ACTOR CONTESTATION IN MANAGEMENT OF THE PASIR PUTIH BEACH TOURIST ATTRACTION IN PANDEGLANG REGENCY

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ARTICLE INFO

Article history
Received 17 May 2024
Revised 29 May 2024
Accepted 25 June 2024

Keywords
Contestation;
Actor;
Conflict;
Power relations;
Pasir Putih Beach tourist attraction.

ABSTRACT

Power relations between actors can be explored starting from positions, roles, interests and various actions carried out by different actors. The aim of this research is to determine the mapping of government, private and community actors in managing the Pasir Putih Beach tourist attraction. Using the actor mapping framework theory and which states that contestation has several key terms, namely habitus, arena (field), and capital symbol, and finally using lewis coser’s conflict theory, namely realistic conflict and non-realistic conflict. Qualitative research method with a case study approach. The results of this research show that the role of actors is still not moving well towards something positive, contestation between actors is clearly visible with the opening of illegal tourist attractions by the community. The role of the government as the front guard in finding solutions to conflicts here is still very minimal, the government has not been able to encourage discussions between actors to minimize conflicts. There needs to be awareness from government, private and community actors in order to create tourist attractions that can benefit the village. The government seems to be silent and appears to be siding with entrepreneurs, causing people to make decisions outside of the specified policies.

INTRODUCTION

According to Kleibrink (2018), unequal power relations are the impact of politicized. Royandi (2019) explained, power relations between actors can be explored starting from position, role, interests and various actions carried out by different actors. This power is controlled by actors, the actors here are the state, entrepreneurs and society (Indra, 2024). Contestation can occur in situations where uncertainty or conflict arises. Every issue contains three things, namely the potential aspect, the contestation aspect, and the acceptance aspect. The potential of an issue means that there are aspects that trigger vital questions from those who are for and those who are against (Suparno, 2014).

In fact, the partiality or non-neutrality of actors in exercising their power is reflected in the policies made by the regulator (government) (Aminah, 2015). The practice of spatial planning includes the activities of production and reproduction of space...
in which there is a struggle between classes to obtain and control that space. Lefebvre emphasized that various different phenomena of class struggle over a space are related to a region, region, territory, site, land, and so on (Arida, 2019). Resource management, especially tourist attractions, becomes a problem if handled and managed without appropriate and strategic policies, and can cause conflict and protests in society. Conflict will occur if each party cannot accept or respect these principles or value systems (Satria, 2009).

The arrival of these tourists brings its own benefits to the village residents. Apart from increasing regional existence, it also has an impact on the economy of residents. In order to realize this, it is necessary to empower the relevant government agencies so that society is able to develop well (Alokasi et al., 2019).

Problems that occur in the management of the Carita White Sand Beach tourist attraction, Pandeglang Regency occur between entrepreneurs and the community. In 2017, the community protested against the company which blocked access to the coastal area for residents, as stated by Osep, a resident of Pagedongan Village, Sukajadi Village, this land is river and beach border land which should be a public right, why must it be fenced and we (the community) cannot enter the beach (Faktabanten.co.id, 2017). Spatial planning problems also occur in the Banten Province Region, the specific problems faced include conflicts between the industrial sector and the residential sector, conflicts between the agricultural and livestock sectors, as well as the environmental impact of kolong-kolong (ex-mining land that has not been explored) (Baharuddin, 2019).

The discussion regarding tourism has two sides that must be seen, namely from the consumer side and the producer or service provider side. This discussion will describe tourism from the perspective of interest groups and service providers related to tourism activities. Resource management, especially tourist attractions, becomes a problem if handled and managed without appropriate and strategic policies, and can cause conflict and protests in society. Conflict will occur if each party cannot accept or respect these principles or value systems (Satria, 2009).

Based on the background description above, researchers want to know and describe the process of managing tourist attractions carried out by the government together with two components which include entrepreneurs and the community. In this research, researchers will use the time period for events that occurred, namely from 2017 to 2022, within this time period, the conflict that occurred was quite intense in the area around the coast. We need to know that the management of this tourist attraction is not yet good in terms of access to the Pasir Putih Beach area, there are still conflicts over land between entrepreneurs and the community, there are even conflicts between the community and the community itself.

This research uses a theoretical study of the Actor Mapping Framework which includes Actor Mapping, which explains that Stakeholders Mapping is divided into two, namely Primary Stakeholders and Secondary Stakeholders. Stakeholder mapping will provide the following results: an overview of stakeholder interests in relation to policy formulation and implementation, identify potential conflicts in policy determination, help map the structure of stakeholder relationships so that it can be used as a consideration
for preparing coalitions/cooperation, Helps formulate the type of participation expected from different stakeholders (Kennon dkk., 2009).

Next there is Pierre Bourdieu’s Contestation theory which states that contestation has several key terms, namely habitus, arena (field), and capital symbol (capital symbolic), and finally using Lewis Coser’s Conflict theory, Coser divides conflict into two First, Realistic Conflict, Second, Non-Realistic Conflict.

METHOD

This research uses a qualitative method with a case study approach. Qualitative research is an approach used to explore and understand meaning as a whole in order to gain a deeper understanding of a particular aspect through human beliefs, attitudes and behavior (Creswell, 2013). The data collection technique that the author uses is: Observation, Creswell divides observation into four, one of which is used by researchers, namely observer observation as a participant. Later the researcher will not be fully involved in the research, but will only make observations openly in order to have the freedom to record information directly. In this case, interviews are conducted with unstructured and open questions to explore the views or opinions of participants. In this research, the author used the Snowball Technique to determine informants.

In this research, the researcher focuses the scope of the research problem on the role played by the government in managing Pasir Putih Carita Beach in Pandeglang Regency, Banten, as well as finding out the extent of the role of several corporate actors, government and citizens in order to avoid conflicts that occur between entrepreneurs and citizens. The data collection techniques used in this research are interviews, observation, document study, image and audio-visual material. Combining several data analysis techniques to examine an event from different points of view and perspectives. Compile and prepare data for analysis, read and examine all data, code data, create descriptions and themes, and present descriptions and themes.

RESULTS AND DISCUSSION

BEACH TOURISM POTENTIAL OF PANDEGLANG REGENCY

Each region has a variety of tourism potential that is different from one another. Identification of tourism potential is important, because it can be taken into consideration for future tourism development (Arida, 2019). In practice, the transition process of a village into a tourist village does not just happen, but is based on several underlying reasons. Several reasons encourage the development of tourist villages, namely: First, part of preserving traditional/cultural values. Second, the potential development section, whether natural resources, cultural values or human resources. Third, policies to open employment opportunities. Fourth, encourage the acceleration of village development. Fifth, there is external encouragement, such as the high level of public interest in seeing the unique tourist attractions in the village concerned. After the process of developing a village into a tourist village, it can bring many changes to the village and differentiate between tourist villages and other villages (Herdiana, 2019).
In Pandeglang Regency, tourism development is carried out based on regulations and medium-term development plans for the Pandeglang Regency area. In fact, specifically, tourism is one of the Pandeglang Regency government programs which is mandated by the Pandeglang Regency Tourism Office in the context of developing tourism destinations and infrastructure in Pandeglang Regency (Ihwan, 2020). Pandeglang Regency tourism includes access to 5 (five) strategic superior areas (KSPN) or what are currently known as Special Economic Zones (KEK) which were built by the central government to increase productivity in the tourism sector so that it can become one of the sectors capable of increasing foreign exchange for the country and open employment opportunities (Wendy, 2017).
From the data presented by the Pandeglang Regency Tourism and Culture Office, the number of tourists visiting Pandeglang is very high. Idul Fitri holiday 2022, Pandeglang Regency is the largest contributor of tourists coming to Banten with 472,082 people, followed by Lebak Regency 219,621 people, Serang Regency 216,173 people, Tangerang Regency 199,558 people, Serang City 120,696 people, and Cilegon City 62,662 people (Disparbu Pandeglang, 2021). (WartaBanten.id, 2023). The data was taken from 34 destinations in Pandeglang Regency, one of which is Pasir Putih Beach. From data from monitoring carried out by the Pandeglang Regency Tourism and Culture Office, it can be concluded that Pandeglang Regency tourism destinations have increased from year to year, and the increase in the number of tourists will increase regional income. 

### Table 1. Pandeglang Regency Tourism Development Achievements in 2021

<table>
<thead>
<tr>
<th>Goal Strategy</th>
<th>Classification</th>
<th>Unit</th>
<th>Target</th>
<th>Realization</th>
<th>Performance Achievements (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthening human resources for tourism actors/community</td>
<td>Number of Tourists</td>
<td>Person</td>
<td>7,421,621</td>
<td>1,651,326</td>
<td>22,25</td>
</tr>
<tr>
<td></td>
<td>Average Length of Tourist Visit</td>
<td>Day</td>
<td>1,40</td>
<td>1,20</td>
<td>85,71</td>
</tr>
<tr>
<td></td>
<td>GDP ADHB Other Service Sectors</td>
<td>Rp. Million</td>
<td>538,946</td>
<td>305,808</td>
<td>72,42</td>
</tr>
<tr>
<td></td>
<td>PDRB ADHK Other Service Sectors</td>
<td>Rp. Million</td>
<td>242,555</td>
<td>205,070</td>
<td>84,54</td>
</tr>
<tr>
<td>Increasing the quality of tourist areas/destinations</td>
<td>Number of Tourist</td>
<td>Person</td>
<td>7,421,621</td>
<td>1,651,326</td>
<td>22,25</td>
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</tr>
</tbody>
</table>

Source: (Disparbu Pandeglang, 2021)
happened during the Eid holiday in 2023, in the 11 days of the Eid al-Fitr holiday, an average of 51,192 people visited, with visit data of 563,118 people. If it is assumed that the tourist spending figure is 100 thousand, then there will be a circulation of money at tourist attractions of 56 billion during the 2023 Eid al-Fitr holiday (DisparbuPandeglang, 2021).

According to Trivan (2019), Pandeglang Regency has several leading sectors such as agriculture, fisheries, plantations, mining and tourism. One of the dominant tourism sectors is beach tourism. According to Hendri (2019), Carita Beach is one of the famous beaches in Pandeglang Regency. In the Banten Province Tourism Functional Development Area, Carita Beach is known as the west coast area after Anyer and Tanjung Lesung. The beach tourism sector in Pandeglang Regency has great potential as a marine tourism destination because of its strategic location, directly bordering the Sunda Strait and the Indonesian Ocean.

PANDEGLANG REGENCY BEACH TOURISM POTENTIAL

Each region has different tourism potential, which needs to be identified because it can become the basis for future tourism development (Arida, 2019). Tourism plays an important role in efforts to increase income. Indonesia, with its natural beauty and cultural riches, has great potential to develop this sector as a significant source of income for the country (Suwaib et al., 2022).

The process of transforming a village into a tourist village does not occur spontaneously, but is driven by several fundamental reasons. Several factors that encourage the development of tourist villages include: First, efforts to preserve local traditional and cultural values. Second, developing the natural, cultural and human potential in the village. Third, policies to create new jobs. Fourth, support the acceleration of overall village development. Fifth, there is high interest from the public in visiting the unique tourist attractions in the village. After the development process into a tourist village is carried out, the village can experience significant changes and become different compared to other villages (Herdiana, 2019).
Table 2. Comparison of Non-Tourist Villages and Tourism Villages

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Of Non-Tourism Villages</th>
<th>Tourism Villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potency</td>
<td>The village has not shown any striking uniqueness in terms of culture, customs, community characteristics, and the village’s potential has not been optimally utilized to attract tourists.</td>
<td>The village has an attraction for tourists thanks to its uniqueness, both in the form of natural beauty, customs and the unique characteristics of its people.</td>
</tr>
<tr>
<td>Community Character</td>
<td>Not open to immigrants or foreign tourists.</td>
<td>Open to immigrants or foreign tourists.</td>
</tr>
<tr>
<td>Public Perception of Tourism</td>
<td>Have the view and attitude that tourism does not have the potential to improve the community’s economy and support village development.</td>
<td>Providing support and encouragement for tourism activities that can contribute to improving the community economy and village development.</td>
</tr>
<tr>
<td>Livelihood</td>
<td>Depends on natural resource management such as agriculture, plantations and other sectors.</td>
<td>Diverse sources of livelihood, not only depend on natural resource management, but also include service sectors such as accommodation, transportation and other tourist services.</td>
</tr>
<tr>
<td>Village Development Orientation</td>
<td>Tourism is not included in the village development plan, so existing development programs are not focused on supporting tourism development.</td>
<td>Tourism is considered an integral part of village development plans, so development programs such as infrastructure are aimed at supporting tourism development.</td>
</tr>
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</table>

Source: (Herdiana, 2019)

The availability of facilities plays a very important role in tourism activities, because providing facilities is the main strategy for developing tourism areas. Adequate tourism facilities can increase tourist interest in visiting the area and increase overall tourism activities. One example of an area that is developing in the tourism sector is Pandeglang Regency, which is famous for its natural beaches, especially Carita Beach. In the National Tourism Development Master Plan, Carita Beach is recognized as a National Tourism Development Area. 

DOI:10.24076/jspg.v6i1.1613
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The conflict between the community and developers began with the community considering that business actors only profited from the use of natural tourism in Sukajadi Village without taking responsibility for managing and protecting the environment. In fact, tourists often make the environment around Carita Beach dirty, but the developers seem to turn a blind eye to this. This is as stated by local community informants who stated the following:

"So far, because there are lots of tourists, sometimes rubbish is scattered around. People often work together to keep the beach clean. "However, from the government, we don’t really understand what kind of funding is given to the village government for beach maintenance." (villagers Sukajadi, 18 March 2023).

Furthermore, according to informants from the community, it is known that the community often works together to keep the beach clean. In this case, the community also does not know anything about the funding provided by the government to maintain the cleanliness and sustainability of the environment around the beach. With direct action from the community to protect the coastal environment, the community feels they have the right to use every corner of the area in the village that is connected to the Carita Beach area.

According to Ihwan (2020), This area has a main function in the tourism sector and significant potential for national tourism development. This potential includes important impacts in several aspects such as economic, social and cultural growth, empowerment of natural resources, environmental sustainability, and defense and security.

**ACTOR CONTESTATION IN TOURISM OBJECT MANAGEMENT**

According to Ika (2021), In tourist destinations, the tourist attraction management system is processed by several competent actors or selected by the tourism and culture department. This selection is to facilitate the performance system in managing tourist attractions, where the tourist attraction here is the Carita white sand beach. The White Sand Beach tourist attraction is a tourist destination that is able to attract the attention of tourists. A good tourist attraction management process is able to develop the potential of the tourist destination, the synergy between government actors, private actors and community actors is very influential in terms of tourism development. However, these three actors do not always have a positive role or significant impact on the development of tourist destinations.

The government needs to take the public’s trust so that in the future there will be no more conflicts between the public and the private sector as well as illegal opening of new land to realize personal interests in order to make a profit. So far, the government’s role has only been to give permission to people to open stalls on the coast, and granting this permission has not been able to have a big impact on people’s income, because only a few people enjoy it. This friction is not only detrimental in terms of tourism potential
which can improve the economy of the surrounding villages, but also creates tension between the government, the private sector and the community.

Figure 2. Bubble Framework Actor Mapping
Source: (illustrated by the author, 2024)

The role of the Government in the bubble above is to manage tourist destinations, namely determining policies to implement rules in developing tourist attractions, then the actors involved are the private sector, the private sector becomes the developer in the form of an investor in order to increase the potential of the related tourist attraction. The private sector is very influential because in terms of management the private sector is the main milestone in terms of developing tourist attractions. Furthermore, in terms of management, the private sector provides a management role to the local community, the community becomes part of the management in the service sector.

The synergy between government actors, private actors and community actors is very influential in terms of tourism development. However, these three actors do not always have a positive role or significant impact on the development of tourist destinations. The roles of these three actors sometimes give rise to conflict in terms of management, where each actor has their own goals to enrich themselves (Herdiana, 2019). This conflict often causes friction between the community and the developer. This friction is not only detrimental in terms of tourism potential which can improve the economy of the surrounding villages, but also creates tension between the government, the private sector and the community.

Contestation and conflicts of interest between actors are also increasingly visible with the lack of acceptance from the community every time a new business or tourist destination is developed in the area. Informants from the residents stated that, Tensions in competition between actors tend to have a negative impact, especially in technical development which aims to improve community welfare. Losses include a decline in the social conditions of society, a lack of consideration of environmental aspects in policies, and difficulties in achieving economic goals and social welfare. Contestation and conflicts
of interest between actors are also increasingly visible with the lack of acceptance from the community every time a new business or tourist destination is developed in the area. Informants from the residents stated that.

“It’s difficult to differentiate. Sometimes there is no information from the government, suddenly resorts, villas and restaurants have already been established. In fact, the community should be involved, asked about the impact, what the best discussion would be. "For example, restaurants, we also feel competitive because there are local residents who have restaurants." (villagers Sukajadi, 18 March 2023).

Conflicts of interest between the parties should be minimized if each party’s rights can be accommodated proportionally. This contestation problem should also be able to proceed in a healthy manner if the Village Government does not only provide development information, but is also involved in the process before issuing permits. This method should be able to support the role of the Village Government in making an earlier approach to the community. According to Nugroho (2023), people who only understand the final results often feel that they do not accept the development of tourist destinations without the knowledge and approval of the community. The government needs to take the public’s trust so that in the future there will be no more conflicts between the public and the private sector as well as illegal opening of new land to realize personal interests in order to make a profit. So far, the government’s role has only been to give permission to people to open stalls on the coast, and granting this permission has not been able to have a big impact on people’s income, because only a few people enjoy it.

This more crucial substantial thing can also be seen from the minimal role of the village government, even though in fact the village government and village community are the parties most directly affected by all tourism activities on Carita Beach. This condition can be concluded from the opinion of the Sukajadi Village Head who stated that.

“From my perspective, this village does not even have authority to that extent in terms of development. "Maybe we were only told that there was going to be construction, shown the business permit, location permit and other documents." (Head of Sukajadi Village, 24 May 2023).

In terms of formal regulations, this is actually said to be correct, because currently the licensing system is centralized through the Online Single Submission (OSS) system. As stated by the Operational Management of the Lippo Carita Condominium, previously the licensing authority was directly vested in the local government, the establishment of the condominium has fulfilled the legality elements of the permit. However, currently licensing has been transformed into a centralized OSS system, so that management has updated licensing in accordance with applicable procedures.
Coser (2018), also explained that conflict can have functional and dysfunctional impacts on the relationships between structures that exist in the social system as a whole. The conflict that occurs in the management of tourist destinations here is a realistic conflict, this conflict arises from dissatisfaction with specific expectations in the relationship and from estimates of the benefits obtained by the perpetrator. In this case, the community wants survival in terms of tourism in their village but is hampered by the conflict that occurred with the developer, where the government is unable to resolve this conflict.

Coser (2018), further explained about conflict itself, where conflict is not always about conflict, but conflict can be one or two groups in conflict finding a bright spot by contributing to the integrity of each group and a significant social change in society can occur from the occurrence of conflicts between entrepreneurs and the community in terms of management. In terms of conflict resolution, there is still minimal education and space for discussion, so that conflicts between the community and developers continue.

As is known, the Framework Actor Mapping concept is needed in terms of development or innovation in every region that has potential resources. According to Trivan (2019), this actor mapping aims to control the actors who play a role in it. The Actor Mapping concept aims to identify strategies during program/policy implementation based on stakeholder power sources. The actor mapping that occurs in the management of tourist attractions in Pandeglang Regency is still not running well and in accordance with the concept, where the Government, Community and Entrepreneurs are still not synergizing well, that these three actors should be able to synergize well so that they can realize policies/innovations that can boost tourist destinations have not
been fulfilled. These three actors still prioritize their own interests, by exploiting existing resources, making it difficult for their regions to innovate in the tourism sector.

POWER RELATIONS IN MANAGEMENT OF TOURIST ATTRACTION DESTINATIONS

According to Yunindyawati (2022), the actor mapping that occurs in the management of tourist attractions in Pandeglang Regency is still not running well and in accordance with the concept, where the Government, Community and Entrepreneurs are still not synergizing well, that these three actors should be able to synergize well so that they can realize policies/innovations that can boost tourist destinations have not been fulfilled. According to Kleibrink (2018), power relations can occur in the form of conflict or competition, cooperation (negotiation) and resistance in obtaining benefits from resources (Kleibrink & Magro, 2018). The power relations in the management of the Carita beach tourist destination have at least several actors interacting, namely: Private actors, namely the Carita condominium hotel and Sukajadi village community actors. With a very significant decrease, this will have an impact on the contribution of tourist destinations to local revenue, because the amount of income will be in line with the contribution given, if the income of tourist destinations increases then the contribution will also increase, but conversely if tourism income decreases then the amount of contribution given will decrease (Iqbal et al., 2021). This conflict often causes friction between the community and the developer. This friction is not only detrimental in terms of tourism potential which can improve the economy of the surrounding villages, but also creates tension between the government, the private sector and the community.

Figure 4. Arrows of Relationships Between Actors in Conflict Management
Source: (illustrated by the author, 2024)

In terms of management, the private sector complains about access to the beach which is managed by the community illegally. This is done by the community on the basis of community resistance to the government because in reality the government never listens to the community's opinions regarding development or plans to create a destination tourist attraction. The community feels that those who are part of the grass roots are ignored by the government, only those who have capital participate in discussions about development.
Power relations in the management of tourist destinations occur due to conflicts between entrepreneurs and the community, in this case the private sector uses power by holding the village government, where the Sukajadi village head participates in all hotel development and licensing, but in other problems, the Sukajadi village head also participate in receiving money from the community in managing illegal beach access. The head of Sukajadi village participated in receiving security money given by a figure who was called a strong man in Sukajadi village. Lukman, a figure who was looked up to in the village, stated that his party always made deposits in the form of money to the village head so that illegal access remained open.

The Tourism Department is aware that there is still a large number of illegal tourists at Carita Beach who do not have permits and cause opposition from illegal business actors. On the other hand, there are also people who feel that their rights have been violated due to the many new tourist destinations without paying attention to the needs of the community. In this case, the informant from the Tourism Department stated that.

"That was, starting from the lack of permits, even the community itself charging illegal fees to tourists, there are land disputes between managers and the community. "Actually, the source of the problem comes from this illegality. If there is no permit, it will be difficult for us to investigate if there is a problem."

(Government tourism office, June 2022).

However, until now there has not been a single action from the government that has had a significant impact on resolving this problem. However, on the other hand, the government realizes that this permit is a means for the government to monitor the actions of business actors so that they do not harm the environment and society. Apart from that, community actions must also be educated so as not to harm business actors. This unresolved problem makes the contestation between actors in tourism development at Carita Beach look unhealthy and increasingly shows a conflict of interest.

The power relations in the management of the Carita beach tourist destination have at least several actors interacting, namely: Private actors, namely the Carita condominium hotel and Sukajadi village community actors. In terms of management, the private sector complains about access to the beach which is managed by the community illegally. This is done by the community on the basis of community resistance to the government because in reality the government never listens to the community’s opinions regarding development or plans to create a destination tourist attraction. The community feels that those who are part of the grass roots are ignored by the government, only those who have capital participate in discussions about development.

Thus, an effort is needed to solve this problem, one of which is through community-based tourism development. This is in line with the policy direction of the Head of the Tourism Service, namely that there are efforts to involve the community directly in every program implemented.
"Of course there is, especially with the tourist village plan. Here we have started to pioneer and conceptualize it to involve the community directly. "The goal is so that people don't feel marginalized, because after all, many people have lived there for generations, so they feel they have the right to enjoy the area." (Government tourism office, June 2022).

Then later the Sukajadi village head gave information to the government tourism department under the pretext of the community’s request that access was based on the wishes of the Sukajadi village community. Lukman did not mention whether there was a deposit from the village to the department or not. In this case it is clear that the relationship between actors is quite visible, the conflict is allowed to continue to occur, and the steps of the village head only mediate whenever there is tension between the private sector and the community, which according to residents’ statements is that the Sukajadi village head also enjoys the results of various actors in conflict.

CONCLUSION

Sukajadi Village is a village in Pandeglang Regency which is rich in tourist destinations, including Carita Beach. As an area that is in direct contact with the boundaries of Carita Beach, the Government periodically gives permission to private parties (business actors) to develop tourist destinations in this area. With the development of tourist destinations, people actually feel that their rights have been harmed because they are seen as not paying attention to their needs and killing the economy of the local community. As Coser explained about conflict, conflict is not always about conflict, but conflict can be one or two groups in conflict finding a bright spot by contributing to the integrity of each group and a significant social change in society can occur from the conflict between entrepreneurs and the community in terms of management. In terms of conflict resolution, there is still minimal education and space for discussion, so that conflicts between the community and developers continue. On the other hand, there are also members of the public who make illegal levies by blocking access to the beach for tourists so that private tourism developers feel disadvantaged due to complaints from tourists. The level of complexity of the problem is an indicator of unhealthy contestation and increasingly shows a conflict of interest between actors in tourism development on Carita Beach. The existence of contestation between the actors developing the Carita Beach tourist destination illustrates that the government is considered to be siding with the private sector or investors and makes tourism activities in the village almost completely controlled by investors, thus triggering the emergence of areas of economic competition.

Furthermore, the author’s advice for business actors is that they should base their establishment of a tourist destination development business based on licensing as a basis for formal legality. Apart from that, business actors as private parties should approach the community before starting a business in order to gain good acceptance from the
community and continue to carry out corporate social responsibility on target. Suggestions for further research are expected to further elaborate on the overall contestation between actors, so that subsequent research is able to explain the urgency of the problem which is more focused on the problems in Sukajadi Village. Related to problems in village communities and problems in government and the private sector.

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