaging these products, setting the standard for tourists' sale.

Dependency Theory can relate to this examination. This theory posits that tourism development in certain regions can create dependence on external factors, such as foreign investment or markets, leading to economic and social disparities. Unlike Bali, every region there has their own power that can spread globally. Apart from support from the government, it has its own uniqueness. Sayang Heulang Beach must find its own power and characteristics to get as strong as Bali. And support from the government is a must.

For now, Sayang Heulang Beach cannot pay for its own access. They still require the West Java Provincial Government to provide financial support to enhance tourism services. Overall, Dependency Theory in tourism highlights the structural inequalities and power imbalances that exist within the global tourism industry, emphasizing the need for developing countries to assert greater control over their tourism sectors and ensure that tourism development contributes to sustainable and equitable economic and social development.

In addition, in terms of institutions, the Garut Regency Government continues to encourage communities to establish and develop Kompepar, Pokdarwis, PHRI, ICA, the Tourism Promotion Board, and others. Community-based tourism is an opportunity to mobilise all the potential and dynamics of society and offset the role of large-scale tourism business actors (Wirahayu et al., 2019). Other developments focus on human resources, which include standardising services, understanding, and implementing Sapta Pesona. Human resource development should be continuous as each generation brings about differences.

The development of the tourism destination, Sayang Heulang Beach, in Mancagahar Village, Pameungpeuk District, Garut Regency, was based on local wisdom

Referring to Garut Regency Regional Regulation No. 2 of 2019 on the Regional Tourism Development Master Plan for the period 2019-2025, the vision of tourism development in Garut Regency is to achieve the regency as a leading tourism destination in West Java based on nature supported by competitive and sustainable culture, leading towards a pious, advanced, and prosperous society. The community in the Sayang Heulang Beach area is highly dependent on nature; thus, they manage the environment with a broad ecological sustainability ethic, which is an alternative discourse to save the environment, natural resources, and ecosystems. This paradigm suggests an economic growth understanding based on ecology while simultaneously improving the quality and living standards of the community. Values are closely related to culture and influenced by cultural processes that occur in the Sayang Heulang Beach area. Through cultural patterns, the Sayang Heulang community can interpret the natural environment along with its contents. The local community in Sayang Heulang possesses unwritten norms that have been passed down by ancestors to regulate their behaviour as individuals and within customary contexts to manage the environment. Cultural traditions as ancestral heritage contains local wisdom that can be utilised in empowering the community to foster peace and enhance empowerment.

Local wisdom is the identity or cultural personality of a nation that allows them to absorb, even transform, external cultures from other nations into their own characteristics and abilities (Nuwa, 2020). The functions of local wisdom (Sufia et al., 2016) include: (a) for conservation and preservation of natural resources, (b) for human resource development, (c) for cultural and scientific development, (d) has social significance, (e) has ethical and moral significance, and (f) has political or patron-client relationship significance.

The resources related to tourism development in Sayang Heulang Beach are diverse and attractive. Firstly, there are the natural resources of Sayang Heulang Beach, which encompass various natural treasures in the area. Tourists can enjoy an interesting trekking route for nature enthusiasts and explore the savannah known as Teletubbies Hill, famous for its lush green grass even during prolonged droughts. They can admire the mesmerising panorama of the open sea, agricultural areas, and captivating sunrises and sunsets from the hilltop. The beach itself features unique coral formations that add to its allure.

Next, the cultural resources of Sayang Heulang Beach also contribute to its tourism appeal. The area is home to several historical sites, such as the Prabu Geusan Ulun site, which attracts tourists who are interested in historical facets. Additionally, natural sites are used for various local community rituals, providing an authentic cultural experience. The activities and way of life of the local community, including their farming systems and traditional fishing

techniques, also add to the cultural charm of Sayang Heulang Beach. Not to be missed, the local culinary delights such as seafood mata sapi offer a unique culinary experience for tourists.

Finally, the human resources of Sayang Heulang Beach play a crucial role in tourism development. The community in this area is highly cooperative and willing to collaborate in advancing the tourism region. The role of human resources in presenting comfort and preservation of regional culture is supported by environmental management (Kamaluddin et al., 2018). Most of the population is involved in trading, making them interdependent on the tourism economy of Sayang Heulang. Community members who are part of the Tourism Awareness Group (Pokdarwis) actively collaborate with the government, other communities, and especially the Sayang Heulang UPTD (Technical Implementation Unit) to optimise sustainable tourism management and development. With its breathtaking natural resources, diverse cultural riches, and the active involvement of the community in tourism development, Sayang Heulang Beach has significant potential to continuously attract tourists and become a leading destination in the tourism industry.

Based on the legend surrounding the Sayang Heulang Beach area, the name "Sayang Heulang" was bestowed by the Sons and Daughters of King Pajajaran Prabu Siliwangi. The legend is born from the oral tradition of Sundanese communities in general, which is part of intangible cultural heritage, including folktales, traditional games, knowledge, and customs related to nature and the universe, all of which constitute the local wisdom of the Sayang Heulang Beach community located in Mancagahar Village, particularly, and Garut in general. Meanwhile, the focus of tourism development is in the form of community empowerment carried out by cultural aspects (Asy'ari et al., 2022). The West Java Tourism and Culture Office considers cultural art as a tourism attraction. However, building a culturally based character at tourist destinations is not easy. Most of the existing local cultural packaging in Garut Regency is not yet presentable. Moreover, the culture in tourist destinations must be different or at least have distinctive characteristics.

For example, when the government directs cultural villages and cultural centres towards tourism. Cultural villages are artificial villages aimed at tourism or the economy. These villages, such as the Sindang Barang Cultural Village, are carefully designed and marketed. On the other hand, traditional villages like Cipta Gelar and Kampung Naga still maintain their strong values (Riany et al., 2014). These cultural and traditional villages must be nurtured and modified by the government to become good cultural attractions. Obtaining accreditation or a tourism license is not an easy task. To be effective, cultural development and packaging, including arts, need to establish centres for cultural nurturing and preservation by building cultural centres. So far, in Garut Regency and even in West Java, the spaces for cultural expression are still limited, and preservation efforts are weak.

In developing Sayang Heulang Beach, the Garut Regency Tourism and Culture Office still distinguishes between local wisdom that needs to be preserved and potential that will be developed. The office learns from other popular tourist destinations, such as Pangandaran. The Pangandaran tourist area and its surroundings are indeed very popular but are considered to lack uniqueness and local wisdom.

In addition to the natural beauty of Sayang Heulang Beach, the historical site of Prabu Geusan Ulun can be developed as a historical tourism facility. However, this site still needs further exploration to prevent it from remaining as a myth. Nevertheless, this myth becomes part of the local wisdom in maintaining public order. For example, there is one tree on the edge of the road in the Sayang Heulang Beach area that is considered mythical by the community. There is a myth among the Sayang Heulang community that if someone commits a sin in Sayang Heulang, they will encounter misfortune. There have been incidents believed by the community related to this myth, where a tourist who committed a sin in Sayang Heulang then had an accident with their vehicle while returning, hitting that tree.

The Sayang Heulang Beach area is located close to Santolo Beach, which is more popular, making it quite challenging to introduce unique culinary delights specific to Sayang Heulang Beach. However, 'seafood mata sapi' (literally translated as 'cattle eye seafood') can be promoted as a distinctive culinary offering at Sayang Heulang Beach. Contrary to its name, 'seafood mata sapi' does not involve cattle eyes or eggs. It refers to sea snails (gastropods) that resemble freshwater snails. Sea snails used in 'seafood mata sapi' are usually found only in coral

reefs along the southern coast of West Java, but not all beaches with coral reefs have these sea snails (gastropods).

The struggles of social life perceptions, religiosity, culture in the broadest sense, and environmental conditions can influence values and shape them. Values sometimes lead to sharp conflicts between individual values and social values. The Garut Regency Tourism and Culture Office sees the potential of local wisdom from the cultural, historical, and mythical perspectives. However, the local wisdom from these perspectives is still in the process of exploration.

Sustainable tourism has a vital role when it comes to being a tourist destination, numerous stakeholders expect visitors to return for an extended length of time. In this scenario, education about beach preservation, cleanliness, and security can build visitor trust and encourage them to return. In terms of government backing, this cannot be done alone. Locals must be prepared to become company owners, diversify, and provide additional water activities than the beach, such as body rafting, rafting, guide tracking to the mountains, and so on. Then go into detail about the hazard signs that can guide visitors. The government plays a significant role in providing clean water, power, and other village facilities, as well as in supporting ecotourism activities that highlight biodiversity, wildlife, and environmental education.

Promotion strategy for Sayang Heulang Beach tourist destination

Planning is the selection of a set of activities and decisions about what will be done, when, how, and by whom (Morissan, 2018). To achieve the goals, a strategy is needed, namely program promotion or marketing management. Marketing management is designing, implementing, and controlling plans to influence exchange to achieve organisational goals. Strategy is an organisational tool used to achieve its objectives, and therefore, marketing strategy is needed to achieve success (Tri Nadhirotur Roifah & Dewi Pramita, 2020).
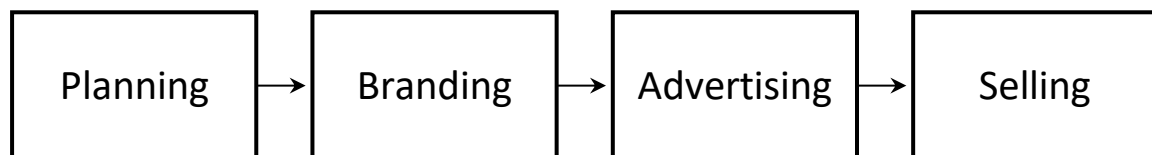

Figure 1. Promotion Strategy
Source: Author (2023)

Meanwhile, in terms of marketing, the Garut Regency Government packages its products using the BAS formula: Branding, Advertising, and Selling (See Figure 1). Branding is carried out to secure economic and competitive advantages, community development and cohesion, and increase civic engagement and identity with a place (Widiastuti et al., 2020). One of several types of branding is destination branding which is an effort to change a person's perception of a place or destination (Nurlimah et al., 2020). Sevin (2013) stated that the marketing of the destination cannot be separated from the branding of the destination, and it also cannot be separated from destination marketing activities of the country to promote the tourism destinations (Nugroho & Sihite, 2018).

Garut Regency's tourism branding uses the tagline "Pesona Garut" (The Charms of Garut), while the previous tagline was "Jelajah Garut" (Explore Garut). As for branding Sayang Heulang Beach, the tagline "Sayang Heulang Cantik" (Beautiful Sayang Heulang) is used.

Regarding advertising, the Garut Regency Tourism and Culture Office uses the DOT concept: Destination Origin Timeline. DOT is an elaboration of product and distribution strategies. In this case, the product refers to the Sayang Heulang Beach tourist destination, and the Tourism and Culture Office distributes communication and promotional messages through various media.

In addition, the Garut Regency Tourism and Culture Office also conducts simple research, similar to what the UPTD (Local Tourism Management Unit) usually does with simple recording. The UPTD will record, for example, the licence plates of visitors and observe the timeline, which records information related to the time of visit. They record which month people visit tourist destinations in Garut. This data becomes a basis for marketing strategies. As for events, the Garut Regency Government uses the POP approach: Pre on Post = Before, during the event, and after the event.

The Garut Regency Government has taken several steps to prepare the promotion planning for Sayang Heulang Beach tourism. First, they determine the targets they want to achieve. Next, they determine the target market for the promotion after conducting surveys. In this regard, the Sayang Heulang Tourism Awareness Group (Pokdarwis) collaborates with the UPTD Sayang Heulang to conduct surveys and obtain data about the characteristics of tourists visiting Sayang Heulang Beach.

After obtaining this data, the next step is to formulate the promotion message to be delivered. The message must be tailored to the target and conveyed in a language that can be understood by the target audience to make the promotion more effective. Then, the Garut Regency Government selects the appropriate communication media to deliver the promotion message. The communication media used are adapted to the media usage patterns of the target audience and cover various online and offline media platforms.

The next stage is to prepare the promotion budget and develop the promotion implementation program. With these steps, it is expected that the promotion of Sayang Heulang Beach tourism can successfully achieve the predetermined targets and increase tourist visits, both locally and internationally, as well as facilitate local tour operators and tourism service providers in boosting tourism in the Sayang Heulang Beach area. Market segmentation is a concept that is crucial in understanding tourist communities and marketing tourism objects (Ela, 2016). Market segmentation involves dividing a market into clear groups that (1) have similar needs and (2) respond similarly to an action (Morissan, 2018).

Thus, from the perspective of tourists, market segmentation is an activity that divides or groups the community into more homogeneous categories. The selected segments are homogeneous parts that share the same characteristics and match the ability of a tourism object to fulfil the desires or needs of the tourists. By understanding who the tourists are, the management of the tourism object can determine how to reach them, what facilities are needed, and how to retain tourists to visit Sayang Heulang Beach. Moreover, by understanding the needs of the tourists, the management of the tourism object can design programs that effectively meet the desires or needs of the tourists.

The management of Sayang Heulang Beach tourist destination seems to not allocate a budget for identifying the tourist community. The available budget is focused on completing facilities and infrastructure. However, audience segmentation is the basis for determining strategic components. By using tourist market segmentation, it can be known or seen which competitors offer the same tourist attractions, also targeting the same tourist community. Furthermore, it can also be known what activities the competitors undertake to attract the attention of the tourist community to fulfil the desires or needs of that specific segment. The lack of an identification process for the tourist community makes the management of Sayang Heulang Beach unaware of which potential tourist community to target.

Besides not providing a specific budget for identifying the tourist community, generally, the management builds and develops tourism objects based on the model of existing tourism objects, and even the development of tourism objects is motivated by business instincts. Building and developing tourism objects based on instincts are driven by the belief that the tourism object will be well-liked by observing the trend of tourist attractions that are popular among the community. However, natural tourism requires authenticity, uniqueness, distinctiveness, locality, and the original culture that grows within the community, all which Sayang Heulang Beach already possesses.

Referring to Shimp (2007) developing a tourism destination concept can be achieved by fulfilling one of three categories of basic human needs: functional needs, symbolic needs, and experiential needs to get the tourists' destination attachment and satisfaction, and further on destination loyalty at a heritage tourism destination (Chen et al., 2016). Sayang Heulang Beach, which has Teletubbies Hill, can be communicated and promoted to tourist communities that are fond of camping and trekking to fulfil functional needs, namely, to fulfil the desire to rejuvenate and eliminate boredom. The content of communication messages and promotions is designed to meet the symbolic needs of the tourist community, aiming to associate the usefulness of the tourism object with the group, role, or desired self-image of the tourists.

Meanwhile, the experiential needs of consumers (tourist communities) represent their desire for objects that can provide joy, diversity, and cognitive stimulation (Shimp, 2007). The concept of developing tourism objects that target experiential needs promotes attractions as

something special and rich in cognitive potential (exciting, challenging, entertaining). Sayang Heulang Beach possesses natural authenticity, uniqueness, and distinctiveness compared to other tourist destinations such as Santolo Beach or Pangandaran Beach. However, like Santolo Beach or Pangandaran Beach, although it has local identity and culture growing within the community, it has not been well explored so that the local wisdom of Sayang Heulang Beach is not yet suitable to be a tourist attraction.

The results of the analysis above illustrate the obstacles that Sayang Heulang Beach has in the form of building or repairing road infrastructure, human resource development must be carried out continuously because each generation brings differences, most of the local cultural treasures in Garut Regency are not neatly arranged, and the management of the Sayang Heulang Beach tourist destination does not seem to allocate a budget to identify tourist communities. Sayang Heulang Beach has great potential to continue to attract tourists and become a leading destination for the tourism industry.

Several strategies can be a solution offered so that the Sayang Heulang beach destination is increasingly visited by tourists, namely by conducting digital marketing, namely utilising social media, websites, and online booking platforms to promote local tourist destinations. Then there are special offers where they provide discounts or special offers to attract tourists and develop customer loyalty.

In the current era of digitalisation, interesting content is important to attract audiences. Sayang Heulang Beach Tourism is advised to have a special publication team to create interesting content such as blogs, videos or podcasts highlighting local destinations' uniqueness and beauty. Provide different experiences to tourists by designing tour packages that are unique and different from those that already exist in the surrounding area, to attract new tourists. Then collaboration with travel agents entail working with both local and international travel agents to market the destination extensively.

CONCLUSION

The development of Sayang Heulang Beach tourism as a leading destination in West Java, based on nature supported by a competitive and sustainable culture, towards a pious, advanced, and prosperous society, has not been achieved yet. Sayang Heulang Beach already fulfils the needs of nature tourism, namely natural authenticity, uniqueness, distinctiveness, locality, and the original culture that grows within the community.

The Department of Tourism and Culture of Garut Regency sees the potential of local wisdom from the cultural, historical, and mythical perspectives. However, local wisdom from the cultural, historical, and mythical perspectives is still in the exploratory stage. The target market is determined based on simple research, not through an identification process of the tourist community, due to budget constraints.

By focusing on factors such as improved access, affordable accommodations, and high-quality yet cost-effective food options, destinations like Sayang Heulang Beach can attract and retain visitors and also can develop a promotion. Collaboration between stakeholders, aggressive marketing efforts, and community empowerment through training are essential for sustainable tourism development. Additionally, government support in providing essential infrastructure and promoting ecotourism activities is crucial for long-term success and preservation of natural resources. Through a holistic approach that addresses these various aspects, destinations can thrive while preserving their cultural and environmental heritage. The author hope that this examination can be continued to explore these critical aspects of tourism development and further opportunities for sustainable growth and community empowerment.

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