

Analysis Of 3A Theory in Making Coban Pelangi Waterfall A Natural Tourism Attraction in Gubugklakah

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DOI:

<https://doi.org/10.47134/pjpp.v2i2.3519>

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Received: 11-12-2024

Accepted: 22-01-2025

Published: 11-02-2025



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Abstract: This study examines the implementation of the 3A theory (Attractions, Accessibility, and Amenities) in the development of Coban Pelangi Waterfall as a natural tourism attraction in Gubugklakah, East Java, Indonesia. The waterfall's natural beauty, highlighted by its unique rainbow phenomenon, is the primary attraction, drawing both domestic and international visitors. Accessibility is assessed based on transportation networks, road conditions, infrastructure quality, and the ease of navigation within the site, which play critical roles in enhancing the overall visitor experience. The analysis of amenities focuses on essential facilities like parking areas, public restrooms, and accommodation options, as well as additional features such as food stalls and souvenir shops that contribute to visitor satisfaction. Using qualitative research methods, including field observations and interviews with visitors, the study identifies strengths such as the site's captivating natural appeal, serene environment, and existing recreational activities, including trekking and photography. However, challenges remain in improving infrastructure, such as better road conditions, enhanced waste management systems, and the availability of clear directional signs to facilitate smoother navigation. The findings underscore the importance of strategic enhancements in these areas to boost visitor satisfaction, ensure environmental sustainability, and promote Coban Pelangi as a competitive and well-rounded tourism destination. Furthermore, the study highlights the potential benefits of involving local communities in conservation efforts and tourism management, fostering a sense of ownership and economic opportunity.

Keywords: *Coban Pelangi Waterfall, Tourist Attractions, Natural Tourist Attraction, 3A Theory*

Introduction

Tourism has been one of the most dynamic sectors within the economy and has had an important role in the development of many countries, including Indonesia (Abbas et al., 2021). Indonesia, being a country with rich nature and culture (Mandasari & Setiawan, 2023), develops the tourism sector as one of the driving forces of the economy and as a tool to promote the image of the nation. Tourism is defined by Oryza Lathifatul Ulya et al., (2023) as a trip made individually or in groups for a certain purpose within a specified period that involves movement from one place to another. Understanding factors related to influencing experiences and preferences of tourists at destinations is important for a destination to be competitive in the global tourism market (Rodríguez et al., 2023)

Putri and Asmara (2022), further add that one relevant foundation of tourist destination development is the 3A theory. This theory has three major elements which are Attractions, Accessibility, and Amenities (Prayoga et al., 2022). These three elements not only provide the grounds to attract tourists but also serve as starting points in laying the foundation for an excellent tourism experience (Palupiningtyas et al., 2022). Attractions are, in fact, the main motives why tourists travel to a destination, and these may be in the form of natural, cultural, or artificial attractions. Accessibility refers to "how easy it is for tourists to get to destinations, in relation to transport and information infrastructure". Amenities, in this context, mean the supporting facilities at the destination, such as accommodation, restaurants, and other public facilities.

Among the many tourism destinations in Indonesia, Coban Pelangi Waterfall in Malang Regency, East Java, has the potential to be viewed from the perspective of the 3A Theory. The rainbow phenomenon forms from the bias of sunlight through falling water droplets. This waterfall is well known for its rainbow phenomenon, which is the main attraction in attracting tourists, especially those seeking unique natural beauty. It means that the visual attractiveness has to be combined with sufficient accessibility: a safe and well-maintained road infrastructure leading to the place, and information available to tourists in an easily accessible way, using both online and offline means. Besides, amenities like facilities for parking, toilets, rest area, and accommodations around the area are an important element to enhance tourists' comfort during the visit.

For other destinations, such as Coban Pelangi, this application of the 3A Theory will guarantee not only increased tourist visits but also the sustainability of the destination (Prayoga et al., 2022). According to research carried out by Fitria et al. (2024), optimal application of 3A Theory can increase tourist satisfaction by as much as 25% and create loyalty for future visits. Within this framework, the management should detail an overall strategy that will improve the quality of attractions through the promotion of the rainbow phenomenon, improve access through the development of infrastructure, and provide facilities in line with tourist needs. It is through this that Coban Pelangi will be in a position to set a model of a natural tourist destination, which is not only more appealing but also competitive and sustainable. That's why, this journal aimed at how the implementation of the 3A theory is in Coban Pelangi waterfall as a natural tourist attraction in Gubugklakah.

Literature Review

3A Theory

The 3A Theory has been one of the foundational frameworks in tourism studies that guides the development and enhancement at tourist destinations (Putri and Asmara, 2022). Recent literature places great emphasis on how these three elements shape tourist experiences and ensure the competitiveness and sustainability of destinations.

A. Attractions

The major motivators for tourists are attractions and may be in the form of natural wonders, cultural heritage sites, and man-made landmarks. According to

Gregorius Marteiro Teku (2023), with unique and well-preserved attractions, destinations usually receive large numbers of visitors who ensure that tourists experience positive experiences. The study points out that it is important for continuous innovation and preservative efforts to ensure attractions remain competitive in the tourism market.

B. Accessibilities

Accessibility refers to the ease of arrival of tourists to the destination site, as well as getting around within the destination. Li et al. (2022) say that when developing a proper transport infrastructure, coupled with the proper flow of information, it is in a position to facilitate tourists' satisfaction. In the research, the findings stated that destinations with good transport networks and user-friendly information systems have witnessed rises in tourist arrivals and positive feedback. It also increases access and enriches the tourist experience through digital technologies that include mobile phones and applications, which are helpful in updating tourists in real time.

C. Amenities

Amenities are about supportive facilities and services that add to tourists' comfort and convenience (Vany et al., 2024). According to Fitria et al., (2024) quality and variety in the amenities pertaining to accommodation, dining, and recreation facilities are considered cardinal determinants of satisfaction and loyalty of tourists. Thus, the study infers that those destinations which invest in quality amenities are the ones that are most capable of encouraging repeat visits and positive word-of-mouth promotion.

These three ingredients are interactive and decisive in the holistic development of tourism destinations. None of them can solely create memorable tourist experiences or allow destinations to be developed in a sustainable manner. As the tourism industry is dynamic, the 3A Theory continues to be an important framework to guide research and practice concerning the development of destinations.

Tourist Attraction

The concept of tourist attractions has evolved to comprise an extensive range of factors that are known to attract people to a region. Tourist attraction by Gregorius Marteiro Teku (2023) was seen to be an attraction that can invite tourists to visit a location or tourist attraction such as the natural features, cultural features, and man-made features, all playing a different role in attraction. In fact, the study shows that the beauty of a destination does not lie in the features mentioned above but their quality, accessibility, and experiences available to tourists. This principle leads to the 3A Theory (Attractions, Accessibility, and Amenities), which is based on the premise that, in the development of a destination, all aspects should be considered in order to enhance satisfaction and loyalty among tourist (Prayoga et al, 2022).

Natural Tourist Attraction

Natural resources, landscapes, wildlife, and ecosystems add to the core tourist demand of experiencing reality and authenticity. Fitria et al. (2024) point out in their study that the quality of natural resources will perhaps drive market share towards such destinations with increased competitive advantage. The research underscores the importance of preserving natural resources and integrating sustainable practices to maintain the attractiveness of these destinations. Furthermore, the study suggests that the attractiveness of a destination has an important influence on a person's expectations, satisfaction, intentions to revisit, and the amount of money spent during a tourism experience

Methodology

On October 25, 2024, the researcher conducted a qualitative study at Coban Pelangi Waterfall to assess its attractiveness as a tourist destination using three main components: attractions, accessibility, and amenities. Qualitative research was performed since this method will be able to delve deep into participants' perceptions regarding social phenomena. According to Andlini et al. (2022), qualitative research method is a type of research that collects descriptive data from research subjects, for example behavior, perceptions, actions and forms of words recorded or verbally, thus making it very applicable for tourism studies.

In this study, data collection was done through field observations and semi-structured interviews. According to Ence Surahman et al. (2020), observation in a broad sense includes the observation process from the beginning to the end of the research, including when determining the subject, conducting approaches, building rapport, and collecting data in the field. Field observations allowed for the direct analysis by the researcher of visitor behavior and the condition of attractions, accessibility, and amenities at Coban Pelangi.

Semi-structured interviews were conducted on a few randomly selected visitors (Suryani et al, 2020). Interviews are based on a pre-set outline but permit deeper probing into the respondents' comments. The interview questions particularly in on the aspects which is whether Coban Pelangi Waterfall has features that make it an attractive place for tourists, whether ease of access increases the attractiveness of Coban Pelangi as a destination, and lastly whether the facilities and services at Coban Pelangi are sufficient to classify the place as a tourist destination.



Figure 1. Documentation with tourist as interviewee



Figure 2. Documentation with tourist as interviewee

Result and Discussion

The Coban Pelangi Waterfall is one of the great and natural tourist destination spots, having very high potential within Gubugklakah. From interviews with management, tourists, and direct field observations, the most attractive points of this destination are the natural landscape that has been kept in its cleanness and the unique phenomenon of rainbows. The development of this tourist destination still faces challenges, especially in terms of accessibility and facilities. According to Shofi'unnafi (2022), the 3A analysis (Attractions, Amenities, Accessibility) provides a clearer understanding of the current potential and obstacles. This method is used to identify the strengths and weaknesses of the tourism area and ways to enhance its appeal and comfort for visitors. In-depth analysis based on the 3A theory:

Attractions

Based on information from interviews and observations, the main attraction is Coban Pelangi Waterfall because the rainbow phenomenon often appears when sunlight catches the droplets of water. The view is really spectacular in this case, which is considered one of the most important attractions for visitors who love photography and enjoy the beauty of nature. The surroundings of the waterfall, which is enveloped by thick tropical forests, provide a special atmosphere for visitors who would want to communicate with nature. the Results section, summarize the collected data and the analysis performed on those data relevant to the issue that is to follow. The Results should be clear and concise. It should be written objectively and factually, and without expressing personal opinion. It includes numbers, tables, and figures (e.g., charts and graphs). Number tables and figures consecutively in accordance with their appearance in the text.



Figure 3. Coban Pelangi Waterfall



Figure 4. Coban Pelangi Waterfall

Field observations showed that Coban Pelangi Waterfall offers other attractions besides the waterfall itself, such as camping, glamping, a playground, and river tubing. Camping and glamping are provided special space. For camping purposes, the management allows the visitors to camp on its site next to the waterfall at an affordable price of only 10,000 IDR for one spot. However, they need to bring all the camping gear themselves.



Figure 5. Camping area in Coban Pelangi



Figure 6. Camping area in Coban Pelangi

For glamping, the management prepares villa lodging that can fit 4 to 5 persons and costs approximately 450.000 IDR, including the villa, mattress, breakfast, mineral water, toilet, tea, coffee, and fresh milk.



Figure 7. Glamping area in Coban Pelangi



Figure 8. Glamping area in Coban Pelangi

The management also prepares a playground area for kids and guests who want to enjoy the view and the natural atmosphere in the Coban Pelangi area. There are swings and other playground facilities inside the playground area for kids.



Figure 9. Playground area in Coban Pelangi



Figure 10. Playground area in Coban Pelangi

In addition to all these, the management provides an activity for the visitors to Coban Pelangi which is river tubing. According to Putri et al. (2023), river tubing is one of the recreational water sports conducted in the river by descending river terrain, irrigation flows, and rapids using an inner tube. This attraction is available at a price of 5,000 IDR per head.



Figure 11. River tubing in Coban Pelangi



Figure 12. River tubing in Coban Pelangi

Accessibilities

Based on observations, access to Coban Pelangi Waterfall can be reached using private vehicles or local transportation. The journey to the location takes about 1 to 2 hours from the city center, and the road infrastructure and parking area are considered adequate.



Figure 13. Road infrastructure towards Coban Pelangi



Figure 14. Private and local transportation parking area

It is approximately 500 meters to 1 kilometer that visitors have to walk from the arriving area along the footpath if they use a private car. Visitors can use the ojek service provided by local villagers. The cost per one-way ride is around 15,000 to 20,000 IDR. If visitors come by motorbike, they are allowed to park closer to the Coban Pelangi Waterfall area. According to the field observation, the visitor footpath access is fairly safe, with visible steps, though it can be quite difficult for children or elderly visitors. During a walk

towards the waterfall, there is a chance to enjoy natural scenery such as small streams running across bulky trees. However, several visitors interviewed noticed that there were not enough directional signs leading to the waterfall, especially for visitors who come without a guide.



Figure 15. Footpath access to Coban Pelangi



Figure 16. Footpath access to Coban Pelangi

Amenities

Facilities in the Coban Pelangi Waterfall area are considered adequate for visitors' basic needs. Observations show that facilities found in Coban Pelangi now include a large parking area for motorcycles, public toilets, small kiosks selling snacks and beverages, and ojek services. The local community is involved in managing the tourist destination of Coban Pelangi Waterfall by maintaining these facilities.

From field observations, it is found that public toilets are still inadequate in cleanliness and are minimal in amount. Besides, litter bins are rare inside the Coban Pelangi area, and therefore, managing rubbish is also relatively problematic. The motorcycle parking area is quite clean and spacious, but the parking space around the main entrance is still small. This could be a problem whenever the number of visitors is great, especially during holidays and weekends. The management of Coban Pelangi Waterfall has also provided gazebos at certain places along the way to the waterfall so that visitors will have a place to rest on their way to the main attraction.



Figure 17. Public Restroom in Coban Pelangi



Figure 18. Public Restroom in Coban Pelangi



Figure 19. Small stall in Coban Pelangi



Figure 20. Motorcycle parking area in Coban Pelangi



Figure 21. Gazebo in Coban Pelangi



Figure 22. Motorcycle services in Coban Pelangi

With the analysis of the elements of attractions, accessibility, and amenities, the potential of Coban Pelangi Waterfall to be one of the leading tourist destinations in Gubugklakah Village is very high. However, Coban Pelangi still needs more development and resolution in the field of accessibility and amenities. Interview results revealed that most respondents were satisfied with the beauty and experience offered by Coban Pelangi Waterfall. The main reasons for visiting this site were due to the unique phenomenon of the rainbow and natural beauty, which surround the place. Other visitors highlighted the need for facilities and access to make trips to the place more comfortable and safe.

Direct field observations essentially point to the same findings, especially on the need to provide additional facilities like more trash bins, cleaner public toilets, and the construction of more user-friendly pathways. Equally, the developments of Coban Pelangi Waterfall would not only bring economic benefit to the people surrounding the waterfall but also increase the appeal of natural tourism in Gubugklakah on the whole. The tourism area of Coban Pelangi Waterfall has the potential to be a visually stunning destination, comfortable, and environmentally friendly for visitors to enjoy an unforgettable experience.

Conclusion

The elaborate analysis of the 3A theory later showed that Coban Pelangi Waterfall has tremendous potential to become the main natural tourist destination in Gubugklakah, where its unique attractions are the major strength that creates an appeal for visitors to see the rainbows and enjoy nature views. These aspects have always seen very high satisfaction from visitors, making Coban Pelangi a very attractive destination for nature lovers and photographers. For Coban Pelangi to be more attractive and competitive as a natural tourism park, strategic development needs to be done on a number of aspects. These include cleaning and adding public toilets, expanding parking space, and installing proper directional signs. Besides that, introducing more ecologically friendly initiatives within the area such as appropriate waste management systems and easy pathways for

users will add to the visitor experience and also adhere to environmentally friendly tourism practices. Improved amenities, safety, and lifelong natural experiences can make Coban Pelangi Waterfall truly an all-rounded tourism destination. Such development would not only increase the number of visitors but also result in the economic growth of the Gubugklakah community with the conservation of natural heritage for future generations. Using the 3A platform, Coban Pelangi will be able to set a model example of sustainable and accessible natural tourism.

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