



Development Of Health Promotion Media As An Effort To Improve Safety And Health Of Tourists In Parangtritis Beach Tourism Area

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Abstract

Introduction: Parangtritis beach is the most visited tourist destination in Special Region of Yogyakarta. The high number of tourists' activities results in the high potential accident that can happen on the spot. Some efforts to increase the tourists' health degree can be done through various preventive measures. Health promotion at the Coastal Tourism Area is an effort to prevent, control, supervise, and manage things that can possibly harm the tourists in the area. Prevention, education, and health promotion efforts by providing more

communicative information and in accordance with the target's needs are fundamental expected to provide better behavioral changes in minimizing the dangers that may occur in Parangtritis beach tourism area. **Purpose:** Developing health promotion media in Parangtritis beach tourism area as a means of improving safety and health of the tourists so that information which is easily accepted and understood could be delivered to them. **Method:** this study uses a qualitative approach with Action Research design. The research covers the stages of analyzing the needs of information media and media development. **Results:** the results showed that accidents which were mostly occurred were drowning and jellyfish stings. This is due to tourists' lack of knowledge about RIP Current and preventive acts of jellyfish stings. In addition, according to tourists, the given information about the dangers that might happen in the Parangtritis beach tourism area is still lacking, so that media development needs to be done with the hope that information can be received and spread evenly to tourists. **Conclusion:** the most needed media are tickets and brochures contains the dangers of RIP Current and jellyfish stings.

Keywords: Health Promotion, Media, Safety and Health, Tourists

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Introduction

In 2017 Indonesia government has assigned tourism sector as a national development priority as it supports Indonesian GDP, foreign exchange, and is the easiest and cheapest job opportunity. According to the data of Ministry of Tourism, tourism sector is believed to be able to increase people's economy. Every year the tourism sector consistently contributes in foreign exchange as much as 9.3%. in 2017 the GDP average that was donated by the tourism sector reached the number of 11.3%, and the average of foreign exchange reached IDR 72 trillion (Widiyastutia, 2019). Indonesia is one of the countries with various tourist destination, including natural, social, and cultural tourism which are spread along Sabang to Merauke. Tourism development becomes the main priority in supporting regional development. Special Region of Yogyakarta is one of the popular tourist destination beside other cities in Indonesia (Triangono, 2018).

The most frequently-visited tourist destination in Special Region of Yogyakarta is Parangtritis Beach with 2.229.125 visitors in 2016, increases into 2.771.766 in 2017 and reached the number of 2.895.187 visitors in 2018. (YRSTO,2018) Along with the high number of visitors in Parangtritis beach, the number of the activities carried out by the tourists increases as well. These numbers result in the high number of accident that potentially occur at the beach. According to work reports of SAR team at the Parangtritis beach tourism area in 2016, there were 37 cases of drowning, 50 of which were safe and the other 4 were dead. In 2017, there were 19 cases with 32 tourists were safe and 2 tourists reported dead. In 2018, 24 cases were reported with 40 tourists were safe and other 2 were dead. From January to May of 2019, there were 11 cases in which 13 tourists were safe and 3 were dead. The success key of tourism activities is to pay attention to the safety and security (Wirama, 2017).

The efforts of improving tourists' health degree can be done through many preventive measures including health promotion in Coastal Tourism Area. This means to prevent, control, supervise, and manage things that can harm tourists in the area. Prevention, education, and health promotion efforts by providing more communicative information and in accordance with the target's needs are fundamental expected to provide better behavioral changes in minimizing the dangers that may occur in Parangtritis beach tourism area (Kusuma, 2016).



Health promotion cannot be separated from the media for through it the messages can be delivered in a more interesting way and is easily understood, so that the targets can learn the message and decide to adopt positive behaviors (MRI,2012). Other reasons to why media is highly needed in doing health promotion are because media: facilitates information being provided, avoids misperception, clarifies information, eases the understanding, reduces verbal information, portrays objects that cannot be captured by eyes, facilitates communication, etc. In the health promotion that aims to increase the tourists' safety and health, it is important to use a media that suits the tourists' characters and demands (Qisty, 2017).

So far the information media about the dangers that might occur in Parangtritis beach tourism area is still lacking, hence the writer is interested in doing a research on Health Promotion Media Development at Parangtritis beach tourism area as a means of improving the safety and health of the tourists.

Methods

This study is an Action Research type which is a theory application of health promotion media production (Sugiyono,2012). This research was started by identifying the tourists' information media needs and was continued with the making of the product design. After that, the trials of the product design were carried out alongside the revision if it is needed. The research was done through five stages, which are the stage of identifying the needs of information media and the stage of media development that involves the initial design of the product, product pretest, and product improvement (Moleong, 2008). Data in this stage were obtained through the analysis of media needs by interviewing tourists, Bantul Regency Tourism Office, Bantul Regional Disaster Management Agency, and by doing FGD to SAR members.

Results

Table 1.1. Characteristic of the main informant based on the age



No	Age	Total	Percentage
1	< 20 years old	2	12 %
2	20-29 years old	8	47 %
3	30-39 years old	4	23 %
4	> 40 years old	3	18 %
	Total	17	100 %

There were 2 informants who were less than 20 years old, 8 informants who were 20-29 years old, 4 informants with age range of 30-39 years old and 3 informants whose age were more than 40 years old.

Table 1.2. Characteristics of the main informants based on the educational background

No	Education	Total	Percentage
1	Middle School	2	12 %
2	High Sschool	7	41 %
3	Diploma	3	18 %
4	Bachelor	5	29 %
	Total	17	100 %

There were 2 informants with educational background of middle school, 7 informants from high school, 3 informants with diploma and 5 informants with bachelor degree.

According to the research, all informants in the study argued that they need media as a place to give information and to educate people about the dangers that might occur in the Parangtritis beach tourism area. The reasons as to why they need media are because it will



inform them about the dangers including the kinds, notice, and the evacuation. Most of the informants thought that written media was very effective, as stated as follows:

“I prefer the written media because for the verbal one, if we don’t pay much attention to it, we will forget about it eventually because we come here to have fun, the written media can be read over and over again so that we can understand it better the next time we visit here again” (B, 19 yo, high school, M)

“I prefer the written media because I like reading and the information will be clearer as well” (K, 23 yo, bachelor, F)

According to the result of the research, the media that is much needed by the tourists are in the printed forms, which are tickets and brochures. The tourists also said that it is important to receive information and notice from the ticketing staff that the visitors should read the ticket and the brochure before entering the coastal area. This is as mentioned in the following statement:

“we get a ticket to enter the beach, so if it is written in the tickets we will understand from the very beginning” (K, 23 yo, bachelor, M)

“those brochures that is given in pair with the tickets, because every visitor must enter the place through the ticketing gate, and there are only two entries so I think every one of them can receive the information through the brochures evenly “ (Q, 32 yo, diploma, M)

Based on the research which has been conducted, all informants stated that media should be designed as attractive as possible, as the following statement:

“it should be attractive either from the writing, picture, or the colors” (N, 26 yo, high school, M)

Observation



1. Observation towards health and safety promotion media

According to the results of the observation, it is known that Parangtritis beach has 2 main gates for purchasing tickets (TPR) which are directly managed by Bantul Regency Tourism Office. There is also a joglo of UPT (technical implementation unit) of Parangtritis beach which actually is an administrative office as a work unit from the Tourism Office.

There are no billboards or warning signs about dangers that might occur in Parangtritis Coastal Area that can be seen in front of the TPR. However, at the south end of the parking area is a 120x120cm steel-made warning sign telling visitors not to swim. The sign is considered less attractive and less communicative so that it cannot catch the visitors' attention. Based on the research, the sign was apparently a facility provided by Tourism Office back in 2017.

2. Observation towards safety signs

Warning signs are located at the side of the beach after the parking area. Unfortunately, the sign containing information about the tsunami hazard had collapsed and no longer standing. Furthermore there are no-swimming signs at the beach written on boards and flags.

Both of the signs, however, do not meet the Australian guide in which they do not follow the specified standards of the size and the format. There are no appropriate flag signs available at the beach beside only a red flag with no-swimming sign. This matter, claimed by the SAR team, was due to lack of the budget. Therefore, the signs were made in accordance to the type of resilience that suits the budget.

Initial Trial And Media Revision

The next stage that was done was initial trial towards the media which has been developed to the targets and has been through a consultation with health promotion media expert.

1. Tickets

The initial design for the tickets has been prepared and the trials were done to 5 visitors as informants. The feedbacks that were given are as follows:



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	Opinion
Respondent 1	A further attention should be put into the symbol saying is it allowed to swim or not.
Respondent 2	Interesting and very creative
Respondent 3	The design is good and is easily understood.
Respondent 4	It is interesting but the signs should be given more attention.
Respondent 5	The ticket would be better in brighter colors.

The informants were visitors or tourists with age range starting from 19, 21, 24, 26, 37 to 47 years old, with a various educational background starting from middle school, high school, diploma, and two of them were bachelor degree. Generally all informants said that the recent design of the tickets was better than the ones that were previously used. However some informants also said that there are things that should be considered thoroughly, including the signs, the writings or the notice under them and the colors that should be changed into the brighter ones to reflect the beach's joy.

The results of the media trials then were discussed with 3 experts consists of media expert, health promotion expert and occupational health and safety (OHS) expert. The discussion resulted in:

	Opinion
Media expert	- The entry ticket is quite good but the color should be brighter. - The danger signs should be put clearer.
Health promotion expert	- A no-swimming sign with a caution to be careful shows inconsistency.
OHS expert	- Some writings should be shown clearer. - A clear and non blurry picture will be easier to read by people.



According to the discussion and opinions from the experts, they suggested to make the writings and the signs clearer. The media expert advised to use brighter colors to attract the visitors' attention more so that the messages can be read and understood. The OHS expert gave advice to change the picture of the signs while the health promotion expert advised us to be more consistent in giving the notice.

2. Brochures

Just as previously done to the tickets, the initial design of the brochures were given to 5 tourists as informants. The following feedbacks were:

	Opinion
Respondent 1	The language use was very clear and easy to understand, the pictures were also clear and attractive.
Respondent 2	The explanation about the dangers of RIP Current was clear enough and the illustration that follows also quite easy to understand.
Respondent 3	There were too much writings inside the box so that the readers cannot be focused. It needs to be made up into a better version, as well as the background color that needs to be brighter.
Respondent 4	The design was already good and easy to understand. By having this kind of media it is expected that the tourists will gain more knowledge.
Respondent 5	The design was very good, but the background color was less striking.

According to the previous results, some informants said that the media was quite good and was easy to understand while the other informants said that there were too much writings



and the pastel colors on the initial design were less attractive. The results of the initial media trial then were discussed with the media expert, health promotion expert, and OHS expert. The discussion results are as follows:

	Opinion
Media Expert	- The title font was too close - The color should be brighter to attract readers. - The writing should be more presentable.
Health Promotion Expert	- Other dangers of RIP Current and jellyfish stings should not be included for it becomes repetitive.
OHS Expert	- The information provided was quite clear and meets the standard of tourists' health and safety promotion.

According to media expert, the title of the brochures has no empty space and was located too upward, and it has less attractive colors. The writings should be revised so that it attracts the tourists more. According to health promotion expert, however, the RIP Current symbol should not be included at the same space with other symbols for it has been mentioned in details in prior. The OHS expert said that the information delivered was already nice.

Discussion

In this research, the writer uses Health Need Assesment theory through PRECEDE Logic Model approach that was established by Green-Kreuter. Accroding to Green, Health Need Assesment is an assesment of public health needs as a dynamic ongoing process, carried out to identify the wants and the needs of the community, as well as allows broader community development through setting health priorities in facilitating collaborative interventions planning to lead to improved health status and quality of life (Bartholomew, 2006).



The objective of the need assesment in media development is to gain information needed to carry out meaningful changes in a population. Need assesment is used to explore or identify objects that are targeted with clear interventions. The determination of needs can be done by adequate knowledge or by participatory methods to find out the determinant factors and the population needs. Therefore, several factors (determinant personal and determinant external) must be known in prior before exploring the needs in the development of health promotion media. In accordance to the Health Need Assesment model, in order to know the determinant factors and the needs of promotion media, researchers has explored the information through in-depth interviews, FGDs and observations. The needs referred in this study are the needs of promotion media as an effort to improve health and safety of the tourists. Meanwhile the determinant factors include knowledge, perception, attitude and policy.

The role of the media in health promotion is very important, since it can explain in detail the information in relation to health. In order to produce a media that is suitable for the targets so that they receive the materials well, a deeper study is necessary. The production and the development of the health information media will be systematic, because it goes through detailed stages. Besides, the developed media is adjusted with the characteristics and needs of the targets.

The first stage is to identify the needs of the media. This stage is carried out to determine the most suitable and effective message to overcome the problems at hand. This research is trying to develop a health promotion media about the dangers that might happen in Parangtritis beach tourism area as an effort to improve the health and safety of the tourists. Based on the research result, most informants were attracted to the written media because of several reasons, one of which was because it could be read, seen, and widely distributed.

Developed Media

According to the research result, the developed media in this research is written media such as tickets and brochures. This is in accordance to the result of needs analysis where the tourists were more interested to the previously mentioned media because the informants of the research and the key informants said that tickets and brochures were the most effective media. The



information could be distributed evenly because every visitor who will enter the beach area has to pass the ticketing gate. Moreover, visitors said that the SAR team better maximally use the loudspeaker more often so that the information about the beach condition can be heard and understood by the tourists.

The development of health promotion media in tourist destination aims to deliver the information about preventing possible dangers that might occur so that the visitors and other parties could improve the health and safety for healthy behaviors among tourists. In order to achieve the goal in creating health promotion, a media that is appropriate to the targets' need is necessary. The media is expected to actualize the vision and mission of health effectively and efficiently.

The use of media in health education has the purposes of raising attention towards a problem and reminding the information that is delivered so as to cause changes in the knowledge and attitude. Brochure as a printed media has several advantages including being able to give raise to respondent's responsibility towards the knowledge about basic information they received. Brochures were distributed to individuals so that the media can be learned at any time (Musaini,2011).

A brochure is a single printed sheet (no fold) that is used to attract public's attention towards an event, service, product, or idea. Brochures, or more commonly known as leaflets, generally only contain of outlined information because it aims to be read quickly by the tourists to understand the information about the dangers that might occur in Parangtritis beach. Brochures are usually distributed manually from hand to hand to people who are walking either at the roadside, at an event, exhibition, or others popular public spaces because it is designed specifically for practical promotional media (Putra, 2016).

Tickets are cards or paper slips that are used to enter a location such as Parangtritis beach tourism area. It is given signs about dangers that might occur in the location to educate the visitors with basic information about things that should be watched and avoided before entering the area. The media development is based on the tourists' needs. The presence of the media is very important to improve the tourists' awareness. In order to create a high quality media



product, it has to pass the correct media development procedure. The researchers has conducted a test on the initial products and received criticism and advises from experts and tourists. The media expert said that the developed media was already good in delivering the information, but there were things to be revised in relation to the background color and the writing. This is in line with the tourists' opinion. After doing the needs analysis, it is safe to say that the most needed media is ticket and brochure which contain the dangers of RIP Current and jellyfish stings. The conclusion was achieved after doing the initial trial and media revision which were developed and used as policy formulations.

Conclusion and Recommendation

Based on the research results, the conclusions are as follows:

1. The tourists' knowledge about the dangers that might occur at Parangtritis beach tourism area was adequate, however the knowledge about how to avoid the dangers was still lacking. This is due to unavailability of the specific information about the dangers that might occur in the area so that the development of the media that contains the most frequent dangers which are RIP Current and jellyfish stings along with the definition, notice and the prevention is very much needed.
2. The tourists' perception about the dangers that might occur at Parangtritis beach was quite good, but they were still hesitant about the matter. Therefore a media development about the dangers of RIP Current and jellyfish stings along with the definition, notice, and the prevention is necessary.
3. The tourists' opinion on the information provided about the dangers that might occur at Parangtritis beach through the media is necessary to help increase the awareness of safety and health during the visit.
4. Policies at Parangtritis beach was quite good. However, the Tourism Office itself said that they still lack in educating tourists about the southern sea whereas Parangtritis beach is one of the biggest donatur to the Original Local Government Revenue (PAD). The high number of the visitors matches the high risk of the possible dangers that might happen to the tourists,



for up till today there were many tourists who became the victim of mysterious causes at Parangtritis (RIP Current). Besides in the past few months there were many cases of tourists who got stung by jellyfish.

5. Information media about the dangers that might occur at Parangtritis beach was just in forms of simple sign. The most needed media at the moment are ticket and brochure about the dangers of RIP Current and jellyfish stings. On the ticket are the signs telling the dangers of RIP Current and jellyfish stings, while on the back part are the definition, notice, and ways to safe ourselves from RIP Current. The brochure will contain information about the dangers of jellyfish stings including the definition, notice, and the first aid.

Recommendations

a. For Tourists

Tourists are expected to pay more attention to the existing signs and to hear the notice from SAR team so that they can keep their health and safety during the visit.

b. To Bantul Regency Tourism Office

It is necessary to do a development and innovation to the related facilities as an effort to raise anticipation, safety and health of the tourists.

c. To Bantul Regional Disaster Management Agency

It is necessary to increase the number of SAR members in order to provide a better monitor towards the tourist when there is a surge in the number.

d. To SAR Team

The needs to fix the signs in accordance to the specified rules, to use the loudspeaker as often as possible, and to add the duration of the notice so that the information can be received evenly by the tourists.

e. To Next Researchers

To be able to continue carrying the research until there are changes in th knowledge, attitude, perception and tourists' behavior.



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