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Optimizing Road Infrastructure Towards Teluk Hantu in Growing the Tourism Sector Economy

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Abstract

With its unspoiled natural beauty and potential for sustainable tourism growth, Teluk Hantu is one of the promising tourist destinations. However, current access is still limited and inadequate, which hinders economic growth in tourism. The purpose of this study is to find and analyze efforts to optimize road infrastructure towards Teluk Hantu with the aim of improving the tourism economy. Field surveys, interviews with relevant stakeholders, and secondary data analysis were the research methods used. The results show that to improve accessibility to Teluk Hantu, the development of adequate and efficient road infrastructure is essential. Optimizing road infrastructure will open up new opportunities for investment in the tourism industry, such as building accommodation, restaurants, and other tourism support services.

Keywords: Transportation; Road infrastructure; Location; Efficiency of budget funds; MSME

1. Introduction

Since the enactment of Law no. 32 of 2004 concerning Regional Autonomy, each region is given the freedom and authority to determine the direction of its own economic development. For this reason, regional capabilities are needed to explore and develop their potential as a source of economic activity. In this case, the region can maximize regional potential which will later improve the welfare of the regional community itself, for example in the tourism sector in the region. Tourism development is generally directed as a mainstay sector to encourage economic growth, increase regional income, empower the community's economy, expand employment and business opportunities, and increase product introduction and marketing in order to improve community welfare [1].

In realizing sustainable economic growth, it is important to build economic sectors that can contribute significantly. The tourism sector is one sector that has great potential in driving a country's economic growth. One of the factors that plays a role in the development of the tourism sector is the existence of Micro, Small and Medium Enterprises (MSMEs) in tourist areas. The presence of these MSMEs not only enriches the tourist experience but also increases Regional Original Income (PAD) which can be used to spur broader economic development.

The tourism sector is one of the sectors that drives economic growth in a region [2] in this case it is shown that the growth of the tourism sector significantly contributes to increasing regional income, increasing investment and improving the quality of life of local communities. Apart from that, the tourism sector is also known as a sector that is relatively resilient to global economic fluctuations, so it has the potential to become one of the main pillars in strengthening a region's economy.

[2] With the existence of infrastructure that supports the development of the tourism sector, it will increase the contribution of the tourism sector to regional economic growth. This means that an area's tourism potential can be hampered if the supporting infrastructure is inadequate. In this regard, Pesawaran Regency, Lampung Province is an area that has tourist destinations, one of which is Teluk Hantu. Located in Punduh Pidada District, Ghost Bay is a promising maritime tourism destination characterized by its blue, clear sea waters, big waves and white, soft and clean sand. Teluk Hantu Beach is surrounded by cliffs and trees that grow on it, making everyone feel comfortable and cool there, plus there are many beautiful photo spots.

However, its potential cannot be fully exploited because access to this location is still limited and inadequate. Poor road infrastructure is the main obstacle in developing the tourism potential of Teluk Hantu. The decline in the level of service and road capacity greatly affects the smooth movement of the economy and causes very high social costs for road users, therefore the pavement and geometric construction of highways, especially lanes -The economic path must be maintained so that it is in a stable and good condition, strong and functioning well.

2. Literature Review

2.1. Tourism Concept

The term "tourism" is closely related to the notion of "tourist trip", which means that a person changes his place of residence for a reason and not to carry out income-generating activities. As a result, tourism can be defined as travel undertaken by one or more people with the aim of, among other things, gaining enjoyment and fulfilling their desire to learn. According to [4] tourism is individual or group travel. Tourism, according to Prof. Salah Wahab, is a human action carried out consciously which receives services alternately between individuals, while in another area (certain area), a country or continent to seek satisfaction that is different from what he experienced in the first place. Tourism is a short trip from one's original place of residence to another location with the aim not to settle or earn a living, but only to have fun, satisfy curiosity, spend free time or holidays, and other purposes. [5] says that the term "tourism" refers to all types of tourist activities, as intended in the term's "tourists" and "tourists". According to another definition, tourism is an activity that involves travel for recreation or travel. According to Idris Abdurachman in [6], "tourism comes from Sanskrit, namely *pari*, which means many, full or rotating, and tourism, namely travel, so tourism is travel from one place to another." By considering several definitions provided by experts, it can be concluded that tourism means all tourism activities carried out by tourists equipped with supporting facilities and infrastructure that all parties involved in tourism activities interact with each other on an ongoing basis.

A basis or reference in the form of theories or findings from the results of various previous studies is very necessary and can be used as supporting data. One of the supporting data that according to the author needs to be made into a separate section is previous research that is relevant to the problems being discussed in this research. The title of the previous research used as a reference by the author is "Strategy for The Development of Gulf Hantu Beach During The New Normal Period In Pesawaran.

Lampung District" by [7] This research uses descriptive research with qualitative methods. The results carried out by this research are that the tourism sector has an important and strategic role in the development of an area, especially rural areas, empowering village communities is a strategy for training community independence. Village communities are involved in the tourism industry. This business can be started from a small business or from the lowest management level until in the future both the quantity and quality of local community resources will be able to compete with workers from outside the region and even foreign workers. Every effort to develop tourist attractions, community involvement, especially local communities, is necessary to encourage progress in the Teluk Hantu tourism sector.

2.2. Tourism Destination

According to Chapter I Article 1 of Law No. 10 of 2009 concerning tourism, tourism destinations are defined as geographical areas located in one or more administrative regions that have attractions, public facilities, tourism facilities, accessibility and mutually beneficial communities. complement that produces tourism. According to [5] the tourism destination development framework must consist of at least three main elements:

1. Objects and attractions, which include attractions based on natural, cultural or artificial wealth, such as events or special interests.
2. Accessibility, which includes transportation system support which includes transportation routes or routes, terminal facilities, airports, ports and other modes of transportation.
3. Amenities, which include tourism support and support facilities which include accommodation, restaurants (food and beverage), retail, 12 souvenir shops, money exchange facilities, travel bureaus, tourist information centers and other comfort facilities.
4. Supporting facilities (ancillary services) are the availability of supporting facilities used by tourists, such as banks, telecommunications, hospital posts, and so on. e Institutions, which are related to the existence and role of each element in supporting the implementation of tourism activities, including local communities as hosts.

2.3. Tourism Destination

When planning something, it must be prepared carefully in such a way that it can minimize negative impacts and bring positive benefits to the parties involved. Therefore, the importance of planning and developing tourism as an industry is to ensure that the development of the tourism industry is carried out in accordance with the formulation, both from an economic, social and cultural perspective. Achieving an environmental perspective. Uncontrolled tourism growth due to poor planning has a negative impact and is not beneficial for all parties involved. Tourism plans must be consistent with the goals to be achieved.

According to [8] planning is a way of thinking to overcome social and economic problems in order to produce something in the future. The goals sought or to be achieved are collective aspirations and efforts that are integrated into policies and programs.

Based on this definition, Friedman recognizes that planning requires careful consideration and involves many stakeholders to ensure that the results achieved are acceptable to the community.

According to [9], the following aspects need to be known when planning tourism:

1. Tourists First, the expected characteristics of tourists must be known (through research). It doesn't matter which country they come from, whether they are young or old, businessmen or ordinary office workers, what preferences they have and what time they travel.
2. Transportation First of all, you need to research what types of transportation are available or used to take tourists from that country to the tourist destinations they want to visit.
3. Attractions/tourist goods How do I sell attractions? Please fulfill the following three conditions: a) What can be seen (something to see) b) What can be done (to do) c) What can be bought (to buy something) at the tourist attraction you visit.
4. Service facilities: What facilities are available in the tourist area and what public services such as accommodation, restaurants, banks/currency exchange, post office, telephone/fax etc. are available in the Mosquito tourist area that you will visit?
5. Promotion Prospective tourists need to obtain information about the tourist destination they want to visit. For this reason, it is necessary to think about ways of publication or promotion that will be carried out. When should advertisements be placed, where should leaflets/brochures be distributed, so that potential tourists know each tour package that will be sold and can easily decide to buy a tour package.

2.4. Principles of Tourism Planning

According to [6] basically the principles of tourism planning within a local, regional, national and international scope can be formulated as follows:

1. Tourism development planning must be an integral part of regional or national development of the country's economic development.
2. Using an integrated approach
3. Being under the coordination of the physical planning of the area as a whole
4. Physical planning of an area for tourism purposes must be based on research on geographical factors, not just based on administrative factors alone.
4. Pay attention to ecological factors
5. Pay attention to the social factors that arise
6. Planning tourism in areas near industrial areas, it is necessary to pay attention to the provision of entertainment facilities to anticipate short working hours for workers in the future
7. Tourism, whatever the form and purpose of development, is none other than improving the welfare of society, therefore in its development it is necessary to pay attention to the possibility of increasing cooperation with other countries on the principle of mutual benefit

2.5. Principles of Tourism Planning

According to the market approach theory (Loschian Location Theory): Explains how market location can influence tourism development. Adequate infrastructure will help the government and society to increase the competitiveness of tourism potential to the maximum. Regional development is a process that aims to improve the economic, social and infrastructural conditions of a region, with the main aim of achieving sustainable growth and improving the welfare of the people living in it. that region.

The regional development process includes various aspects such as the construction of physical infrastructure such as roads, bridges, educational institutions, housing, as well as improving water and water quality. Physical Infrastructure includes the construction of roads, bridges, ports, airports, and other means of transportation that help connect certain regions to one each other.

With good physical infrastructure, the economy develops, access becomes easier, and goods and services can be distributed more easily. Economic Development Regional development also includes efforts to improve the economic sector of a region through strengthening existing sectors or developing new sectors. This could include encouraging investment, developing local industry, and increasing the amount of tourism coming to the area. Increasing social welfare regional development also focuses on improving the social welfare of the community in the region, which includes reducing poverty and social inequality, as well as increasing access to adequate housing, health and education services.

Natural Resource Management: Natural resources in each region are different, and regional development must consider managing these resources in a sustainable manner. These measures aim to use natural resources to encourage economic growth while protecting ecosystems and the environment. Community Participation: Community participation is very important in the regional development process.

Involving local communities in the planning and implementation of development projects ensures that their needs and desires are taken into account. This creates a sense of ownership and responsibility for regional development results. Overall, regional development is a cross-sector effort to create an environment that supports sustainable economic growth, improves social welfare, and strengthens infrastructure and the capacity of local communities. Teluk Hantu has become a tourism destination that attracts the attention of many local and foreign tourists. With its stunning natural beauty, rich marine biodiversity and unique cultural heritage, Teluk Hantu has great potential to become a top destination for tourists seeking natural experiences and adventure.

2.5.1. Tourism Infrastructure in Teluk Hantu

Even though it has great potential, tourism infrastructure in Teluk Hantu still requires further attention to support optimal growth of the tourism sector. Appropriate infrastructure includes not only transportation and accommodation, but also other facilities and infrastructure such as tourist facilities, information centers, and sustainable environmental management.

2.5.2. The Role of Infrastructure in Sustainable Tourism Development

Good infrastructure not only facilitates accessibility to destinations but also plays an important role in ensuring a satisfying and sustainable tourism experience. Efficient transportation facilities, environmentally friendly accommodation, and responsible management of natural resources are some examples of infrastructure that play a role in supporting sustainable tourism development in Teluk Hantu.

2.5.3. Challenges in Optimizing Teluk Hantu Tourism Infrastructure

Even though it has great potential, there are several challenges that need to be overcome in optimizing tourism infrastructure in Teluk Hantu, including: Sustainable Environmental Management Conservation of the natural environment and sustainability of natural resources are the main challenges in developing tourism infrastructure in Teluk Hantu. Financial Limitations: Infrastructure development requires significant investment, but financial resources are often limited, especially in less developed areas. Community-Based Development: The importance of involving local communities in the development and management of tourism infrastructure to ensure sustainability and widespread acceptance.

2.5.4. Previous Research

Several case studies and previous research have been carried out to understand the relationship between tourism infrastructure and the growth of the tourism sector in the Teluk Ghost Bay destination. For example, research by [7] explored the impact of road infrastructure development on the number of tourists and tourism income in remote coastal destinations.

This literature review highlights the importance of infrastructure in supporting the development of the tourism sector in Teluk Hantu as well as several challenges that need to be overcome in optimizing this infrastructure. With a better understanding of the role of infrastructure in the tourist experience and tourism sustainability, this research aims to develop strategies and policy recommendations that can increase investment and development of tourism infrastructure in Teluk Hantu.

3. Research Method

3.1. Research sites

The research was carried out in Pagar Jaya Village, Punduh Pedada District, Pesawaran Regency. The trip to Pagar Jaya Village can be taken in 4-5 hours from the city of Bandar Lampung. This is because the route and access road to the village is quite difficult to pass because it is still dirt and if it rains it will be muddy and slippery. The following is a map of Pagar Jaya Village, Punduh Pedada District, Pesawaran Regency.

3.2. Types and sources of research data

This research includes qualitative research using the case study method. [10] Qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation. Meanwhile, Djam'an believes that qualitative research is research that emphasizes quality or the most important thing about the nature of a good/service [11] The data collection method uses in-depth interviews with respondents.

In this research, the type of data used is qualitative data. The use of qualitative data was chosen because the researcher aims to describe and explain the conditions of the research object in accordance with the reality that exists in the research environment. Data sources used include primary data and secondary data. Primary data refers to information obtained directly through interviews, observation and documentation with sources who have knowledge or expertise in providing information about marine tourism in Pagar Jaya Village. Meanwhile, secondary data is information obtained from literature studies and data from related agencies, which is used to support research findings.

3.3. Research Subjects

The research subjects were tourists, both domestic and foreign, who had visited Teluk Hantu in the last 2 years. The number of respondents interviewed was 10 people.

3.4. Data Collection Instrument

The instruments used were structured and narrative interview guides to explore information in depth and contextually. Several aspects asked about include tourists' experiences in accessing locations, road infrastructure conditions, obstacles and suggestions for improvements.

3.5. Data Analysis Techniques

In this research, the data analysis method used is qualitative descriptive analysis. This analysis process consists of three main stages, namely data reduction, data presentation, and drawing conclusions.

1. Data reduction is carried out by selecting, focusing and simplifying the data collected from field research results, so that it can be presented in a structured format.
2. Data is presented in various forms, such as text, tables, pictures and diagrams, to illustrate the findings of the research.
3. Drawing conclusions involves analysis, interpretation and synthesis of research results, which are then presented briefly and clearly to answer the research objectives.

4. Results and Discussion

4.1. Research result

The condition of this road tends to be uneven and has holes due to erosion and exposure to rainwater. During the rainy season, this road is prone to damage in the form of puddles or even landslides due to the lack of an adequate drainage system. Apart from that, the narrow road width can only allow four-wheeled vehicles to pass in one direction. This road also does not meet the minimum width standard of 5 meters for tourist roads according to regulations. There is another alternative if visitors or foreign tourists want to visit the beach and Ghost Bay, namely by using the waterway access, namely using a boat, but at an expensive cost, this is not a good alternative for these tourists to visit Ghost Bay beach. Road accessibility is limited, especially during the rainy season. This of course has an impact on the lack of tourist visits to the Teluk Hantu tourist attraction.

4.2. Discussion

1. Community Expectations Regarding Improving Road Infrastructure

Based on the results of interviews from 10 tourist respondents who have visited the Ghost Bay tourist attraction, it shows that there is hope for improving the condition of road infrastructure. And most people (80%) hope that roads will be upgraded from dirt to roads that have a hard surface such as asphalt or concrete. They hope that with the improvement of the road, access to the Teluk Hantu tourist attraction will be easier and can even be accessed throughout the year without being disturbed by weather factors. This is expected to increase the number of tourists visits and ultimately boost the economy of the local community.

2. Alternative Road Infrastructure Optimization

Based on the results of the SWOT analysis of the condition of the road to the Teluk Hantu tourist attraction, the alternative formulated was the construction of a new road in the form of an asphalt road. This road is planned to be built approximately 5 km long with a minimum width of 5 meters according to standards. By making asphalt roads, it is hoped that better road conditions can improve tourist access and support mass tourist visits in the future. Apart from that, asphalt roads are considered more durable and long-lasting when compared to concrete or dirt roads. That way, access to tourist attractions can be maintained in a sustainable manner.

Based on the results of interviews with several visitors to Teluk Hantu Beach, it was found that the condition of the road connecting the village center with the tourist attraction still uses a natural dirt road. This road has an average width of around 3 meters and the surface consists of dirt and small rocks. This condition can have a negative impact on people's income from the tourism sector in Teluk Hantu. Apart from that, the research results also show that visitors who visit Teluk Hantu have high hopes regarding improving road infrastructure. They think that improving the roads to these tourist destinations will increase travel comfort and safety, so that they can attract more tourists to visit. From the interview analysis, it also appears that there is an urgent need to find alternatives for optimizing road infrastructure on Hantu Island. This includes improving road quality, expanding roads, and adding supporting facilities such as street lighting and directional signs.

The results of the research show that several people who have visited the Ghost Bay tourist attraction in Pesawaran can be concluded that they have something in common, namely dissatisfaction when traveling to the Ghost Bay tourist attraction, but the beautiful natural panorama at Ghost Bay can cure their tiredness during the trip. The following is a

discussion regarding research results on Ghost Bay tourism.

5. Conclusion

In general, respondents assessed that the current condition of the road still needs to be improved because it does not meet tourist road standards. This influences interest in visiting. The main obstacle faced by tourists in accessing the location is the condition of the damaged and winding roads, making the journey difficult. Infrastructure optimization is believed to be able to increase tourist visits by up to 50% if improvements are carried out in an integrated and sustainable manner. Increasing Teluk Hantu tourism is seen as having the potential to significantly increase local community income.

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