

Melasti Beach Destinations in Badung, Bali in Attracting Millennial Tourists

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Abstract— Millennial tourists are a generation that grew up in the digital era, millennials are accustomed to technological advances and have easy access to travel information through mobile devices to social media. The preferences of melenial travelers tend to choose something based on desires, interests, or likes that also surround the components of attitudes and values that exist at this time. The Indonesian tourism industry 4.0 mentions the millennial phase includes dreaming (hoping to travel), planning (planning what to do there), booking (travel services), experiencing (enjoying vacations) and sharing (uploading to social media). The interesting activities of tourists and adequate facilities on Melasti beach have succeeded in attracting millennial tourists. Millennials are looking for unique experiences and sharing moments on social media about Melasti beach. Through strategies through social media and collaboration with influencers, Melasti beach destination continues to strengthen its position as one of the popular tourist destinations. Based on this phenomenon, there are two main problems in this study. First, why does Melasti Beach attract millennial tourists? How does the management system of Melasti Beach tourist destinations attract millennial tourists? The problem is studied with several theories, namely the theory of functionalism, the theory of tourist products and management system.

Keywords— Melasti Beach Destinations, Attracting Millennial Tourists.

I. INTRODUCTION

Badung Regency Bali is the center of tourist destinations not only for foreign countries but also for domestic tourists, in recent years the number of domestic tourists visiting Bali has increased significantly (Ari Risma Dewi 2003) The uniqueness of culture and beautiful natural scenery is the charm of tourist attraction to visit Badung Regency Bali. Destination management in the Badung area of Bali during pandemic 19 is carried out regularly. Seeing the economic opportunities and benefits of the domestic tourism market is not inferior to foreign tourism markets. The tendency of millennial tourists to change the motive of traveling into a lifestyle to meet the entertainment needs of domestic tourists. The availability of information and characteristics of domestic tourists provide space for millennial tourists to visit. The individual behavior of millennial travelers towards something is a choice, with positive or negative consumer attitudes towards the selection of a product determined through evaluation and selection of various types of brands referred to as consumer preferences. (Kotler, 2009:181).

The tourism system in the ecosystem consists of many agents and is complex, so tourism is encouraged to grow

dynamically along with the interests that accompany it. Destination brands make a differentiator through communication media carried out by organizations to build, grow and strengthen the destination brand to grow. Badung Regency, especially the southern region, makes a brand of beautiful coastal areas thanks to beach tourism. A relatively new beach tourist destination in Badung is Melasti Beach, located in the Ungasan Traditional village in South Kuta District. Melasti Beach is not inferior to other beaches has advantages in the form of clear water, coral reefs can be seen from the surface of the water, limestone cliffs that have been dredged and neatly arranged. There are steps building to the top of the limestone cliff on Melasti beach so that it spoils tourists to enjoy the view of the beach from the top of the cliff. Limestone cliffs are also a characteristic of tourists to enjoy the beauty of the beach from a height. Melasti Beach is a new competitor to Pandawa beach, because both have one thing in common, namely beautiful limestone cliffs.

II. RESEARCH METHODS

The research method in this writing is using interpretive qualitative involving more in-depth and contextual data collection, such as interviews, participatory observation, or document analysis (Lexy J.Moleong, 2007: 4). Data collected in the form of verbal texts, interview transcripts or field notes. Confirmation benchmarking is done by comparing research findings with relevant theories or previous research on millennial travelers' destination preferences. This helps in validating the findings and provides a broader framework of understanding. This method helps researchers gain deeper insight into the preferences of Melasti beach destinations that attract millennial tourists. By understanding the subjective meaning of the traveller experience and the factors influencing millennial traveller interest. The results of this study can provide valuable understanding for destination managers and related stakeholders to increase the attractiveness and satisfaction of millennial tourist visitors on Melasti beach.

III. DISCUSSIONS

Melasti Beach attracts millennial tourists:

Melasti Beach attracts millennial tourists because it is able to present a concept that suits the preferences and needs of tourists for traveling. Millennials tend to look for authentic experiences and connect with the nature of Melasti Beach which offers enchanting natural beauty with fine white sand,

beautiful sea water and beautiful views of rock cliffs. Millennial travelers are very impressed by the visual aesthetics and attractive photo images to share on social networking media. Melasti Beach offers interesting photo spots such as Balinese artistic ornaments in the form of beautiful statues. The concept of millennial desire in traveling wants to create interesting and aesthetic visual content that can be uploaded on millennial social media platforms. Melasti Beach has adequate facilities and is easily accessible to millennial tourists, adequate parking areas, rest areas, and comfortable public facilities. Seen in picture 1 The Beauty of Melasti Beach



Pic 1. Example of a figure caption.

The facilities available are important for millennials who want comfort and ease of access while on vacation. Millennials enjoy the holiday experience from morning to night, a treat given by the manager of the Melasti beach area in the afternoon in the form of a Kecak Dance performance. and 1.2 Kecak Attractions on Melasti Beach



Pic 2. Kecak Attractions on Melasti Beach

Based on the results of researchers to millennial tourists who visit Melasti beach, it recognizes that the purpose of visiting Melasti Beach is to see, document in the form of photos and enjoy the natural beauty of the beach while buying food and using facilities on Melasti beach This is also recognized by the management of Melasti Beach where the

manager states that tourists who visit are mostly just enjoying the beach and taking pictures. Overall, millennial tourists like nature-based, nature-based tourist attractions (Kecak Dance), restaurants that provide local food and drinks and other public facilities. The millennial generation prefers nature-based tourism attractions. These natural attractions are beaches, limestone cliffs, sea waves and sea corals on Melasti Beach. Millennial travelers like activities that don't cost extra after entering Melasti Beach or are free. The free tourist activities such as swimming, taking pictures (using personal gadgets), jogging, fishing, watching the sunset and sunbathing on the sand of Melasti Beach. Human activities are likened to a continuous flow of behavior, such as cognition, support, or even breaking concepts as long as meaning is attached to the enviable (Giddens, 2011: 4).

The Melasti Beach tourist destination management system attracts millennial tourists:

The management of tourism products through effective strategies requires the continuity of Melasti Beach managers to adapt to changing trends and needs of millennial tourists. Melasti beach area managers always monitor the development of the tourism industry, through market data analysis and adjusting marketing strategies, especially for the melenial market share according to the evolving needs of the times. Pearce tourist products, Philip L. (2005). suggests that the three main dimensions that must be fulfilled by a destination are attraction, facilities, and accessibility. Attractions on Melasti beach refer to natural attractions in the form of man-made cliffs that attract the attention of menelial tourists. Melasti beach facilities include everything that supports tourist activities, such as accommodation, transportation, and restaurants. Accessibility is related to the availability of transportation facilities and infrastructure that allows tourists to reach melasti beach tourist destinations easily.

The application of the management system method for managing Melasti Beach tourist destinations is carried out holistically, involving cooperation and consultation between the stakeholders involved and Ungasan Traditional Village. awig-awig Desa Adat (customary rules) Ungasan has a significant interest in maintaining the sustainability of culture and community life. Traditional villages have an important role in the management of the Melasti coastal area in order to maintain cultural concepts, both rituals, religious activities, and purification of the village area. The management of the Melasti coastal area involves several aspects, including ecological sustainability, cultural preservation, and the participation of the Ungasan village community. Evaluation of Melasti beach area managers is carried out regularly to improve the quality of management, adjustment of the area based on developments and tourist trends. Involving local communities in decision making and management of Melasti beach tourism destinations through several training programs, sharing economic benefits, forming joint working groups. Local wisdom and culture on Melasti beach encourage community participation in maintaining cleanliness, environmental sustainability and quality of tourist experiences.

IV. CONCLUSION

The integration of information technology in Melasti Beach provides an interactive experience in the Melasti beach area so as to make environmental protection attractive in creating content creators for millennial tourists. Area managers view tourism as an industry that encourages economic growth and community development around Melasti Beach. The opportunities expected by the management of the Melasti Beach area can create jobs, increase community income and attract other industries such as hospitality, restaurants and transportation. Millennial tourists expected from Melasti Beach is natural beauty, sustainable cultural arts and how visitors can contribute to the preservation of natural beauty. Close collaboration between area managers and customary village institutions, the government and the wider community greatly determines the success of sustainable tourism area management in cultural preservation in the coastal area of Melasti so as to attract millennial tourists.

Suggestion

Create Instagramable photo spots Millennials love to share their experiences on social media. Create interesting and unique photo spots along Melasti beach, such as artistic decorations, sand sculptures, or interesting murals. Promote

these locations through social media platforms and use popular hashtags to increase exposure.

The importance of partnering with digital influencers or creative actors who are popular among millennials. By inviting to visit Melasti Beach and share their experiences with their followers. This can increase the awareness and interest of millennial tourists to visit Melasti beach destinations to increase again.

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