

Hidden beauty of honeymoon beach: a potential attraction for tourists (a review of a tourism object)

Majid Wajdi¹, Rachel Christiani², Komang Novitriana³, Ni Putu Angelyani Sugiantari Putri⁴, Kadek Arisita Dhyana Putri⁵, Ni Gusti Ayu Komang Tri Purnama Sari⁶

Politeknik Negeri Bali, Indonesia¹

Student of Business Administration Department Politeknik Negeri Bali, Indonesia^{2,3,4,5,6}

¹Email: wajdi@pnb.ac.id

Abstract: Hidden beauty of Honeymoon Beach becomes a potential attraction for tourists, in this paper the purpose of choosing a Honeymoon Beach is because you want to review more deeply about the beach where it is hidden and rarely visited by tourists. It is important that we can preserve the natural beauty that is on the Honeymoon Beach so that the Honeymoon Beach is also known by many tourists and also the Honeymoon Beach can be managed as a tourist attraction like other beaches. The method used in this writing is a qualitative method, the author conducts research with observation, document analysis and focus group discussion. The type of data source obtained by the author is secondary data that comes from online media such as the internet in the form of news articles, photos, and others. Based on the results of data collection that has been carried out the result is about what are the important factors that cause this beach to have its own uniqueness. Among them are hidden beaches and coral caves which are the center of attention. Beside that the obstacles or challenges faced by the author in terms of location observation and also the weather where should this beach be paid more attention because the road access to this beach is still minimal and quite extreme so it needs more attention. So, the author wants to review more about the honeymoon beach considering its considerable potential to become a new tourist destination in Bali, especially in the Jimbaran area that deserves to be introduced to the public.

Keywords: honeymoon beach of Jimbaran; beauty of nature; tourist destination

Introduction

The most favourite island of the Indonesia archipelago is undoubtedly the island of Bali. It is a paradise of tropical island that attracts travel-bloggers, honeymooners, city dwellers, young family and retirees escape to, in search of affordable heaven on earth of the world. Bali, as it is always beautifully narrated, is generous with its offering of private villas, fantastic traditional attractions, captivating beaches, verdant jungle and mysterious volcanic landscape. Especially popular towns are Seminyak, Ubud, Sanur, Uluwatu, Canggu, Nusa Dua and Jimbaran. Moves to Jimbaran village not far from the airport, there can found several beautiful tourist attractions in there, all of which are white sand beaches. Here is a list of attractions and villa, hotels and accommodations are available in Jimbaran of Bali. They are such as kids of friendly luxury resorts, Jimbaran Family Budget Hotel, Calm Wave, Sunset View, Best Location for grilled fish, the location near from airport. The main attraction of the Jimbaran Bali tourist attraction lies in the white sand beach, which is known as Jimbaran beach. Especially on the beach in Jimbaran, there is a uniqueness that is the main attraction of the beach in Jimbaran. In addition, you cannot find the uniqueness of the beach at Jimbaran in other beach attractions on the island of Bali. Jimbaran has a long and wide crescent shaped beach where you can actually go swimming, due to the moderate waves

Honeymoon Beach Jimbaran, located in Jimbaran, South Kuta District, Badung regency, where this place sounds quite foreign to many people, even though this beach is located in Jimbaran, and is close to Bali tourism centers such as Kuta and Nusa Dua. A natural coastal recreation area that is presented by Honeymoon Beach is certainly an interesting thing to be able to enjoy up close, because the name is not very popular of course Honeymoon Beach is not that many visitors, even relatively quiet, tourist attractions in South Bali are still free and there is still no admission fee.

Located in the tourist area of Jimbaran which is famous for its beautiful hotels on the side of cliffs and white sandy beaches with cafes for romantic dinners. The location is adjacent to the Ayana hotel. Precisely before the hotel entrance you have to turn right to go to the beach.

In the mean time you will not find a road guide that will give you definite directions to Honeymoon Beach. A quiet place all the way to the beach, because of the rarity of the residents' houses in this place. What's more, access to the location of the honeymoon beach is still natural and un-organized place all the way in the coral hills and forests.

Another uniqueness of Honeymoon Beach, the white sand beach has access to a path through the bushes to the shoreline, the beach is calm and the water is clean so it is ideal for for beaches lovers to have bathing activity, some parts of the beach are bordered by coral hills.

You can see several hillsides forming natural caves that beautify this coastal natural recreation area, so those who visit this place will be satisfied exploring the beauty of every corner that Honeymoon Beach Jimbaran has to offer. This coastal natural recreation area completes the list of interesting tourist objects in Badung district of Bali.

The purpose of choosing a Honeymoon Beach is because you want to review more deeply about the beach where it is hidden and rarely visited by tourists. It is important that we can preserve the natural beauty that is on the honeymoon beach so that the Honeymoon Beach is also known by many tourists and also the honeymoon beach can be managed as a tourist attraction like other beaches.

There are many studies on beach as tourism object and tourism development (Oktaviana et al, 2021; Wicaksono et al, 2021; Ujung et al, 2022; Fitri et al, 2021; Istianto et, 2017; Amaluddin et al, 2019); Putrifebrianti123 et al, 2022; Maryono et al, 2019; Afriza et al, 2021); Bahiyah et al, 2018; Djaafar & Mozin, 2022; Hidayat et al, 2021; Triono et al, 2022; Andriansyah & Budianta, 2022; Horas et al, 2022; Yulisa, 2016).

Method

The method used in this writing is a qualitative method, the author conducts research with observation, document analysis and focus group discussion. The type of data source obtained by the author is secondary data that comes from online media such as the internet in the form of news articles, photos, and others.

The time used for valid data collection regarding honeymoon beach is two weeks. In the first week we conducted data analysis through online media such as the internet, google-maps, news articles and the other. Then in the second week we observed the location of the honeymoon beach using google-maps, we were looking for information and the uniqueness of the honeymoon beach. Due to uncertain weather conditions, so we observed the location in the second week on 22 and 29 of December 2022.

Results and Discussions

Jimbaran is a fishing village and coastal resort south of Kuta on the Indonesian island of Bali. Jimbaran Bay has a long beach with calm waters. It's lined with fish restaurants and backed by tropical forest. At its northern end, colorful boats are pulled up by the lively, open-air Kedonganan fish market. Southwest of the bay are Dreamland Beach and Balangan Beach, known for their strong surf waves. From the beauty of the attractions in the Jimbaran area, there are still many hidden attractions and not yet reached by tourists, one of which is the honeymoon beach. There many uniqueness owned by the honeymoon beach, but here the author observes the location and also explores the beauty of what is on the honeymoon beach.

• The strengths and weaknesses of the Honeymoon Beach

There are several advantages possessed by this beach so that it deserves to be a place to refresh your mind. But behind all the advantages that this beach has, there are also some disadvantages that might have to be considered to maximize the beauty of Honeymoon Beach.

- The Strengths

- (1) Hidden Beach: The advantage of this beach is that it is hidden. Hidden beaches or beaches that are not too popular are often attractive choices for tourists who are looking for a calm and cool atmosphere. The quiet atmosphere is an important factor why we review this beach, we want to introduce a hidden beach full of beauty and uniqueness to be enjoyed together. This beach exudes a calm aura, making it suitable for tourists who want to calm their hearts and minds.
- (2) Natural Beauty: Honeymoon Beach is not too busy visited by tourists because not many people know about this beach, some of the tourists who were found during the observation were the majority of local residents who live near there, so the natural beauty around it is still well preserved. You can enjoy natural scenery that is pristine and undisturbed by human activities such as the sound of vehicles, noise generated from industrial machines and so on.
- (3) Cave between the cliffs: The most important uniqueness of this beach is that there is a cave between the coral hills that surround Honeymoon Beach. This cave is formed naturally and we can enjoy the beauty of this coral cave at low tide. When it recedes, we can enter the cave and can be used as an aesthetic photo spot. During our observation, we saw a couple shooting photos on the beach and making the coral cave the object of the picture.
- (4) The sunset and the plane takes-off: Honeymoon Beach presents a uniqueness in the form of a rocky hill, from the top of this hill we can see the sunset very clearly and a view of the planes because the position of this beach is right in front of where the plane takes off at I Gusti Ngurah Rai Airport. Of course, this blend will add a calm and natural atmosphere. The best time to see the beautiful sunset over the cliff is between 5pm and 6.30pm. Why is that because if you come during the day, the sun will sting your skin because there is no shelter, on the other hand if you come too late, it will be very dangerous because there are no lights.
- (5) We can swim and fish: Actually, there are many coral beaches around Honeymoon Beach, but other beaches are not like Honeymoon Beach, usually other coral beaches we can only enjoy from the top of a high cliff, we cannot walk on the beach, swim or fish. In contrast to Honeymon Beach, it has beautiful coral as well as a place to enjoy the freshness of the water. Besides being able to swim we can also fish there because the coral reefs are still beautiful, lots of fish breed there.
- (6) Low Budget: Because this beach is not widely known by people so no one manages it, the entrance ticket and parking fee are not charged (free).

- The Weaknesses

- (1) Access road: The access road to enter this beach is still minimal, to get to this beach we have to pass through the road that divides the gardens owned by local residents, the road is still formed of limestone and soil, so it is not recommended to come to this beach when it rains, because the road will be slippery. We also can't take our vehicles directly to the beach, we have to walk about 10 minutes to reach the beach.
- (2) Not maintained: It is a pity, the beauty of the beach has been disturbed due to irresponsible human activities. When observing the location, we saw a lot of plastic waste and glass shards being thrown carelessly. Some parts of Honeymoon Beach are overgrown with wild bushes, this happens because no one takes care of the beach. There is no manager maybe because the entrance fee to the beach is free so there is no cost to hire someone to take care of the beach.
- (3) Dangerous: This place can be very dangerous if you are not careful, of course because this place has sharp coral and on the edge of the cliff there are no protective boundaries. Especially if it's the rainy season, the road from the ground will be slippery and often make you slip. For this reason, it is recommended not to release small children in the beach area because this will be very dangerous.

• Comparison with Muaya Beach

Muaya Beach is a beach that is close to Honeymoon Beach, about 4 km and takes approximately 10 minutes from Muaya Beach to Honeymoon Beach. Muaya Beach is one of the popular beaches in Jimbaran which has its own beauty that is different from Honeymoon Beach.

Table 1 Comparison Table		
Description	Honeymoon Beach	Muaya Beach
Access Road	Damaged (roads of soil and limestone)	Good
Distance from Bali State Polytechnic	3,5 Km About 7 minutes	6,5 Km About 15 minutes
Nature	Still beautiful and natural	Touched by human
Uniqueness	Coral cave	White sand

• Difficulties and Obstacles Observation

There are some difficulties faced by the author when conducting site observations:

- Limited information from electronic media such as the internet so that the author must go directly to the location to be able to observe the potential of the honeymoon beach.
- Road access is still very far from the word feasible and can be dangerous if not careful on the way, besides that at the time of location because this beach is still lacking attention from the surrounding community so there are still not many markers or barriers to areas that are dangerous to pass or approach.
- Extreme weather conditions, when observing one of the obstacles is the weather which has recently been very extreme, namely with rainy weather conditions with the access road that has been described as an obstacle in collecting data for observation.

Conclusions

Honeymoon Beach Jimbaran, located in Jimbaran, South Kuta District, Badung regency, this place sounds quite foreign to many people, even though this beach is located in Jimbaran, and is close to Bali tourism centers such as Kuta and Nusa Dua. Located in the tourist area of Jimbaran which is famous for its beautiful hotels on the side of cliffs and white sandy beaches with cafes for romantic dinners. The location is adjacent to the Ayana hotel. Precise but the beauty of the honeymoon beach is still be a secret for the public. But the beauty of the honeymoon beach is still be a secret for the public. There for in this paper we choose Honeymoon Beach because we want to review more deeply about the beach where it is hidden and rarely visited by tourists. It is important that we can preserve the natural beauty that is on the Honeymoon Beach so that the Honeymoon Beach is also known by many tourists and also the Honeymoon Beach can be managed as a tourist attraction like other beaches. Through the method of collecting qualitative data by way of observation and conducting research.

Because this beach is not widely known, not much information is obtained from online media so we get more complete information through direct observation. Through observation we found many advantages of this beach that deserve to be developed and introduced to the public, including hidden beaches so as to provide peace and comfort, natural beauty that is still awake, caves between cliffs which are the main attraction, sunset and also views of airplanes when take-off. But unfortunately, behind the advantages of this beach there are still shortcomings that make this beach seem difficult to visit. Among them, road access to enter the beach is still minimal, still not properly maintained, and dangerous if we are not careful. During the observation period the authors encountered several obstacles such as roads that were difficult to pass and the weather was quite extreme.

Based on the results of these observations, suggestions that can be recommended are for the community, especially local residents, to cooperate in developing the honeymoon beach so that it can become a tourist destination which is expected to become a new livelihood for local residents. The community is expected to be able to work together with the local government and traditional villages to organize and improve the access route to the beach so that it is easier and more convenient for tourists who want to visit to get there. Besides that, it is also advisable to always maintain the honeymoon beach area so that its beauty and beauty is maintained and remains an attraction for both local and foreign tourists coming from the around of the world.

References

- Afriza, C., Susena, K. C., Prawitasari, A. (2021). Factors Affecting the Decision of Tourists Visiting the Tourism Object Laguna Beach, Kaur Regency. *Jurnal Emba Review*, 1(2). DOI: <https://doi.org/10.53697/emba.v1i2>
- Amaluddin, L., Ikhsan, F., Sejati, A., & Mutiana, M. (2019). Identification Of Huntete Beach Tourism Object In Kulati Village East Tomia Sub-District Wakatobi Regency. *Geosfera Indonesia*, 3(3), 43-49. doi:10.19184/geosi.v3i3.8688
- Andriansyah and Budiarta, A. (2022). Planning For Bonebula Beach Tourism Objects In Towale Village, Central Banawa District Donggala Regency. *Tadulako Social Science and Humaniora Journal*, Vol. 3/1.
- Bahiyah, C., Riyanto, W. H., & Sudarti, S. (2018). Strategi Pengembangan Potensi Pariwisata Di Pantai Duta Kabupaten Probolinggo. *Jurnal Ilmu Ekonomi*, 2(1), 95-103. <https://doi.org/10.22219/jie.v2i1.6970>
- Djaafar, L., & Nopiana Mozin. (2022). The role of the government in the management of tourism object development of kurenai beach botubarani village, Kabila Bone Bone Bolango regency. *International Journal on Social Science, Economics and Art*, 12(2), 53-59. <https://doi.org/10.35335/ijosea.v12i2.78>
- Fitri, N. I., Moenta, P., & Padjung, R. (2021). Coastal Zone Development Strategy as Tourism Object: A Case Study of Tapandullu Beach, Mamuju Regency. *International Journal Paper Review*, 2(1), 40-48. <https://doi.org/10.47667/ijppr.v2i1.71>.
- Hidayat, I; Ginting, N; Fachrudin, HT. (2021). Study on the Development of Community Based Tourism Coastal Areas (Case Study: Historical Beach in Batu Bara Regency). *International Journal of Research and Review Vol.8; Issue: 10*. DOI: <https://doi.org/10.52403/ijrr.20211019>.
- Ilham, Rafika. (2022). Pantai Muaya, Pesona Pantai Pasir Putih Nan Eksotis di Badung Bali. <https://www.rentalmobilbali.net/jimbaran-tempat-wisata-di-bali/>
- Istianto, Yudi, and Bambang Sugiantoro. (2017). "Design of Decision Support System Selection of Beach Tourism Object in GunungKidul Using Fuzzy AHP Method." *International Journal on Informatics for Development*, vol. 6, no. 2, Dec. 2017, doi:10.14421/ijid.2017.%x.
- Maryono, M., Effendi, H., & Krisanti, M. (2019). Tourism Carrying Capacity to Support Beach Management at Tanjung Bira, Indonesia. *Jurnal Segara*, 15(2), 119-126. doi:http://dx.doi.org/10.15578/segara.v15i2.6790.
- Oktaviana, Niken; Rustamaji, Heru Chahya; Sofyan, Herry. (2021). Sentiment Analysis On Reviews Of Beach Tourism Objects On Google Maps Using Long-Short Term Memory Method. *Prosiding Semnasif*, Vol. 1/1.
- Putrifebrianti123, Putri, Sulhaini, S., & Hilmiyati, H. (2022). The Effect Of Attractiveness, Facilities and Accessibility On Image Of Senggigi Beach Tourism Object West Lombok: Pengaruh Daya Tarik, Fasilitas dan Aksesibilitas Terhadap Citra Objek Wisata Pantai Senggigi Lombok Barat. *Unram Management Review*, 2(4), 61-70. Retrieved from <http://urgentrev.unram.ac.id/index.php/Identification/article/view/333>

- Suadnyana, Wayan (2022). 10 Reasons Makes Jimbaran Bali Place For A Family Hideaway. Accessed on 30. 2022, from <https://www.ayobali.net/pantai-muaya-jimbaran>
- Suadnyana, W. (2022). Attraction and Uniqueness Of Each Tourism Area In Bali. Accessed on 28 December 2022.
- Suadnyana, W. (2022). Jimbaran Tempat Wisata Di Bali. Accessed on 27 December 2022, from Tour Club, Bali.
- Suadnyana, W. (2022). Honeymoon Beach Jimbaran. Accessed on 28 Desember 2022, from 2022, from <https://www.raftingbali.net/attraction-and-uniqueness-of-each-tourism-area-in-bali/>
- Triono, Doni; Mediantoro, A. (2022). Tourism Object Valuation Determined Based on Environmental Services Using Travel Cost Method at Tegal City Alam Indah Beach. *International Journal of Social Service and Research (IJSSR)*. Vol. 2 No. 8 (2022).
- Ujung, H., Mauli, N., & Fadillah. (2022). Potential Tourism Object of Peulangi Beach as a Tourism Destination Area in East Aceh Regency. *Indonesian Journal of Tourism and Hospitality Management*, 1(1), 21-32. <https://doi.org/10.55927/wakatobi.v1i1.2251>
- Wicaksono, A; Farda, Nur M; Khakhim, Wibowo, TW. (2021). Flickr Photos Analysis for Beach Tourism. *Forum Geografi*, Vol 35.
- Yulisa, Eka Noerma; Johan, Yar; and Hartono, Dede. (2016). Analisis Kesesuaian dan Daya Dukung Ekowisata Pantai Kategori Rekreasi pantailaguna Desa Merpas Kabupaten Kaur. *Jurnal Enggano* Vol. 1, No. 1, April 2016: 97-11197

