



The Relationship Between Industrial Activities in the Batang Integrated Industrial Area and the Level of Tourist Visits to Celong Beach, Batang Regency

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ABSTRACT

The purpose of this study is to determine the relationship between industrial activity in the Batang Integrated Industrial Zone and the number of tourist visits to Celong Beach, Batang Regency. This study employed qualitative methods. The researchers employed qualitative methods by directly observing and documenting the Celong Beach tourist site in Batang Regency, linking the number of tourists to the presence of PT Kawasan Industri Terpadu Batang (KITB). Data analysis used data triangulation. The results indicate that the development of the tourism sector has significant potential to increase regional income in Indonesia. This can be achieved through various means, such as increasing the number of tourists, increasing the length of stay, developing special interest tourism, and improving service quality. Tourism development can also provide other benefits to the region, including job creation, increased community income, and cultural preservation. The existence of the Batang Integrated Industrial Zone (KITB) is expected to increase tourist visits to Celong Beach, both domestic and international. Policies that can be implemented to manage the impact of industrial activity on tourism include: developing stricter environmental regulations, improving infrastructure and access to tourist destinations, intensifying tourism promotion, implementing environmental impact mitigation programs, and developing sustainable tourism

INTRODUCTION

Economic development in Indonesia continues to be promoted through various sectors, one of which is the industrial sector. Batang Regency, Central Java, has become one of the strategic locations for industrial development with the establishment of the Batang Integrated Industrial Estate (KITB). KITB is expected to attract investment, create jobs, and stimulate regional economic growth. However, on the other hand, large-scale industrial development often raises concerns about its environmental impacts, including the potential effects on the tourism sector, which is also one of the pillars of the local economy (Triananda, 2022).

As one of the main sources of foreign exchange, the tourism sector needs to be developed by various countries around the world, including Indonesia. Tourism is often referred to as an environmentally friendly industry, especially when compared to heavy industries that have significant environmental impacts. In the context of regional development, this sector plays an important role and has the potential to gradually support the growth of other sectors. The success of tourism development will increase its contribution to regional income, where tourism becomes one of the main components (Chaniago, 2024).

An integrated industrial area is an industrial zone that is integrated with other infrastructure facilities, such as power plants, ports, clean water facilities, and has a land area of at least 200 hectares. The Batang Integrated Industrial Area, commonly abbreviated as KITB, is a planned large-scale industrial development in Batang Regency. The development of KITB is spread across several sub-districts in Batang Regency, with two sub-districts having the largest land areas, namely Tulis and Gringsing Sub-districts, with a total area of 4,300 hectares. This development aims to increase the economic value and production of the Batang region by providing opportunities for both national and international investors to join. The KITB plan will involve several industries, including the food and beverage industry, ICT and electronics warehousing, chemical industry, automotive and transportation equipment industry, textile industry, and battery industry (Mustakim et al., 2023).

According to Kiriman et al. (2023), tourism is an activity carried out by an individual or a group that moves from one place to another repeatedly for a temporary period with the aim of enjoying natural beauty, not making a living. Tourism is a travel activity, and there are various kinds of facilities and amenities provided by the community, entrepreneurs, the government, and local governments (Law No. 10 of 2009). Tourism can also be defined as a series of tourism activities by individuals, groups, or families to a destination for a short period to gain pleasure. Another definition of tourism is traveling from one place to another, done temporarily, either individually or in groups, as an effort to seek a balance in life within the social, cultural, natural, and artistic dimensions.

The existence of KITB with all its industrial activities, ranging from infrastructure development, factory operations, to transportation activities, has the potential to affect the environmental conditions around Celong Beach. Changes in environmental quality, such as water, air, or noise pollution, can

impact the tourist appeal and ultimately affect the number of visitors (Setyawan et al, 2024).

The development of KITB has made the access roads to Celong Beach shorter, but the presence of road facilities in KITB has not yet had a significant impact on increasing the number of visitors to Celong Beach. One reason is the lack of signposts, and the majority of visitors are still mostly local residents. Below is the data on the number of visitors to Celong Beach from 2022-2024:

Table 1. Number of Visitors to Celong Beach

year 2022	24.800
year 2023	19.200
year 2024	24.000

Source: Celong Beach Manager, 2024

Based on Table 1 regarding the number of visitors to Celong Beach, the number of visitors to Celong Beach in 2022 was 24,800 people, and the second highest was in 2024 with 24,000. The visitor data from 2022 to 2024 does not show a significant increase.

The number of visitors to Celong Beach is considered not yet optimal; if infrastructure can be improved, it will increase the number of visitors. The problem in Batang Regency is poor infrastructure, where there are still roads with potholes. In addition, supporting facilities at Celong Beach are still minimal.

LITERATURE RIVIEW

One of the tourist destinations that is currently popular is Celong Beach. Celong Beach, which is located not far from KITB, specifically in Mangunsari, Celong, Banyuputih District, Batang Regency, Central Java, is one of the popular tourist destinations in Batang Regency. The location of Celong Beach makes it a coastal area that offers equally beautiful sunrise and sunset views. For this reason, Celong Beach Batang is very suitable to visit anytime you have free time, whether early in the morning before sunrise or in the late afternoon before evening to catch the sunset. Not only is the beach scenery captivating, Celong Beach Batang also adjoins the northern coastal railway line, or Pantura, which connects the eastern tip to the western tip of Java. This view, which is hard to find on the northern coast of Java, can be enjoyed from a height, attracting many domestic and international tourists (Rahmawati, 2019).

METHODOLOGY

This research uses a qualitative method. According to Yusuf and Khasanah (2019), qualitative research is a strategy that emphasizes the search for meaning, understanding, concepts, symbols, characteristics, descriptions, and phenomena; is natural and holistic; focused and multi-method; employs various techniques, prioritizes quality, and presents data in descriptive or narrative form. The purpose of qualitative research is to find answers to a phenomenon or statement through a systematic scientific procedure using a qualitative approach. This study attempts to understand the meaning of an event or incident by interacting with people in the context of that event or phenomenon (Zakariyah, et al, 2020). The researcher uses a qualitative method with a descriptive approach, where the researcher observes and documents directly at Celong Beach tourist site in Batang Regency, relating the number of tourists to the presence of PT Batang Integrated Industrial Estate (KITB).

Data collection techniques are the most important part of research because the main goal of research is to obtain the necessary information or data. Data collection can be carried out in terms of setting, sources, and methods. In this data collection technique, primary data is used, where the researcher must obtain information directly from the source (Achjar et al, 2023).

Data analysis techniques with data triangulation. Data triangulation is a method in research, particularly qualitative research, that is used to improve the validity and reliability of data by collecting and analyzing data from various sources, methods, or theories. The goal is to gain a more comprehensive and accurate understanding of the phenomenon being studied by comparing and testing the correctness of information from various perspectives (Nyoto et al, 2025).

RESULT AND DISCUSSION

1. The Relationship Between Industrial Activities in the Batang Integrated Industrial Area and the Level of Tourism Visits to Celong Beach, Batang Regency

PT Kawasan Industri Terpadu Batang (KITB) recorded the absorption of local labor from Batang Regency totaling 7,008 people. 80% of this total are local residents from Batang and its surrounding areas. This data is claimed as a form of KITB's commitment to promoting regional economic growth amid the issue of mass layoffs. KITB also actively participates in empowering local Micro, Small, and Medium Enterprises (MSMEs). This is reflected in the involvement of Batang's MSMEs in every KITB activity. This strategic step is considered in line with President Prabowo Subianto's *Asta Cita*, particularly in creating jobs, encouraging entrepreneurship, developing the creative industry, green economy, and blue economy. KITB supports the national resilience program by helping to realize the nation's self-sufficiency in the energy, food, and water sectors through an integrated industrial ecosystem. (Hidayat, 2025)

The Batang Integrated Industrial Area (KITB) is becoming an industrial area that will certainly attract migrant workers in the future, both from the Batang region and from outside the Batang Regency, and it will open up new economic opportunities for the community. The Batang Integrated Industrial Area has become a magnet for investors, both domestic and international. In

recent years, many companies have opened factories and production facilities in this area, creating significant job opportunities for the local community and impacting tourist visits, especially at Celong Beach.

The role of the tourism sector is becoming increasingly important in both national and regional development, particularly in the economic field. In addition to advancing national and regional development, the tourism sector also plays a role in absorbing labor (Batubara et al., 2023). According to Ulhusna (2017), the development of tourism in a region can have a significant positive impact on the surrounding community, including the creation of new job opportunities, the emergence of new business opportunities, increased tax revenue for the government, and profits gained by state-owned enterprises, which are expected to generate a high multiplier effect that exceeds the outcomes of economic activities in other sectors.

Celong Beach can be maximally developed to become a very attractive tourist destination by improving facilities and infrastructure. Celong Beach has a relatively unique coastal area. This is because its shores are adorned with stretches of coral rocks scattered throughout the beach. These coral rocks then break the waves of the Java Sea that come one by one and in succession.

According to Mr. Witono, as the Head of Pokdawis, he said:

"When you arrive at Celong Beach, you will be treated to a beautiful view. On the right and left sides along the way, you will be surrounded by lush rubber trees, which are a commodity of Kedawung Village. Unlike typical beaches that have sandy areas along the shore, the edge of Celong Beach features a rocky path with medium-sized stones as if they were carried ashore by the current. This is also usually considered the best spot for fishing for both locals and tourists."

Boat facilities are also provided, which visitors can rent to go a little out to the middle of the sea. In the evening, the sunset moment is the most anticipated. The activity of taking silhouette photos with the characteristic rock formations of Celong Beach is becoming increasingly popular, especially among young people. Based on an interview with the Kedawung Village Head, Mr. Ahmad Subkhi said that:

"Not only is the beach view so captivating, Celong Batang Beach is also adjacent to the northern coast railway line, known as Pantura, which connects the eastern tip to the western tip of Java. This kind of scenery, hard to find on the northern coast of Java, can be enjoyed from a height. The beach area is also filled with trees, suitable for visitors to take shelter under. Sitting back facing the beach while enjoying the local cuisine of Celong Beach is also an interesting activity to try."

Therefore, it is not surprising that Celong Beach has been recognized as one of the most recommended nature tourism destinations in Batang Regency. Celong Beach is also one of the favorite beaches for locals who go on weekend getaways or other holidays. The tourism facilities at Celong Beach include a parking area, food and drink stalls, a fish market, gazebos, landmarks, and boats. The entrance fee to Celong Beach is Rp3,000 per person, and motorbike parking costs Rp2,000. The operational hours of Celong Beach tourism are from 06:00 to 17:00 WIB, and it is open every day.

Based on the interview with the head of Mamgumsari hamlet, Mr. Agus Susilo explained that:

“Interestingly, Celong Beach is also believed to have historical significance, especially among the local community. This is because the location of this beach on the northern coast of Java is believed to be where Dapunta Syailendra landed.”

The vast area of Batang Regency, which includes coastal and mountainous regions, makes Batang Regency continue to innovate in its development. In addition to making Batang Regency a comfortable area for investment, the tourism sector also needs to be given attention. In the future, Batang will become a region experiencing rapid and dynamic changes, with the presence of industrial areas and the tourism sector having a significant impact.

These positive impacts will of course also be felt by the communities around the tourist destinations, which will certainly open up many business and economic opportunities for the people, potentially improving their standard of living and income. Many things can be done to develop these opportunities, but it requires collective attention, so that all parties can work together to develop existing potentials, especially in the tourism sector (Nirmala et al, 2024).

2. Government Support for Celong Beach Tourism

One of the efforts made by the Regional Government is to maximize the development of the Celong Beach tourist attraction, which is promoted as a tourist destination by implementing developments such as nature tourism, adventure tourism, and environmentally-oriented attractions. In general, research results indicate that the Regional Government has maximized the possible efforts to develop Celong Beach as a tourist attraction. The community also plays an important role in the development of Celong Beach. The participation of the Celong Beach community is manifested in the form of involvement and participation in tourism socialization.

According to Gamal Suwanto, tourism development is often associated with the existence of the Seven Tourism Development Policies by the government, which are as follows.

1. **Tourism Promotion** Tourism promotion is one of the important aspects of tourism. Tourism promotion is often referred to as marketing.
2. **Accessibility** Tourism accessibility affects the increase in tourism's contribution to regional gross domestic product in Indonesia. This is related to the interest of tourists visiting local tourist attractions. Therefore, it is necessary to develop tourism accessibility properly. Tourism accessibility is one of the important aspects of tourism because it involves cross-sectoral development. Accessibility in this context includes access roads to tourist attractions, directional signs, traffic signs, and transportation.
3. **Tourism Products** Tourism products are one of the important components in tourism. In this context, tourism products are not only related to tourist attractions but also include tourism businesses and other supporting facilities such as hotels, restaurants, souvenirs, memorabilia, and other facilities (Fadilla, 2024).

Based on an interview with the Head of Kedawung Village, Mr. Ahmad Subkhi said:

"One of the main attractions of Celong Beach is the expanse of coral rocks that stretch along the coastline. These coral rocks form unique and beautiful formations, creating a sight that is very captivating to capture in photos. In addition, the crashing waves against the rocks also produce a soothing sound. Besides the coral rocks, Celong Beach also offers other beautiful sights, such as:

1. Stunning sunset: Witness the beauty of the sunset illuminating the open sea. The golden light reflecting on the water creates a romantic atmosphere.
2. Fresh air: Far from the hustle and bustle of the city, Celong Beach offers fresh and clean air. Perfect for relaxing and refreshing your mind.
3. Natural tourism potential: Besides enjoying the beauty of the beach, visitors can also engage in various activities such as fishing, snorkeling, or simply strolling along the beach.

The development carried out by the Batang Regency Government in developing the Celong Beach tourist attraction includes strategies such as product development, market development and promotion, utilization of space for tourism, and human resource development. Through the tourism product development strategy, it can be said that it is still less than optimal. This can be seen from the lack of structured cooperation between the managing agencies and the local community, who run food and beverage businesses around the Celong Beach tourist attraction, and there is still a need for improvements in accessibility and facilities.

According to Mr. Witono, as the Chairman of Pokdawis, he stated that: "First, the efforts of the Batang Regency Government and POKDARWIS in developing Celong Beach tourism through market development and promotion strategies have not been optimal. This can be seen from the lack of special promotion to make Celong Beach more well-known among tourists. Second, the efforts of the Batang Regency Government in utilizing space for tourism have been quite optimal." This can be seen from the presence of tourist route map boards shown to tourists to help them understand the routes or corridors in the Pantai Celong tourist area. Third, the government's efforts through human resource development can be said to be not yet optimal. This is evidenced by the absence of special programs for improving foreign language skills as well as tourism awareness training among stakeholders working in the tourism sector, such as workers in tourism businesses and local government. Fourth, the government's efforts through investment strategies have not been sufficiently optimal. This can be seen from the presence of tourist route map boards shown to tourists to help them understand the routes or corridors in the Pantai Celong tourist area. Third, the government's efforts through human resource development can be said to be not yet optimal. This is evidenced by the absence of special programs for improving foreign language skills as well as tourism awareness training among stakeholders working in the tourism sector, such as workers in tourism

businesses and local government. Fourth, the government's efforts through investment strategies have not been sufficiently optimal.

CONCLUSIONS

The development of the tourism sector has great potential to increase regional income in Indonesia. This can be achieved in various ways, such as increasing the number of tourists, extending tourists' length of stay, developing niche tourism, and improving service quality. Tourism sector development can also provide other benefits for the region, such as creating jobs, increasing community income, and preserving culture. With the presence of the Batang Integrated Industrial Area (KITB), it is expected that more tourists, both domestic and international, will visit Celong Beach.

RECOMMENDATIONS

Policies that can be implemented to manage the impact of industrial activities on tourism, such as:

1. Development of stricter environmental regulations.
2. Improvement of infrastructure and access to tourist destinations.
3. More aggressive tourism promotion.
4. Environmental impact mitigation programs.
5. Development of sustainable tourism.

FURTHER STUDY

Every study has limitations; therefore, you can describe them here and briefly provide suggestions for further research.

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