
Identification of Place Theory in The Mutun Beach Tourism Area, Lampung

I Made Surya Putra Pradivta*, Citra Persada

Architecture Study Program, Faculty of Engineering, Universitas Lampung, Kota Bandar Lampung, Indonesia

Corresponding e-mail*: i.made.surya21@students.unila.ac.id

Article info:

Received: 03-10-2024, Revised: 15-01-2025, Accepted: 20-01-2025

Abstract. Mutun Beach is located in the Padang Cermin, Pesawaran, Lampung, Indonesia, is one of the natural tourist attractions with great potential to increase the local revenue in Pesawaran due to its combination of white sand, clear sea water, and various exciting activities offered. However, a significant decrease in tourists has occurred, especially during the COVID-19 pandemic. In addition, the presence of competing beach resort developers, poor road access, inadequate aesthetic design, and poor waste management are also reasons why Mutun Beach is becoming less popular. This research aims to identify the elements of place theory on Pantai Mutun so that it can be a recommendation for managers so that Mutun Beach can continue to compete with other beaches. This study uses a quantitative descriptive method with survey data processed into simple statistics such as percentages and averages to answer research questions and test hypotheses. The results show that the application of "place" theory elements at Mutun Beach received an average score of 2.47, categorized as Poor. This condition indirectly affects the sustainability of Mutun Beach, with the predicted gradual decrease in the number of visitors in the coming years until a critical point is reached where the sustainability of the tourist area becomes difficult to maintain. Recommendations include the consistent integration of "place" theory elements in every aspect of design and management, as well as increasing the involvement of the local community in the area's management to ensure sustainability and the relevance of the design to the local culture.

Keywords: place theory, mutun beach, sustainability, quantitative descriptive method

1. Introduction

Mutun Beach is one of the tourist areas, managed by MS Town with the main aim of attracting tourists and providing facilities and services that support tourist activities. Tourist areas are certain areas built or used for tourism and recreational activities with a focus on natural or artificial attractions and the facilities that support them, which are referred to as tourism areas (Wahab & Pigram, 1997), (Inskeep, 1991) tourism areas are areas that include various elements such as tourist destinations, attractions, accommodation and supporting infrastructure designed to provide a satisfying experience for tourists. Tourism can be divided into 5, namely Cultural Tourism, Natural Tourism, Adventure Tourism, Business Tourism, and Religious Tourism. The focus this time is natural tourism, especially beach tourism. Coastal tourist areas, including destinations that provide natural and recreational attractions, play an important role in the tourist experience. Beach tourism areas are often associated with beach activities and good environmental quality (William C. Gartner, 1996). The definition of beach tourism was also proposed by (Swarbrooke & Horner, 2001). They stated that beach tourism areas are part of tourism destinations that take advantage of the beauty of beaches and their rich natural resources to attract tourists. Good arrangement and sustainable environmental management are significant to maintain its attractiveness and quality. Spillane said that in the tourism industry, there are several components, namely attractions, accessibility, amenities, and activities, which are called 4A.

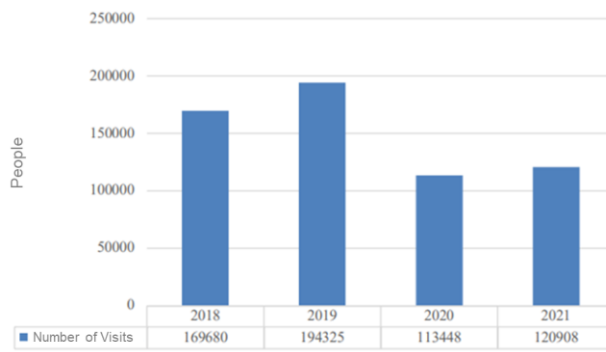


Chart 1.1 Number of Visits to Mutun Beach in 2018-2021 Data source: Pesawaran Regency Tourism and Creative Economy Office

Current conditions, Mutun Beach is experiencing fluctuating visits. Data regarding tourists visiting Mutun Beach is available only from 2018-2021. for 2022-2023 The number of tourist visits to Mutun Beach is still in the process of being collected and is not yet widely available. To deal with this issue, the place theory approach can be used as a basis for research analysis. A destination must contain three components Sense of place, Place attachment, and Place identity (R. Juliana, 2019). There are 7 principles of place attachment, namely accessibility, legibility, vitality, diversity, distinctiveness, conformity, and safety (Jane Jacobs, 1961).

There are 5 aspects of identity in the urban context, when related to the tourism context, namely Continuity, Attachment, Familiarity, Commitment, and external evaluation (Lalli, 1992). One of the successes in forming a "place" is imageability, the division consists of Paths, Edges, Districts, Nodes, and Landmarks (K.Lynch). To make it easier for the research variables used in this research, the attached elements were collaborated into a scheme that is simpler and easier to understand. The results of the collaboration of these elements are as follows. each element with the same color background indicates an element that has the same meaning, while each element that does not have a color background is an element that has a different meaning and is an integral part of the element collaboration.

Table 1.2. The Table of the place theory's collaboration
Data source: (Author, 2024)

No	Sense of place	Place attachment Jane Jacobs (1961)	Place Identity lalli (1992)	Theory of K. Lynch	Results		
1	The emotional connection between people and places. influenced by all aspects perceived by visitors	accessibility	Continuity	Imageability	Accessibility (Jane Jacobs)		
2		legibility	Attachment				
3		vitality	Familiarity			a. Paths	Legibility (Jane Jacobs)
						b. Edges	
						c. Districts	Vitality (Jane Jacobs)
				d. Nodes			
				e. Landmark			
4	diversity	Commitment	-	Diversity (Jane Jacobs)			
5	distinctiveness	External Evaluation	-	Distinctiveness (Jane Jacobs)			
6	conformity	-	-	Conformity (Jane Jacobs)			
7	safety	-	-	Safety (Jane Jacobs)			

8	-	-	-	Commitment (lali)
9	-	-	-	External Evaluation (lali)
10	-	-	-	Attachment (lali)

2. Methods

The extent to which elements of place theory are applied at Mutun Beach is the focus of this research. To answer this question this research utilizes a descriptive quantitative approach. The first stage involves identifying problems or issues at Mutun Beach. A survey was conducted to gather data on the current situation. The second stage involves data collection, with data being categorized into primary and secondary data. Primary data was obtained from observations, interviews, field documentation, and research questionnaires. The questionnaire includes elements listed in Table 1.2. and utilizes non-probability sampling, specifically purposive sampling, where respondents are selected based on certain relevant criteria. The target sample size is 22 respondents, selected from architecture students at Lampung University aged 20-22 years who have ever traveled to Mutun Beach. Secondary data was obtained from previous research literature to identify elements of place theory. The third stage involves data processing, which includes three methods:

1. Data Reduction: This analysis type provides a clearer picture of observation results by classifying, directing, removing unnecessary data, and organizing the reduced data.
2. Presentation of Information: The data is presented in short descriptions (narratives), tables, or charts, arranged systematically for easy understanding.
3. Drawing Conclusions: The final quantitative descriptive data analysis step involves concluding and verifying the research data.

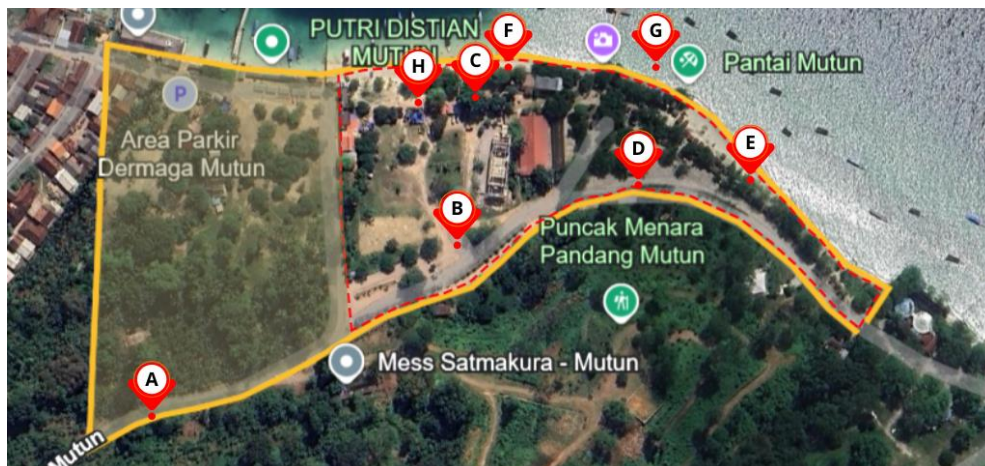












Figure 2.1. Fieldwork Photographs Point
Source: Author's Documentation, 2024

Above, a regional map of Mutun Beach will be provided, to find out the points for collecting the documentation available in table 2.1. in table 2.1. The letter notation on the top left side is an illustration of the photo documentation points. This research was carried out for two months, starting from April 2024 to June 2024. During this period, the research was carried out intensively, including data collection, analysis, and preparation of research results reports. It is hoped that the results of this research can make a real contribution to understanding the application of place theory at Mutun Beach and support the development of this tourist area in the future.

Table 2.1 Assessment Aspect Table
Source: (Author, 2024)

No.	Variable	Score	Classification	Picture
1	Accessibility (Relating to how easy it is for someone to reach or understand a place)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	A.  Source: Author's Observation Documentation, 2024
2	Legibility (refers to the visual clarity and legibility of the space)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	B.  Source: Author's Observation Documentation, 2024
3	Vitality (includes the level of life, energy and activity in a place)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	C.  Source: Author's Observation Documentation, 2024
4	Diversity (Refers to the variety of attractions, activities, culture and experiences that a tourist destination can offer.)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	D.  Source: Author's Observation Documentation, 2024
5	Distinctiveness (What differentiates a tourist spot from others is its unique visual, historical and cultural aspects)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	E.  Source: Author's Observation Documentation, 2024
6	Conformity (refers to how elements of a destination, such as infrastructure, architecture and public spaces, work together to support the destination's identity and function)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	F.  Source: Torch.id Documentation, 2024

7	Safety (The security the Beach offers includes (CCTV, Security Post, Coast Guard, etc))	1 2 3 4 5	Very Poor Poor Fair Good Excellent	G.  Source: Author's Observation Documentation, 2024
8	Commitment (Commitment shows how dedicated or loyal a person is to a place; this can be interpreted as a desire to return)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	H.  Source: Author's Observation Documentation, 2024
9	External Evaluation (How outsiders, such as tourists, the media or tourism businesses view the place)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	I.  Pantai Mutun 4.2 ★★★★★ (5,302) Source: Google Maps, 2025
10	Attachment (describes how tourists or visitors feel deeply connected to a particular tourist destination)	1 2 3 4 5	Very Poor Poor Fair Good Excellent	J.  Source: Author's Observation Documentation, 2024

3. Discussion

3.1 Assessment of Aspects of Place Theory in the Mutun Beach Tourism Area

The Mutun Beach tourist area assessment aims to determine the score obtained. The assessment was obtained based on a questionnaire with 10 variables including. Accessibility, legibility, vitality, diversity, distinctiveness, conformity, safety, commitment, external evaluation, and attachment. The scores obtained from the questionnaire are used for important evaluation of the Mutun Beach Area so that it can survive and be able to compete. The distribution of class years among architecture students at Lampung University who participated in the research questionnaire is shown in Diagram 4.1. The data reveals that 81.8% (18 respondents) were from Class 2021, while 9.1% (2 respondents) were from Class 2020, and another 9.1% (2 respondents) were from Class 2022. The total number of respondents was 22. To calculate the questionnaire score, a calculation is carried out using a formula: $\bar{x} = \sum x / n$. Information:

\bar{x} = Average

$\sum x$ = Number of Data

N = Respondents

Year of Class
22 answers

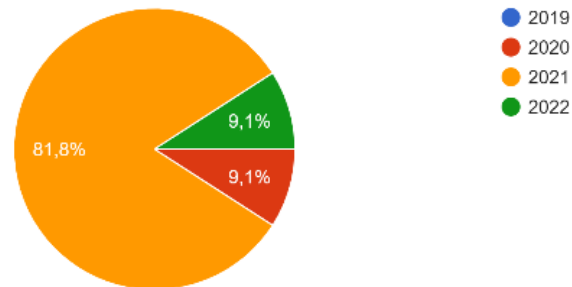


Diagram 3.1 Percentage of Respondent Force Year
(Source: Google Forms, 2024)

Tabel 3.2 Average Points per Element
Source: Author, 2024

No	The Element	Average Point $\bar{x} = \sum x / n$	Criteria
1	Accessibility	1,8	Poor
2	Legibility	2,5	Fair
3	Vitality	2,7	Fair
4	Diversity	2,7	Fair
5	Distinctiveness	2,6	Fair
6	Conformity	2,6	Fair
7	Safety	2,3	Poor
8	Commitment	2,4	Poor
9	External Evaluation	2,4	Poor
10	Attachment	2,7	Fair
Number of Data $\bar{x} = 24,7 / 10$		2,47	Poor

In the research, the score criteria were categorized into 5, namely Very poor, Poor, Fair, Good and Excellent. Very poor Indicates a very unsatisfactory rating, far below expectations or desired standards, Poor: Indicates an unsatisfactory assessment, below expectations or desired standards. Fair: Indicates adequate evaluation, but there is still room for improvement. Good: indicates good judgment, meeting expectations. Excellent: indicates excellent judgment, exceeding expectations or desired standards. The research results show that Mutun Beach is in the poor category, with an average score of 2,47 in applying place theory. These findings support the results of interviews with local business actors, Aprian Saputra (19), who revealed that the number of tourist visits has decreased drastically since the pandemic, with visits only concentrated on holidays. Relph's (1976) Sense of Place theory, which emphasizes that the physical and social qualities of a place greatly influence visitors' emotional relationships and experiences with a place, supports these findings. Previous studies also show that the design of coastal tourist areas is very important for the sustainability of tourist destinations. Tourist attractions that are not well designed tend to lose their appeal, which harms the number of visits and local economic income, as Trancik (1986) explains in Finding Lost Space. For Mutun Beach, managers need to use sustainability-based design. This design

should not only attract attention visually but also build a strong emotional connection with visitors through the theory of place.

4. Conclusion

The decline in the number of tourists visiting Mutun Beach is a serious concern, and it is important to understand the causes of this. To overcome this problem and ensure the existence of Mutun Beach, place theory is used as an analytical framework. This theory identifies 10 key elements, namely accessibility, readability, vitality, diversity, uniqueness, suitability, security, commitment, external evaluation, and sustainability. These elements are measured using a Likert scale, with the average calculated using the formula $\bar{x} = \sum x / n$.

The scores for Mutun Beach are as follows: accessibility (1.8), readability (2.5), vitality (2.7), diversity (2.7), uniqueness (2.6), suitability (2.6), safety (2.3), commitment (2.4), external evaluation (2.4), and persistent (2.7), with a total mean of 2.47 recommended as "poor". This data shows that arrivals at Mutun Beach will likely continue to decline. Suppose the elements considered important by all visitors are categorized as "poor". In that case, it is likely that visitor numbers will continue to decrease in the next few years, potentially reaching a tipping point where the tourist area's invitation will be difficult to maintain. A decrease in the number of visitors will also result in a decrease in income for the area, which will ultimately affect the management's ability to maintain existing facilities and services. Thus, external ratings will worsen, visitor loyalty will decline, and fewer tourists will come, creating a cycle of decline that is hard to like. result must clearly answer the objectives of the work. The results should summarize (scientific) findings rather than providing data in great detail The findings should be dialogued with the theory or the results of previous research or publication, so as to continue to develop science.

Acknowledgments

The author sincerely says thank you to the University of Lampung for its financial support. The appreciation is also intended to all lecturers and staff of the Department of Architecture for providing resources and a supportive environment. Lastly, heartfelt thanks to friends and family for their unwavering encouragement and motivation.

5. References

- Gartner, W. (1996). *Tourism Development: Principles, Processes, and Policies*. Van Nostrand Reinhold.
- Jacobs, J. (1961). *The Death and Life of Great American Cities*. New York: Random House.
- Juliana, R. (2019). *Studio Tugas Akhir Tema Place Attachment*.
- Lalli, M. (1992). Urban-Related Identity: Theory, Measurement and Empirical Findings. *Journal of Environmental Psychology*, 12, 285-303.
- Lynch, K. (1984). *Reconsidering The Image of the City*. Springer.
- Wahab, S., & Pigram, J. J. (Eds.). (1997). *Tourism, Development and Growth: The Challenge of Sustainability*. Routledge.
- Swarbrooke, J., & Horner, S. (2001). The impacts of business travel and tourism. In *Business Travel and Tourism* (pp. 75–87). Butterworth-Heinemann.
- Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. John Wiley & Sons.