



The most popular tourist destinations in Lombok Timur by univariate and bivariate analysis methods

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ABSTRACT

This study aimed to determine the popularity of tourist destinations in Lombok Timur with three investigated categories; the destination for islands, nature, and beaches. We use descriptive statistical approaches with univariate and bivariate methods. A random survey using google forms was distributed to 196 respondents within a particular time. Some questions developed in the questionnaire were prepared to screen respondents' perspectives on the popularity of tourist destinations visited with the python programming tool analysis. The data collected contains information about gender presented in the range and age. In addition, the level of education, address, and motive of the visit is compiled to collect data regarding the three categories of visits; mountains/villages/forests, beaches, and Islands. Furthermore, the length of stay, why people visit, how much money is spent during the visit, and whom they visit are essential parts of data collection. Data analysis concluded that Sembalun is the natural tourism category most in demand by people than other destinations such as Loyok, Tete Batu, and Kembang Kuning. From the beach category, pink beaches are the favorite destinations, and Gili Kondo is a popularly visited island.

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1. INTRODUCTION

Tourism development has currently been a hope for many countries, including Indonesia, which put tourism as a leading sector. It is not even an exaggeration; it is believed that the tourism sector will be able to help restore the economic crisis that has hit Indonesia due to the pandemic (Akbar et al., 2020; Asmit et al., 2020). As one of the world's largest archipelagic countries, Indonesia has the charm to become the world's leading tourist destination (Subarkah et al., 2020). In Southeast Asia, Indonesia has the most

significant area, the largest population, and the richest natural resources. Consisting of thousands of islands (Hernawati et al., 2017; Widiana & Wikantiyoso, 2018), has a beautiful sea and stretch of beaches has a tropical climate making Indonesia get sunlight all year round because it is on the track of the equator (Ali & Anwar, 2021) so that tourism activities are not influenced by the change of seasons. In addition, Indonesia has more than 500 tribes with diverse languages and cultures (Antara & Yogantari, 2018). The diversity of tribes and cultures drives Indonesia the world's leading tourist destination because it has unique and diverse cultural and culinary attractions (Desi Wibawati, 2021). This fact indicates that Indonesia has a potential tourist attraction that is highly regarded by the world (Umar et al., 2016).

Indonesia's potential tourist attractions are spread across 34 provinces, including the island of Lombok and West Nusa Tenggara Province. Lombok Island is set to become a gateway for national tourism in the V corridor of the master plan for accelerating and expanding Indonesia's economic development (A. Jaelani, 2017). Lombok Island is located in the golden triangle of significant tourism destinations in Indonesia, namely Bali Island in the west, Tana Toraja and Bunaken in the north, and Komodo Island in the east (A. K. Jaelani, 2018). Lombok is also in the golden triangle of cross-national and international shipping, namely Surabaya in the west, Makassar in the north and Darwin, Australia, in the east. This position brings blessings to the island of Lombok because it is strategically a tourist destination and a transit point for sailing ships from Darwin. In addition, Lombok is traversed by the Wallace line, which is the dividing line between species groups of flora and fauna of the Asian continent and Australia (Kusumaningrum & Prasetyo, 2014). As a result, Lombok has a unique species of flora and fauna (Wirnas et al., 2021) because it is the meeting point of influence between the two continents. This position makes Lombok an exciting place to conduct research, study nature, recreation, and relaxation.

One of the districts on the island of Lombok is East Lombok Regency. East Lombok has natural resources that have the potential to meet the oil and gas of tourists both in the mountains, forests/nature, beaches and also islands. This area has two areas with contrasting natural vegetation (BPPD NTB, 2014). Northern East Lombok is greener and more fertile because Mount Rinjani influences it as the centre of the life of various species of flora and fauna (Aliyyah et al., 2020). For example, the Sembalun, Tete Batu, Pringgasela, Loyok, Kembang Kuning areas are trendy destinations today among millennial children because they present a very exotic natural view of the village (Handayani et al., 2019). At the same time, the southern part of East Lombok has drier vegetation but is decorated with a beautiful and unique stretch of white sand and Gili beaches extending from east to west (Suhendri & Aminy, 2019). Such as Pink beach, Ekas beach, Seriwé beach, and other beaches with white sand enchant the eye (Kim Oanh et al., 2018). Some of the activities that can be done on these beaches include drying, swimming, surfing, walking by the beach, collecting shellfish, boating, taking pictures, fishing, *snorkelling*, *sunrise*, *sunset*, and others (Aviyana, 2017). In addition, southern East Lombok has several Gilis / islands (Gili Kondo, Maringkik Island, Gili Bidara, Gili Melayu, Gili Petagan, and others) uninhabited but have extraordinary natural beauty.

In terms of developing tourism destinations, the local government of East Lombok Regency needs to accommodate research recommendations from its researchers to be the main reason for making the right decisions in developing superior tourism.

2. RESEARCH METHOD

The method applied for this study is descriptive statistics (Wendler & Gröttrup, 2016), in a univariate and bivariate statistical approach (Bertani et al., 2018; Wendler & Gröttrup, 2016). These approaches are applied to identify the relationships between such variables.

And a lot of interesting information is displayed. The data was collected with a random survey using Google Forms. Several questions were prepared to gather respondents' perspectives on the theme. The data collected contains information about age (in range), gender, and level of education. The address, the destination in three categories (Mountains/ villages/ forests, Beaches, and Islands), length of stay, reasons for visiting the destination, money spent during stay (within range), recommendations, who they visited the destination with, when visiting the destination. There are 196 data sources from the survey. This data is then cleaned up to obtain specific information. Data analysis tools using python programming this program is one of the most potent programs in data analysis (Sanner, 1999).

3. RESULTS AND DISCUSSIONS

This study seeks answers to visitors' views on the popularity of tourist destinations in the Lombok Timur district. Through the google form, we compile statement items that are filled in according to each visitor's experience when visiting. The choice of destination is judged based on three main categories; beach destinations, island destinations, and natural destinations. The comprehensive data of the study under investigation are summarized in the following table.

Table 1. Respondents' record on data of destination visits

Variable	N of Respondents	Uniqueness	Top	Freq
Gender	196	2	Man	123
Age	196	6	25-30 years	45
Where to Stay (Island)	196	3	Lombok	187
Regency	190	7	Lombok Timur	171
District	174	21	Sub-district Selong	52
Education	194	4	S1	87
Type of Work	196	12	Teachers/lecturers/researchers	73
Village (Mountain/Nature)	196	6	Sembalun	144
Beach	196	9	Pink beach	82
Island / Gili	196	6	Gili Kondo	110
Reasons to Visit	196	19	Recreation	63
Length of Stay	196	4	1 day	156
Individual or Group	196	7	Group/family	164
Spending	196	5	0 - 250.000	114
Additional facilities required	196	28	Restaurant	51
time to visit	196	3	Weekends/holidays	145

There are some differences in the number of respondents in table 1. Of all the respondents who filled out a google form about the majority of visits, there were 190 respondents from the West Nusa Tenggara area and the remaining six people from outside the province of West Nusa Tenggara. Of the number of respondents, 174 are from Lombok Timur, which only provides information about three categories of destinations located in Lombok Timur.

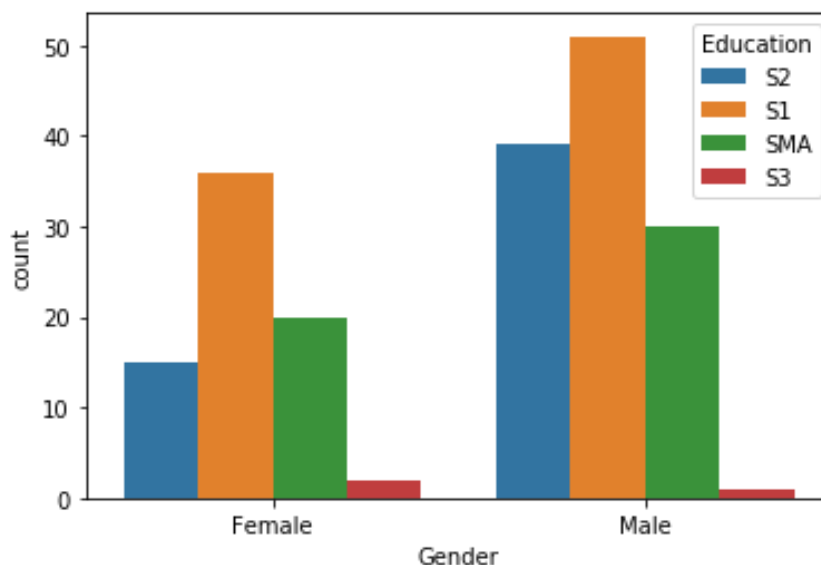


Figure 1: Gender and Education

Of the figures experienced by the number of respondents, as many as 196, with 62.7% being men and 37.3% being women. Men are the respondents who dominate the filling of questionnaires that are distributed to fill in the three popularity of tourist destinations. It is assumed that most men do more visiting activities than women for reasons of attraction. At the age level, there were 45 respondents, with a percentage of 22.95% of adults between 25-30 years old. At this age, 87 or 44% of people generally fill in last-year undergraduate or new graduate students who visit destinations regularly. At the same time, the rest are students who graduated or only graduated from high school. In terms of employment, there are 12 types of work activities, but they are dominated by teachers, lecturers, or researchers who work in these educational institutions, 73 people or 37.2%. Therefore, the data collected tends to be sufficient because they are highly educated, so its accuracy can be trusted.

Moreover, in term of place of stay, most of the people stay in Lombok island with around 95%, and dominated from east Lombok regency at 87.2% and among the area of East Lombok 26.5% from Selong sub-district. In East Lombok there are 21 sub-districts; Aikmel, Jerowaru, Keruak, Labuhan Haji, Lenek, Masbagik, Montong Gading, Pringgabaya, Pringgasela, Sakra, Sakra Barat, Sakra Timur, Sambelia, Selong, Sembalun, Sikur, Suralaga, Sukamulia, Suela, Terara, Wanasaba.

In addition, the most chosen destination out of many destination options is Sembalun. Sembalun is a category of potential destinations to visit, covering more than 70% of the total number visited by 144 people. The support of a free geo-location (Junaidi et al., 2021), a large area of rice fields with most farmers, and iconic mountain scenery with friendly weather (Virgilenna & Anom, 2018) make Sembalun a strong destination choice that other destinations in Lombok Timur may not have, even in some areas in general. In addition, Gili Kondo is the best destination for the Island/Gili category, with 110 people (56.2%) choosing it to beat several other destinations, followed by Gili Maringkik and several other selected Gili (islands). Finally, in the beach category, Pink Beach is the favourite beach chosen by 82 people (41.8%) of the total respondents. This beach is in Sekaroh Village, with quite varied marine natural potential, ranging from small island groves, lobster and pearl cultivation, floating cafes, *private spots* (Jeeva Bloam Beach Resort), and superior community agricultural areas (Hadi, 2018). On the other hand, the main reason for planning a trip is for recreation, and some of them prefer

to go in groups of friends or family on weekends or holidays, although they only spend one day with around 250,000 Rupiah.

3.1 Univariate analysis for categorical variables

Variables are analyzed with a univariate analysis approach Using python programming. The data in detail are described in table 2. Pink Beach is the most visited place in the beach category, 41.83%, then Ekas Beach at 15.81%. This reason is possible because the quality of the destination exceeds other tourist locations. Pink beaches, for example, give visitors an impression of the unique colour of the sand. This indicates that people's preference to visit a particular destination lies mainly in something unique and drives values and intention (Keliwar & Nurcahyo, 2015). A comfortable place because it is far from the crowds, and the radius is close to several tourist spots such as Gili Maringkik, Gili Petelu where a variety of tourist activities can be accessed (fishing, snorkelling, beach bathing).

One exciting data not contained in the choice of destinations provided is Labuhan Haji Beach. Although Labuhan Haji Beach does not include in the options in this category, 10.71% of respondents visited Labuhan Haji. This means that Labuhan Haji Beach still has attractive resources selling in the tourism business. In addition, most of the beaches offer people to choose from, most of them in the eastern part of Lombok Timur. In the Island Category, Gili Kondo dominates the data with more than 50%, followed by Maringkik Island at 24.48%. This data shows the characteristics of different respondents who are in this category in the northern part of Lombok Timur

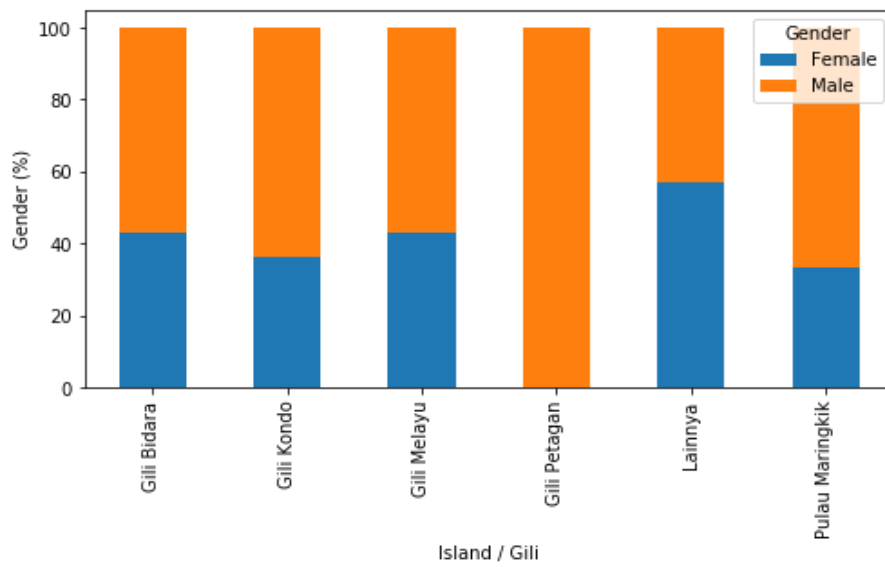
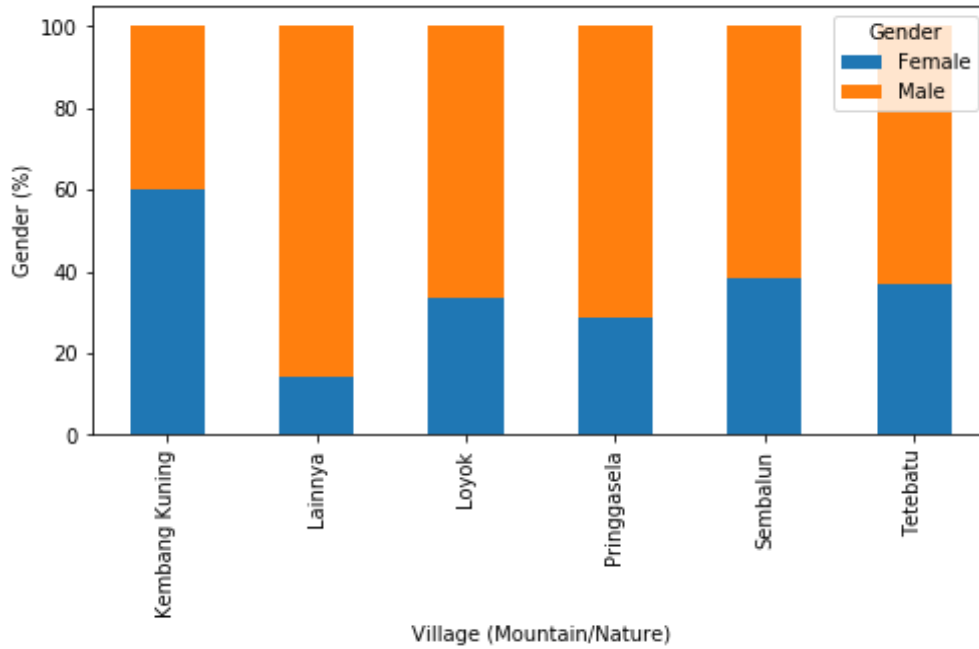
Table 2. Destination category of visits

Number	Groups	Purpose	Probability Density Distribution
1	Mountains / Villages / Nature	Sembalun	0.734694
		Tetebatu	0.137755
		Pringgasele	0.035714
		Loyok	0.030612
		Yellow Flower	0.025510
		Other	0.035714
2	Beach	Pink Beach	0.418367
		Ekas Beach	0.158163
		Labuhan Haji Beach	0.107143
		Tanjung Luar Beach	0.091837
		Tanjung Ringgit Beach	0.071429
		Pantai Padak Goar	0.056122
		Seriwe Beach	0.051020
		Other	0.045918
		3	Island / Gili
Maringkik Island	0.244898		
Gili Bidara	0.071429		
Gili Malay	0.035714		
Gili Petagan	0.015306		
Other	0.071429		

From Table 2, we can find information that all distributions of the highest density are the most popular destinations today. Interestingly, for nature, Sembalun is the highest and closest place to Mount Rinjani. Respondents may take recreation and healing as there are many beautiful landscapes and main trails if one wants to climb to the top of Rinjani (Junaidi et al., 2021). Pink Beach is in the southern part of Lombok Timur, while Gili Kondo is in the Eastern Part of Lombok Timur.

3.2 Bivariate analysis for categorical variables

In this section, all categories are compared with the "Gender" Variable to find in-depth information about whether all goals have a closer relationship with which gender.



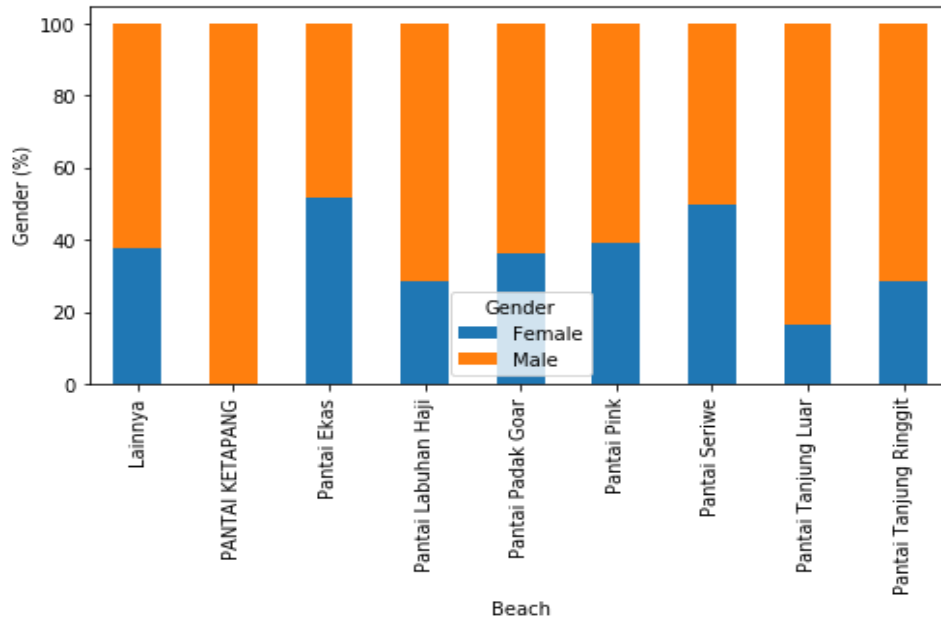


Figure 2: Best destination option by gender

Figure 2 experiences a relationship between destination and gender where most men have a higher percentage than women in the three destinations of choice. In the island destination category, all respondents chose Gili Petagan as a leading destination to visit, reaching 100%. Gili Maringkik and Gili Kondo placed second in most respondents' choices as the best destination to visit. Gili Bidara and Gili Melayu placed third place, but the number of men and women choosing the two destinations was slightly different. In addition, most men gave the opinion that the best destination is Ketapang beach, with a percentage of 100%, followed by Tanjung Luar beach, Tanjung ringgit beach, Labuan Haji beach. The last assessed beaches were Ekas and Seribe beaches at 50% and 49%, respectively. Interestingly, these two beaches were given a pretty good score for female respondents, reaching 50%. For the nature category, Pringgasela and Loyok villages are popular destinations among men.

Furthermore, of the three categories of destinations, women prefer Kembang Kuning Village as the best destination to visit. Sembalun and Tete Batu villages placed themselves in second place with a range of figures of 40% each. In the island category, Gili Bidara and Gili Melayu are quite a demand even though the numbers choosing other destinations outperform these options by almost 60%. Finally, although the outer cape is a destination that is quite attractive to men, the majority of female respondents have little interest in this destination. Ekas beach and seribe beach dominate.

Apart from the choice of destination, information about supporting amenities in this study was also analyzed. Additional facilities in the tourist area are expected to have a place to eat. About 26% mentioned places to get food, such as restaurants or food courts. This is important because the current trend of visitors is the millennials, who generally love distinctive destination features (Sari, 2014). They prefer instant ones without having to prepare to bring food from home. Millennials are characterized by visiting most new destinations and individual preferences, yet they are the same age visitors (Sahabudin, 2020). There is a tendency for this type of visitor to prefer to buy food at tourist attractions rather than having to cook for themselves and bring something ready from home. Therefore, they tend to look for food needs at tourist sites. In addition to places to eat, respondents thought of holiday facilities such as parks with many exciting and Instagram sights, commonly for young visitors (Pereira-Sanchez et al., 2020). Their

experiences will be shared via social media. The next amenity is a homestay, probably related to the length of stay where most of them only stay one day or less. Then, they also need a place to do prayers because most of the people on Lombok Island are Muslims; it would be great if these facilities were provided by the local government or the local community.

4. CONCLUSION

Tourism activities in Lombok Timur have a bright future because many locations have a high potential to develop. The data collected that each category represents the region of the district; its ideal natural destinations, pink beaches with their unique sand character, and Gili Kondo with its exotic island offer. The popularity of this destination will be a recommendation for visitors to decide on the proposed destination. If they want to visit for beach activities, for example, they will go to the east-south part of the island of Lombok for its beach use. For a visit to the island/Gili experience, they can go to the east with the island's atmosphere surrounded by other exciting spots.

Furthermore, if they want to visit nature, they can go to Sembalun in the part of Mount Rinjani. Local governments can use the data to design exciting programs based on categories. They can add more public facilities needed by visitors. For tourism associations, this research will be helpful as an action plan to improve development and tourism services that are more adaptively oriented to the environment.

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