CHAPTER I

INTRODUCTION

1.1 Background

With five main islands and around 17,000 islands, Indonesia has earned its title as the largest archipelagic country in the world (DPR, 2017). Indonesia also has approximately a 99,000-km-long coastline which has earned it the title of fourth longest compared to every other country (INADIS, 2020). The large number of islands and a long coastline provides the country with a considerable amount of commercial beaches. Combined with the geographic location of Indonesia which is settled along the equator, providing a warm tropical climate all year long, Indonesian beaches are often crowded with both local and foreign visitors.

As the Indonesian government continues to develop beaches as a main attraction for foreign tourism, there is still a lack of attention given towards beach safety. The World Health Organization has noted a case of under-reporting of fatal and non-fatal drownings, along with data incompleteness and a lack of interconnection between ministries (World Health Organization, 2022). This has led to a lack of data regarding drowning incidents on Indonesian beaches despite the numerous cases.

Despite the urban structure of the Jakarta metropolitan area, there are several accessible commercial beaches that locals enjoy visiting. One of the most popular beaches, Pelabuhan Ratu beach, is located at the Regency of Sukabumi and it had around 50 thousand visitors during the 2023 Eid holiday season alone (RBG, 2023). Pelabuhan Ratu is known for its vast beaches and exciting activities which can be enjoyed by visitors of all ages, making it a very popular destination for people of the Jakarta metropolitan area. So much so that the lifeguards had to collaborate with local police forces to keep the crowd under control (Arif, 2023). Despite its popularity, Pelabuhan Ratu is actually one of the more dangerous

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beaches near Jakarta. The tumultuous coastal dynamic is an ever-present danger for beachgoers regardless of the safety protocols.

Several drowning incidents have been reported in recent years on the Pelabuhan Ratu beach. Based on an interview with Dani Sudirman, a regional coordinator and lifeguard at Pelabuhan Ratu, there are a total of 109 drowning cases at the year 2022. That is a considerable increase from 2021 which had 96 drowning cases and the large number of incidents is a huge cause of concern. According to Dani and the data he provided, the majority of these drowning cases are caused due to visitors who ignore the warnings issued by the beach lifeguards and a severe lack of swimming abilities. In addition to that, Pelabuhan Ratu is known for its large waves and strong currents which causes unsuspecting visitors to get caught within the forces of nature. The majority of these cases involve young adults who are around the age of 18-25 years old and most of the drowning victims are men.

According from an interview with Agung Priambodo, the head of operations at BASARNAS, there is still a lack informative media about beach safety. He mentioned that most of the drowning cases he has handled in the past were due to personal negligence and that a lot of the victims are not aware of beach safety procedures. Several other interviews with a lifeguard, a beach marketing officer, and one of the founders of the lifeguard association at Carita beach all proposed that visitors should know and understand beach safety to ensure their wellbeing. The author also did observation at seven different beaches around the Jakarta metropolitan area and there were no regulatory displays with extensive information regarding beach safety at all.

In accordance to the lack of information accessible to beachgoers and the number of drowning incidents, the author proposes to create a regulatory display regarding beach safety. The proposed solution will hopefully increase the awareness of beach visitors on beach safety protocols to prevent an increase in drowning at Pelabuhan Ratu.

1.2 Formulation of the Research Problem

Based on the established background, there are several prevalent issues which are:

1) A majority of the drowning incidents that happened at Pelabuhan Ratu are caused due to the victim's ignorance on beach safety procedures and personal negligence.
2) There is a lack of knowledge from visitors in regards to beach safety regulations at the beach.
3) There are barely any medias with information regarding beach safety that is prominent enough and accessible to visitors of Pelabuhan Ratu.

With that, the author formulates the research problem in kind:

How is the design of the safety signage for Pelabuhan Ratu?

1.3 The Scope of the Problem

Several boundaries are to be upheld during the research proses to ensure a more targeted output. The proposed limitations for this project are as follows:

1) **Demographic Limitations**
   a. Age   : 18-25 years old
   b. Gender   : Men and women
   c. SES   : C
2) **Geographic Limitations**

Due to the large number commercial beaches that exist within the coastal borders of Indonesia, the author will focus on creating a regulatory display for Pelabuhan Ratu beach which is located at the regency of Sukabumi. The reason for this is because the visitors of Pelabuhan Ratu are mostly people from Jakarta, which is one of the most populated cities in Indonesia and a lot of drowning cases happen at that beach.

3) Psychographic Limitations

The main target for this final project is people who enjoy going to the beach as a recreational activity and are generally more adventurous in nature.

1.4 Final Project Objectives

The objective of this final project is to create regulatory display that can help young adults ranging from the age of 18-25 years old who visit Pelabuhan Ratu beach acknowledge and understand beach safety.

1.5 Final Project Benefits

With the completion of this final project, the author hopes that the output of this project would be beneficial for these subjects:

1) For the Author

The conception of this final project will help expand the author's horizons in both graphic design, illustration, and also understanding beach safety on a deeper level. Creating a regulatory display for this project will push the author to implement the author's knowledge in design and also learn to solve problems throughout the design process.

2) For the General Public

Designing the regulatory display will provide the general public with an accessible source of information regarding beach safety. This will hopefully help decrease the number of drowning cases at Pelabuhan Ratu. The creation of the regulatory display will also increase the public's awareness on the importance of understanding beach safety before going to the beach.

3) For Multimedia Nusantara University

This final project would provide a reference for future students who will go through the motions of creating a final project. The creation of this project will also provide the university with more English finals projects to add to its portfolio. This will also potentially help the university expand internationally.