Development of New Slat Beach Tourism, Bantan District, Bengkalis Regency, Riau Province

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ABSTRACT: This study aims to (1) find out how the role of the community and local government in developing Selat Baru Beach; (2) Analyzing the income generated from New Straits Coast tourism; (3) Analyzing the benefits of economic value resulting from the development of New Straits Coast tourism. The method used in this study is a survey method using purposive sampling and accidental sampling as respondents. Purposive sampling was used for the management community respondents which amounted to 31 people and accidental sampling was used to take respondents to tourists. The results showed that the role of the community and the local government in the development of New Straits beach tourism was very good in terms of their activities which held a beach festival every year and the average income of the community managing the New Straits coast was around Rp. 1,000,000.00/month. For the economic value using multiple linear regression statistical analysis, the results found from the economic value of the tourism environment are an average of IDR 379,033.00/month.

KEYWORDS: Tourism, Income, Economic Value

I. INTRODUCTION

Natural resources are everything that is available on earth and can be used by humans to meet the needs of life. Loss or reduced natural resources itself will be able to affect the survival of human life on earth. The form of one of the common natural resources used by the community as a tourist place to meet the needs of life is the New Straits Beach which is a coastal and fishery or marine resource. According to Swenekhe (2010), coastal and fisheries or marine resources are essentially renewable through a natural cycle mechanism. However, at the level of consumption that exceeds the speed of the natural cycle process, there will be scarcity. In this activity, Musgrave (1993) states that the optimal use of scarce resources involves two main problems: first to ensure efficiency and second to ensure a fair distribution. With the existence of natural resources, it can be interpreted that if the community manages it as much as possible, it will be able to increase the level of welfare of their lives.

Selat Baru Beach is a beautiful beach and is located in Selat Baru Village, located about 30 kilometers from the capital city of Bengkalis. This beach is very nice which is always full of tourists and local people. This beach is full of yellow sand which is very beautiful when enjoyed in the afternoon. However, the facilities are still under development and progress. According to Tuti (2013) this beach is a tourism development target for Bengkalis Regency, this is in accordance with the Bengkalis Regency Spatial Plan 2012/2013 which makes the new Straits Coast area a marine tourism development and is further stipulated in the Strategic Plan of the Bengkalis Regency Tourism Office.

Development efforts are one form of environmentally friendly utilization, the principles of ecotourism sustainability are well implemented can provide a level of welfare for the local community. The principles of ecotourism development according to the regulation of the Minister of Home Affairs No.33 of 2009 include: (1). There is a match between the types of ecotourism for the local community; (2). Provide economic benefits to local communities; (3). Contains environmental education; (4). Provide satisfaction and experience to visitors; (5) Involving community participation; (6) Accommodating local wisdom. Based on the description above, the principle of ecotourism development is to balance the three pillars, namely achieving the sustainability of economic, social and ecological functions.

Planning an area for ecotourism purposes must be based on a specially made study. For this reason, by paying attention to the protection of the surrounding natural environment and culture in the area itself. Regional physical planning for ecotourism purposes must be based on research that is in accordance with the natural environment by taking into account broader geographical factors and not only from an administrative point of view. Plans related to the development of ecotourism in an area must take into account the ecological factors of the area concerned. Ecotourism development planning does not only pay attention to problems from an economic perspective, but it is equally important to pay attention to social problems that may arise.

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The potentials possessed by the Selat Baru Beach must get the right steps with more optimal strategies in their development activities which of course must be fully supported by several parties who have very important roles, such as; Society, Government and Industry. New Straits Beach is a potential area of regional superiority that has not been managed and developed properly (Tuti, 2013). In this case the safety and comfort of tourists or visitors when visiting must be considered. As we know that comfort and safety are very important conditions in the ecotourism industry. According to Dian (2018) the threat of comfort and security of tourists can be influenced and caused by various factors, such as terrorist acts, local conflicts, natural disasters, transportation, Comfort and security for tourists is one of the factors that determine the decision to travel to a tourist destination. However, not many of the parties take the safety and comfort factor of tourists seriously, even some of them can ignore it, so that without realizing it will have a very serious impact on the development of a tourist attraction. For this reason, the author is interested in conducting research on "Development of New Straits Coast Tourism, Bantan District, Bengkalis Regency, Riau Province". Therefore, this study aims to: (1) find out how the role of the community and local government in developing Selat Baru Beach; (2) Analyzing the income generated from New Straits Coast tourism;

RESEARCH METHODS
Research Location and Time
This research was conducted from August 24 to September 24, 2022 at Selat Baru Beach, Bantan District, Bengkalis Regency.

Research methods
The method used in this research is a survey method. The survey method is a research method that is held to obtain facts from the symptoms and seek actual information, both related stakeholders in the fisheries, social and economic fields of a group that conducts fishing business. Then all the data obtained are then processed to achieve the research objectives (Nazir, 2013).

Determination of Respondents
To determine the sample of respondents in this study by means of purposive sampling and accidental sampling. Sampling of respondents by purposive sampling was used for the sample of respondents from the management community, which amounted to 31 people from the management community and for accidental sampling was used to take respondents to tourists. According to Notoatmodjo (2010) accidental sampling is taking respondents who happen to exist or are available in a place according to the research context. Furthermore, the data collection techniques in this study were observation, interviews with the community, managers and visitors, documentation (Nawangsari et al, 2018).

Data source
Table 1. Data Source

No	Parameter	Indicator
1.	Tourist Attractions (Attractions)	1. The degree of rarity or uniqueness. This uniqueness includes the similarity of type, quality, condition, and the impression it creates
		2. The beauty of tourism objects (types of beauty include: geology, flora, fauna, water)
		3. Tourism value (recreation, knowledge, culture, medicine, belief)
		4. Availability of land for recreation (relaxing, playing, exercising)
2.	Accessibility	1. Distance from highway (district road)
		2. Road to tourist attraction
		3. Vehicle to object
		4. Number of public transportation to the object per day
3.	Facilities and Basic Facilities (amenities)	1. Clean water facilities
		2. Means of worship
		3. Electric
		4. Telecommunication network (HP signal, wifi and home telephone network)
		5. Parking lot
		6. MCK
		7. Restaurant
		8. Lodging
		9. Souvenir/gift shop

Source: Author's Study (2022)

Data collection
The data used in this study are primary data and secondary data. According to Sugiyono (2015) primary data is a data source that directly provides data to data collectors. Primary data was obtained from distributing questionnaires to the community, managers,

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and tourists who became respondents to find out how the role of the local community in developing New Straits beach tourism and to analyze the benefits of the economic value of tourism in terms of income. While secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Primary data were obtained from the field through interviews with the community, managers, and tourists by using a questionnaire to find out the role of the community and local government in developing New Straits beach tourism and how much income is generated from the tour. While secondary data were obtained from various literatures, library sources, records or information relating to the subject matter of the development of coastal tourism.

DATA ANALYSIS
1. Descriptive Analysis
Descriptive analysis is an analysis used to describe the results of observations in accordance with the reality in the field regarding something being studied. According to Nazir (2003) descriptive analysis is an analysis to describe systematically, accurately the facts and characteristics of the population or activities carried out in certain fields that make research subjects based on data from variables obtained from the group of subjects studied and facts that occur in the field.

2. Economic Value Analysis
In this study, the economic value of New Straits coast tourism is calculated using the travel cost method. Travel costs are the total costs incurred by visitors during tourism activities. Determining the average travel cost of the total amount of travel costs incurred during a trip or tourist activity, is formulated (Fuji, 2017):

$BPT = BT + BTk + BK + BUj + BL$

Where:

CPM	= Total Travel Cost (Rp/person/day visit)
BT	= Transportation Cost (Rp/Person)
BTk	= Ticket Cost (Rp/Person)
BK	= Consumption costs during the tour (Rp/person)
Buj	= Service Business Fee / buoy rental, etc. (Rp/person)
BL	= Other Costs/Parking, Rinse (Rp/Person)

To find out the economic value of the tourism object environment with the travel cost method, the following steps are used (Sahlan, 2008):

1. Determine the respondent's average travel/visit cost:

$X1 = \frac{\sum BPT}{n}$

Where :

X1	: Respondent's average travel cost/visit
CPM	: Total travel expenses of respondents
N	: Number of respondents

2. Determine the economic value of the tourism environment

To determine the effect of independent variables on the dependent variable used statistical analysis tools, namely multiple linear regression. To find out the significant level of each independent variable regression coefficient (independent variable) to the dependent variable (bound variable), statistical tests were used including t test, F test and R2 test.

Before analyzing the relationship between the dependent and independent variables, the data normality test and classical assumption test were carried out which consisted of multicollinearity test, autocorrelation test, and heteroscedasticity test to test whether the regression model found a correlation between independent variables.

Multiple linear regression method, which can be formulated as a functional equation model as follows (Fuji, 2017):

$Y = b0 + b1X1 + b2X2 + b3X3 + e$

Where :

Y	= Number of visits
b0	= Constant
b1, b2, b3	= Coefficient
X1	= Travel Cost (IDR)
X2	= Individual income (Rp/month)
X3	= Distance from house to tourist attraction (Km)
e	= disturbance variable

Furthermore, testing will be carried out using the SPSS program, this is done to test hypotheses on the independent and dependent variables.

In this study the variables used are:

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1. Economic valuation is an effort/activity to provide a quantitative value for goods and services produced by tourism which is measured in Rupiah (Rp) (Nazhar, 2013).
2. The method of travel costs is the total amount of costs incurred by visitors during tourism activities including transportation costs, ticket costs, consumption costs, souvenir costs and other costs measured in Rupiah (Rp) (Nazhar, 2013).
3. Distance is the distance traveled by the respondent which is measured in Kilometers (Km).
4. Income is the respondent's average monthly income which is measured in Rupiah (Rp).
5. Total travel costs are the total value of travel costs incurred by respondents to go to tourism which is measured in Rupiah (Rp) (Nazhar, 2013).

RESULTS AND DISCUSSION

Descriptive Analysis

Selat Baru Beach is a beautiful beach and is located in Selat Baru Village, located about 30 kilometers from the capital city of Bengkalis. This beach is very nice which is always full of tourists and local people. This beach is full of yellow sand which is very beautiful when enjoyed in the afternoon. However, the facilities are still under development and progress.

Figure 1. Beautiful New Straits Beach

The typical food for the Selat Baru beach tourism is Lokan as the main food menu in the Selat Baru beach canteen and the young coconut water drink menu as the main drink menu attracts the attention of visitors. The role of the local government and the community in the development of New Straits coastal tourism is to provide facilities and infrastructure, to monitor the environment in order to maintain and maintain the condition of the waters and supporting facilities in the tourist environment, to carry out socialization activities or tourism promotions to increase the number of tourists who do tourism activities. visits to tourist areas for vacation purposes. Community participation in every activity is very necessary because it affects the development of New Straits beach tourism and it is obtained from the awareness of the local community who are always active in the development of tourist areas. Raharjana (2012) said that the community should play an active role as a subject in every development, as well as the development of tourist areas. The local community must carry out various activities to attract the attention of tourists to always visit the tourist area. Activities carried out by local communities such as holding a marine culture festival on the New Straits coast every year. as well as the development of tourist areas. The local community must carry out various activities to attract the attention of tourists to always visit the tourist area. Activities carried out by local communities such as holding a marine culture festival on the New Straits coast every year. as well as the development of tourist areas. The local community must carry out various activities to attract the attention of tourists to always visit the tourist area. Activities carried out by local communities such as holding a marine culture festival on the New Straits coast every year.

The results that have been found in the New Straits coast tourism are that the economy around the New Straits coast tourism is in good condition. Arisa et al (2021) say that the average income of people living around the Straits of Baru coast is between Rp. 1,500,000.00 to Rp. 3,000,000.00/month, while the expenditure is directly proportional to the income earned by respondents who live around the New Straits coast. However, after the Covid-19 outbreak, the income of the people around the New Straits coast was approximately Rp. 1,000,000.00/month, they depended their economic life on the large number of visitors who visited the New Straits beach tourism. Yanti et al (2021) said that Covid-19 could result in reduced income for food stall traders,

ECONOMIC VALUE ANALYSIS

1. Determining Respondents Average Travel Cost/Visit

Determination of the economic value of a tourism object can be determined by using the travel cost method approach(travel cost method). These costs include round-trip transportation costs, consumption costs during a visit, consumption costs, documentation costs and other costs. Travel costs are the total costs incurred by visitors during tourism activities. Determining the average travel cost from the total amount of travel costs incurred during a trip or tourist activity, is formulated (Fuji, 2017). Based on the results of the analysis of respondents' data recapitulation, the average cost of travel from various regions is Rp. 254,000.00. According to Tambunan et al (2012) the factors that affect travel costs are the location of a tourist attraction from the visitor's residence, this can be seen from the large number of average travel costs for various regions.

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2. Determining the Economic Value of the Tourism Environment

To determine the economic value of the tourism environment, it is necessary to process the data that has been obtained from the field by performing multiple linear regression analysis. Three main tables will be analyzed, namely the summary model table, ANOVA and coefficients. Presentation of data in the form of tables and graphs is done so that conveying information from the data can be done effectively (Suharyadi, 2013).

Table 2. Model Summary Multiple Regression

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.979a	.959	.954	1009381155	2.034

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y
Source: Primary Data Processed, 2022

In Table 2.The summary multiple regression model analyzed for multiple linear regression analysis is Adjusted R Square. The value of Adjusted R Square is 0.954, which means that the contribution of the independent variables affects the dependent variable by 95.4% while the remaining 4.6% is influenced by other variables. To find out the relationship between variables or the influence of one or several independent variables on the dependent variable, that is by using multiple linear regression analysis (Wufron, 2020). The independent variables in this study were travel costs and canteen owner expenses which consisted of tax money, cleaning fees, money for buying snails and lokan, and money spent on others,

Table 3. ANOVA Multiple Regression Model

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4036295309093.969	2	2018147654546.985	198081	.000b
	Residual	173204690906.031	17	10188511229.767		
	Total	4209500000000000	19			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: Primary Data Processed, 2022

Through the sig value in Table 3 above, it can be analyzed simultaneously for testing. The sig value of 0.000 means that there is a simultaneous effect of X1 and X2 on Y or the fit research model. X1 and X2 (independent variable) that affects Y (dependent variable). The statistical method used serves to determine the direct effect of one or several independent variables on the dependent variable (Sulianto, 2011). The independent variables consist of travel costs and canteen owner expenses which consist of tax money, cleaning fees, money for buying snails and lokan, and money spent on others. While the dependent variable is the income from the canteen in the Selat Baru beach tourism environment.

Table 4. Model Coefficientsa Multiple Regression

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1154678.515	117394,657		-9,836	.000		
	X1	4.788	.252	.966	18,978	.000	.933	1.071
	X2	.273	.306	.046	.894	.384	.933	1.071

a. Dependent Variable: Y
Source: Primary Data Processed, 2022

In the multiple regression coefficient model Table 4, it can be seen that there are 3 values, namely constant, x1, and x2. Constantan is Y or opinion (dependent variable), while x1 and x2 are regression coefficients of each independent variable (independent variable) that can affect Y or opinion (dependent variable). So the regression model in this study is as follows: Y = -1154678.515 + 4.788 + 0.273. It can be seen that the constant value is -1154678,515 and if it is rounded it will be -12.6, it means that statistically the X1 and X2 variables have a very large effect on the Y variable, so the Y value is -12.6. For the coefficient variable X1 of 4.788 and if

it is rounded it will be 4.8, meaning that the magnitude of the influence of X1 on Y is quite strong because it has a percentage of 480%,

The coefficient values of the variables X1 and X2 are positive, meaning that the variables X1 and X2 have a strong enough influence on Y. The higher the values of X1 and X2, the higher the influence of X1 and X2 on Y and vice versa. alpha 0.005 and the value of sig X2 of 0.384 is smaller than alpha of 0.005, it means that there is an effect of sig X1 and X2 on Y. Sulianto (2011) says that statistical methods like this are used to determine the direct effect of one or several independent variables on dependent variable.

1. T . test

T test is used to determine the effect of each independent variable on the dependent variable (Widjarjono, 2010). a) Formulating hypotheses, including H0: i=0, meaning that the independent variable has no significant effect on the dependent variable. H0: i=0, meaning that the independent variable has a significant effect on the dependent variable. a; Setting the level of significance $(\alpha)$of 0.05. b; Making decisions with significant value:1) If the significance value is > than 0.05, then H0 is accepted and H1 is rejected; 2) If the significance value is < 0.05, then H0 is rejected and H1 is accepted.

Table 5. T . Test Results

No	Anova Model	t Count	Sig
1	X1	18,978	.000
2	X2	0.894	.384

Source: Primary Data Processed, 2022

Based on Table 5, the significance value of the independent variable X1 on the t-test is 0.000 or 0.05. This shows that Ho is rejected and H1 is accepted so that the independent variable X1 has a significant partial effect on the Y variable so that H1 is accepted. The significance value of the independent variable X2 on the t-test is 0.384 or$\leq$ 0.05, this shows that Ho is rejected and H1 is accepted so that the independent variable X2 has a partially significant effect on the Y variable so that H2 is accepted.

2. Test f

F test According to Kuncoro (2009), the F test is used to test the significant effect of the independent variables simultaneously on the dependent variable. a) Formulate hypotheses. H0 : All independent variables have no simultaneous significant effect on the dependent variable; H1: All variables have a significant simultaneous effect on the dependent variable; b) Determine the value of the level of significance (r) which is 0.05; c) Making decisions with significance value; 1) If the significance value is > than 0.05, then H0 is accepted and H1 is rejected; 2) If the significance value is < 0.05, then H0 is rejected and H1 is accepted.

Table 6. F Test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4036295309093.969	2	2018147654546.985	198081	.000b
	Residual	173204690906.031	17	10188511229.767		
	Total	4209500000000000	19			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: Primary Data Processed, 2022

Based on Table 6, it can be seen that the results of the F test produce a calculated F of 198,081 with a significance value of 0.000 < 0.05 ($\alpha = 5\%$). From these results it can be concluded that X1 and X2 simultaneously affect Y so that H1 is accepted.

3. Coefficient of Determination (R2)

The coefficient of determination (R2) is intended to determine the best level of accuracy in regression analysis where it is indicated by the magnitude of the coefficient of determination (R2) between 0 (zero) and 1 (one). The coefficient of determination (R2) is zero, the independent variable has absolutely no effect on the dependent variable. If the coefficient of determination is getting closer to one, it can be said that the independent variable has an effect on the dependent variable (Hendri, 2017). It can be seen in Table 7.

Table 7. Results of the Coefficient of Determination (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.979a	.959	.954	1009381155	2.034

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y
Source: Primary Data Processed, 2022

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The value of the correlation coefficient (R) shows how closely the relationship between the independent variables (variables X1 and X2) with the dependent variable, the value of the correlation coefficient is 0.979. This value indicates that the relationship between variables (X1) and (X2) with variable Y is close or strong, which is 97.9%. The value of the coefficient of determination or R2 is used to measure how far the model's ability to explain the variation of the dependent variable or the dependent variable (Y) of income. The results of the SPSS calculation obtained a value of R2 = 0.959, which means that 95.9% of income can be explained by the variables X1 (canteen expenses) and X2 (tourist fees).

4. Normality Test Results

Normality test is a test performed to determine whether a data set is well modeled by a normal distribution and to calculate how likely it is that the random variables underlying the data set will be normally distributed. If the diagram produced is a bell-shaped graph, it will be said to be normally distributed, test for normality with the Kolmogrov Smirnov test (Hendri, 2017).
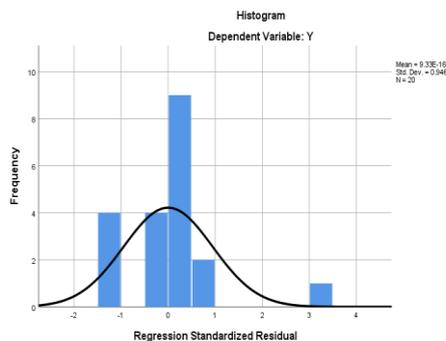

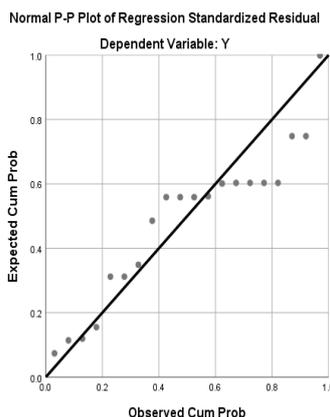**Figure 2. Normality Test**

Figure 3. PP Plot Normality Test

It can be seen in Figure 2 and Figure 3. The results of the bell-shaped normality test mean that the test results obtained in processing data are normally distributed. The results of the analysis show that the significance of the Kolmogorov Smirnov test produced is $0.946 > 0.05$ ($\alpha = 5\%$).These results conclude that the assumption of normality has been met.

5. Multicollinearity Test Results

This multicollinearity test is intended to test whether there is a high or perfect correlation between the independent variables or not in the regression model, the multicollinearity test is carried out by looking at the value of vif (Hendri, 2017). A good regression model does not occur multicollinearity. Multicollinearity test was conducted to test whether there is a correlation between independent variables in the regression model. Multicollinearity means that there is a perfect linear relationship between some or all of the variables that explain the regression model (Ajija, 2011).

Table 8. Multicollinearity Test Results

No	Variable	VIF
1	X1	1.071
2	X2	1.071

Source: Primary Data Processed, 2022

Based on Table 8. it can be seen that the results of the research carried out by the multicollinearity test by looking at the value of vif indicate that the VIF values of the two independent variables are 1.071 and 1.071 < 10. These results can be concluded that there is no multicollinearity in the regression model.

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6. Autocorrelation Test Results

In statistics, to detect the presence of autocorrelation at lag 1 in the residuals of the regression analysis named by James Durbin and Geoffrey Watson. The small sample distribution of the ratio was derived by John Von Neumann. testing for the presence or absence of autocorrelation is the relationship between values separated by a certain time lag, carried out by the Durbin-Watson test (Hendri, 2017). Therefore, if the assumption of autocorrelation occurs in a prediction model, then the disturbance value will no longer be independently paired, but will be paired with autocorrelation.

Table 9. Autocorrelation Test Results

Model Summaryb

| Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.979a	.959	.954	1009381155	2.034

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: Primary Data Processed, 2022

It can be seen in Table 9 shows that the Durbin Watson value from the regression results is 2.034 where there is no autocorrelation in the regression model has been fulfilled. Mardiatmoko (2020) says that a good regression model is one in which there is no autocorrelation, the autocorrelation test can be done by using the Durbin Watson (DW) test with its decision-making criteria; 1.65 DW 2.35, meaning that there is no autocorrelation; 1.21 DW 1.65 or 2.35 DW 2.79 means that it cannot be concluded and DW 1.21 or DW 2.79 means that there is an autocorrelation. So the results of the autocorrelation test that have been found have a good regression model.

7. Heteroscedasticity Test Results

The heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model, this test is one of the classical assumption tests that must be carried out on linear regression. If the assumption of heteroscedasticity is not met, then the regression model is declared invalid as a forecasting tool. In the heteroscedasticity test, it can be seen in the form of a diagram, if the plot diagram spreads above and below in the sense that it spreads randomly and does not form a certain pattern, it is said to be free from the heteroscedasticity test. Tala & Karamoy (2017) say that a good regression should not occur heteroscedasticity or be free from heteroscedasticity.
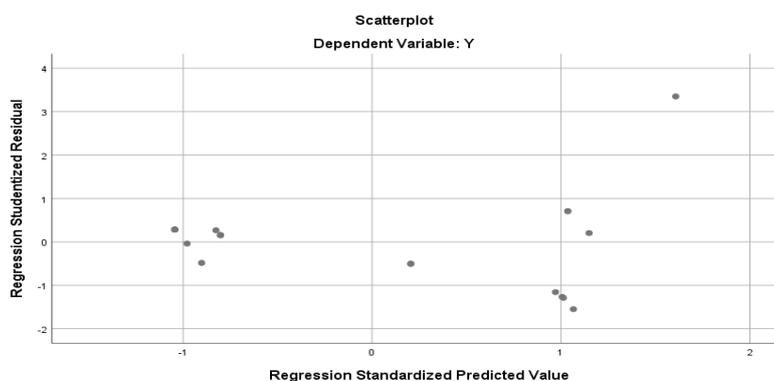
Figure 4. Heteroscedasticity Test

It can be seen in Figure 4 that the results of the heteroscedasticity test in the plot diagram spread above and below in the sense that it spreads randomly and does not form a certain pattern, it is said to be free from the heteroscedasticity test. The regression model does not occur heteroscedasticity or is free from heteroscedasticity in other words the non-heteroscedasticity assumption has been fulfilled (Hendri, 2017).

After the statistical analysis is done, namely multiple linear regression, then the next step is to calculate the economic value of the tourism environment with the formula (Fuji, 2017):

Y = b0 + b1X1 + b2X2 + b3X3 + e

Where :

Y	= Number of visits
b0	= Constant
b1, b2, b3	= Coefficient
X1	= Travel Cost (IDR)
X2	= Individual income (Rp/month)

X3   = Distance from house to tourist attraction (Km)

e   = disturbance variable

Y   = -12.6 + 0.000 (Rp254,000,00) + 0.384 (Rp987,097,00)

             = IDR 379,033.00/Month

The economic value is based on the processing of data sources in this study in the form of primary data obtained from survey results in the field by conducting interviews with managers, canteen owners, and visitors to the Selat Baru beach tourism, then the average economic value of the tourism environment is IDR 379,033.00. /Month. Economic value is an effort/activity to provide quantitative value for goods and services produced by tourism which is measured in Rupiah (Rp) (Nazhar, 2013).

CONCLUSION

1. The role of the community and local government in the development of New Straits beach tourism is very good, in terms of their activities which every year hold a beach festival.In addition, the community plays an active role in serving visiting tourists, providing homestays and opening canteens on the beach.
2. The income obtained from the owner of the Selat Baru beach canteen is approximately Rp. 1,000,000.00/Month.
3. The economic value of the tourism environment usingStatistical analysis that is multiple linear regression and the results of the economic value of the tourism environment an average of IDR 379,033.00/month.

RECOMMENDATION

1. To all people, to keep the environment clean around the New Straits beach tourism until Covid-19 continues, to provide more varied food with delicious taste, and unique to look at so that it will attract the attention of tourists who want to visit the New Straits beach tourism.
2. To the local government to pay more attention to the development of New Straits beach tourism, especially the existing facilities and infrastructure at the New Straits beach tourism location, and to share information browsing directly or indirectly related to New Straits beach tourism.

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