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THE ANALYSIS OF OUTDOOR FACILITIES OF THE BAY VILLAS RESORT TANJUNG LESUNG, BANTEN

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ABSTRACT

Tourist interest continues to increase, especially in tourism development in hospitality and resort services which is increasingly being considered. The development of resort hotels has also begun to develop in big cities, one of which is Tanjung Lesung, Banten. The Tanjung Lesung Banten area is a beach resort tourist area close to Jakarta. Resort hotels are buildings that need attention, and outdoor space aspects must also be considered to attract visitors to Hotel Resort The Bay Villas Resort, Tanjung Lesung, Banten. This research was done to formulate the design of outdoor facilities at The Bay Villas Resort and the addition of the Modern Beach Resort concept. Writing the design of outdoor facilities for The Bay Villas Resort was developed based on the results of literature studies and observations that can be used as consideration for proposals in developing the design of outdoor facilities for The Bay Villas Resort. The research method used is a descriptive static analysis method of questionnaires and questionnaire variables studied using the Likert scale 1: 3 analysis method. Both primary and secondary data are collected and then analyzed to have functions related to the design of outdoor facilities at The Bay Villas Resort, Tanjung Lesung Banten gets the right design concept and quality.

Keywords: Tanjung Lesung, outdoor facilities, resort, The Bay Villas Resort.

INTRODUCTION

Banten is one of the provinces in Indonesia that has the potential to develop the tourism sector because Banten has the Tanjung Lesung Special Economic Zone (*Kawasan Ekonomi Khusus - KEK*) (Solihah et al., 2018; Widodo, 2019). The Tanjung Lesung Special Economic Zone (*Kawasan Ekonomi Khusus Tanjung Lesung - KEKTL*) is one of three KEKs currently being developed (Hidayah & Suherlan, 2020). Law No. 39 of 2009 regarding special economic zones and the 2020 Tanjung Lesung Tourism Special Economic Zone (KEK) Master Plan has been created. Government Regulation of the Republic of Indonesia Number 26 of 2012 stipulates Tanjung Lesung as a Special Economic Zone, following Presidential Regulations Number 3 of 2016 concerning the Acceleration of the Implementation of National Strategic Development. Tanjung Lesung is a Special Economic Zone that is being developed into an international tourist area because it is known to have attractive coral reefs, beautiful white sand, and clean seashores (Agoes et al., 2019; Soehardi et al., 2021; Walidain et al., 2021; Wawanudin et al., 2018). The Bays Villa Resort Tanjung Lesung is one of the resorts located on Tanjung Lesung Beach, Banten, formerly called Tanjung Lesung Resort. The Bay Villas Resort is located on the waterfront, surrounded by gardens and trees that make the atmosphere at The Bay Villas Resort feel warm.

The Bay Villas Resort is a 4-star resort with an area of 9.3 ha, facing the Sunda Strait and directly heading to Mount Krakatau, with beautiful and clean seaside and sand. The Bay Villas Resort is designed using modern and traditional concepts. The Bays Villas Resort has various outdoor facilities such as the White Sand Beach Volleyball Arena, Pedestrian and Jogging Track Areas, Cycling Areas, Swimming Pools, Lawn Areas, Beach Areas, Children's Playground Areas, and Kul-Kul Arena (Activity Centers). The Bays Villas Resort is a place with great potential to be developed as a beach tourism area closest to Jakarta. Which has beautiful nature, starting from the beauty of the beach, coral reefs, flora, fauna, Mount Krakatau, and the original culture of the surrounding community managed by PT. Jababeka Tbk. The Bay Villas Resort already has various classy facilities and is currently being continuously developed in collaboration with various local and foreign investors. The Bay Villas Resort various investment opportunities can be developed. One of the moments is that The Bay Villas Resort has potential in terms of outdoor facilities. At The Bay Villas Resort, there is still much outdoor space that has not been used optimally as a facility that can support tourism activities and increase visitor attraction. As a 4-star beach resort tourist destination, this is very unfortunate. Therefore, efforts are needed to develop landscape designs that utilize the existing natural potential and support visitor recreational activities following 4-star resort standards.

RESEARCH METHODS

Time and Location

The research site is located at The Bay Villas Resort, in the Tanjung Lesung area of Banten, with an area of 9.3 Ha. The site boundaries of The Bay Villas Resort are the Beach Club (north side), Jl. Tanjung Lesung Raya (south side), Kalica Villas (west side), the Sunda Strait (east). The research was conducted for a semester from October 2022 to January 2023.

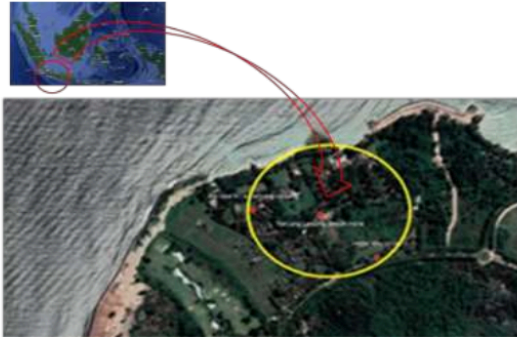


Figure 1. Map of the research location
Source: Google Earth, 2022

Data Collection

The research design is qualitative with a case study approach. The data collection technique uses direct and indirect observation methods. Meanwhile, the assessment of outdoor facilities is carried out using a Likert scale. Data collection in this study was carried out by collecting primary and secondary data. Data analysis method of analysis using descriptive analysis. Data collection in this study was carried out by collecting primary and secondary data in the data analysis method using the descriptive analysis method.

RESULTS AND DISCUSSION

In general, The Bay Villas Resort still has much vacant land that can be developed. Based on the research that has been done, The Bay Villas Resort has various facilities that need to be redesigned and added outdoor facilities that suit the needs of visitors by optimizing the existing natural potential so that it can attract more visitors to come to The Bay Villas Resort Tanjung Lesung (Figure 2)









Figure 2 Map of The Bay Villas Resort
Source: Google Earth accessed in Desember 2022

The Bay Villas Resort is divided into five zones that can be developed, and each zone has a different designation and function. Based on research conducted, the coastal zone is a zone that has the natural potential of the beautiful sea and Mount Krakatau, which play an essential role in the bay villas resort. It has lawn area facilities, gazebo areas, and sitting areas. The current condition of the coastal zone is that there is no pier to support recreational activities, and there are still many large boulders on the beach that can endanger visitors who are active on the beach, and a lack of facilities that can support visitors to enjoy beach views and beach recreational activities. From the existing conditions, generate recommendations for this area for design considerations, namely Designing beachfront facilities for visitors to enjoy the existing beach and mountain views, Arranging landscape arrangements that can give an aesthetic impression, Arranging vegetation according to its function, and Utilizing the natural potential of the beach by developing and designing wharf facilities for beach recreation. In addition, there are recreation and sports zones. Outdoor facilities in the recreation zone consist of swimming pools, CPG, lakes, and lawns. In this area, there need to be more facilities to support activities in recreation and sports.

Moreover, the constraints in this recreation zone are that the open area is still empty, only existing vegetation can still be developed into several outdoor facilities according to visitor needs, and the arrangement of vegetation between facilities needs to be better organized. From the existing conditions, generate recommendations for this area for design considerations, including utilizing the potential of recreation and sports zones to develop facilities such as designing outdoor cafes on the beach, benches in addition to recreational facilities, fitness centers (yoga and spa) for visitors to feel serene and others, designing CPG areas using child-friendly materials, arranging landscape arrangements that can give an aesthetic impression, utilizing natural potential by developing and designing recreational facilities, and arranging

vegetation according to its function. In visual analysis, it is necessary to utilize the natural potential for visitors to enjoy the view. Arrange vegetation and add artificial elements, and design patterns of vegetation arrangement so that they can maximize the existing natural potential. The Bay Villas Resort's potential includes underwater views, sunset and sunrise, outdoor facilities, beach views, and cottage areas. The following are the results of an analysis of space and outdoor facilities at The Bays Villas Resort. The following are the results of an analysis of space and outdoor facilities at The Bays Villas Resort.

Table 01 the table of Space Analysis and Outdoor Facilities The Bays Villa Resort

Zone	Facility	Analysis
Entrance	<p>Entrance Gate</p> 	The entrance Gate is a facility generally used for access in and out of the site. The bay villa resort's entrance gate needs to give a welcoming impression, and the space in this area blends directly with parking and drop-off. From the existing conditions, it is necessary to design a space that can give a welcoming impression and separate the entrance from the parking area.
Cottage	<p>Area Cottage</p> 	The cottage area is a facility that is usually used for resting. The arrangement of vegetation along the circulation with canopy vegetation, a relaxed and comfortable atmosphere with green areas around the cottages forms the space formed in the cottage area
	<p>Lawn</p> 	The open lawn is usually used for public activities, picnics, and performances, which are directly related to the cottage area and beach area. With the potential in this area, there are no facilities for visitors to relax
Beach	<p>Area Gazebo</p> 	The Gazebo area is an open facility usually used for relaxing and sitting activities. The condition of the gazebo area during the day is hot, and there is a lack of shade vegetation in the gazebo area.
	<p>The sitting area</p> 	The sitting area is an open facility usually used for sitting activities on the beach. The condition of the sitting area during the day is hot, and there is a lack of shade vegetation in the sitting area. With the natural potential of the beach in this area, there is no shade vegetation for visitors to relax during the day in this area.
Recreation & sports	<p>Swimming pool</p> 	The swimming pool is an existing facility used to enjoy the view and atmosphere of the bay villas resort. The swimming pool has an open space and leads directly to the sea. The condition of the swimming pool during the day is hot, and there is a lack of shade vegetation in the pool area.

Children Playground



Children's Playground is an open facility formed by vegetation arrangements around the area and has a relaxed and comfortable atmosphere with a green area around the children's Playground.

Source: Pratama, G.R, Yuslim, S, Indrawati, E, Seanders O, 2022

The Bay Villas Resort requires facilities that can support the purpose of visitors coming, staying, and doing activities. To support these activities, produce recommendations, namely designing outdoor facilities that can support visitor activities for various age groups by utilizing the natural potential that exists in The Bay Villas Resort, designing the bay villas resort so that it has its uniqueness as a site attraction and designing pavement materials child friendly.

CONCLUSION

Based on the results of analysis and field observations that have been carried out, it was found that the bay villas resort has natural potential, which significantly influences tourism activities in the bay villas resort. Its natural potential includes beaches, Mount Krakatau, coral reefs, and the beautiful atmosphere at The Bay Villas Resort. In addition to natural potential, the bay villas resort also has outdoor facilities, which are the main attraction for the bay villas resort. The development of landscape design of the bay villas resorts is divided into five zones: the receiving zone, the beach zone, the sports and recreation zone, the cottage zone, and the development zone. Landscape development at the bay villas resort includes structuring circulation routes, adding and developing active motion design facilities, and adding supporting facilities to take advantage of the natural potential of The bay villas resort, in developing landscape designs, it also uses natural materials to protect the environment.

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