

## Increasing Public Awareness About the Importance of Maintaining The Cleanliness of Loang Baloq Beach, Mataram

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### Abstract

*Beaches are one of the important tourism assets, but are often threatened by cleanliness issues. Garbage that is carelessly thrown away, both by local people and tourists, can pollute the environment, damage the ecosystem, and reduce the attractiveness of the beach. Therefore, increasing public awareness of the importance of maintaining beach cleanliness is crucial. The goal of this effort is to change people's behavior to be more responsible for the cleanliness of the beach environment, as well as encourage active participation in maintaining beach sustainability. Methods that can be used include education through campaigns, and beach clean-up activities involving the community and the younger generation. The expected result is the creation of clean, beautiful, and sustainable beaches, which can ultimately improve community welfare and the sustainability of the tourism sector.*

**Keywords:** Public awareness, maintaining beach cleanliness

### BACKGROUND

Loang Baloq Beach is one of the beaches in Tanjung Karang Village, Sekarbela District, Mataram City which has unique and interesting characteristics and potential. Loang Baloq Beach offers stunning natural panoramas, beautiful sea, and amazing marine biodiversity. However, the sustainability of this beach tourism is highly dependent on the cleanliness and sustainability of the beach environment itself. Littering is an act that can have an impact on the surrounding environment, such as causing disease, unpleasant odors and causing environmental damage due to flooding (Nusyirwan, 2020).

Beach cleanliness is not just a matter of aesthetics, but is also closely related to human health and sustainability environment. Plastic waste and other waste that is carelessly dumped on the beach can damage the view.

The impacts that occur in coastal areas that are used as tourist areas include environmental pollution and waste problems. One of the problems that threaten the beauty of the beach is plastic waste and organic waste, low public and visitor awareness of the importance of maintaining the cleanliness of the coastal environment. In addition, there is an inadequate waste disposal site. As a result, the garbage that

piles up on the beach not only damages the natural beauty but also creates a serious threat to the sustainability of the tourism sector and the welfare of the local community. This is because plastic waste particles and food waste can disrupt the view and can pollute the marine ecosystem or threaten human health and the economy. If this waste is not cleaned up, it will become a nesting place for animals that can spread diseases, such as rats and flies (Setiawaty et al., 2023). Waste is also the result of human activities which ultimately become something unused, disliked, or something that must be thrown away. Meanwhile, according to Dobiki (2018), waste is an object or material that is not used, not used, no longer liked or something that has been discarded which is solid, consists of organic and inorganic substances and must be managed so as not to harm humans and the surrounding environment. Waste has always been a difficult problem to handle in society because of the lack of sensitivity of the community itself to its environment. Lack of public awareness regarding handling cleanliness can result in poor conditions due to the accumulation of waste that is simply ignored.

Beach cleanliness is one of the main issues that must be addressed immediately. Scattered

garbage, especially plastic and organic waste that pollutes the beach. This condition has the potential to reduce the attractiveness of tourists while disrupting the ecosystem that is the mainstay of people's livelihoods.

Until now, waste management on Loang Baloq beach is still not in accordance with environmentally friendly waste disposal methods and techniques, resulting in negative impacts on public health and the environment. In addition, the lack of trash bins on the beach makes people and tourists litter, so that people and tourists do not litter, so trash bins are distributed as trash bins (Idris et al., 2023).

One of the efforts to overcome the problem of waste is the need for awareness of local communities and visitors to maintain environmental cleanliness through regular community service to clean the coastal environment as one of the steps taken to maintain environmental sustainability. Apriliani et al (2017) stated that regular community service to clean the beach is one of the steps that can be taken to maintain the sustainability of the coastal environment.

To maintain the cleanliness of the beach, there needs to be cooperation between the government, the community, and tourism actors. The government needs to increase supervision and law enforcement against violations of beach cleanliness. The community also needs to be involved in environmental awareness campaigns and the importance of maintaining beach cleanliness. Tourism actors must also play an active role in promoting and implementing the principles of sustainable tourism, including maintaining beach cleanliness.

In addition, tourists also have an important role in maintaining the cleanliness of the beach. Every tourist must be responsible for not leaving trash, especially plastic waste on the beach. Bringing your own tumbler or refillable drink bottle can also reduce the use of single-use plastic bottles. After that, tourists can also

participate in beach cleaning activities held by local communities or environmental organizations.

The importance of maintaining the cleanliness of the beach for sustainable tourism cannot be underestimated. By maintaining the cleanliness of the beach, we not only maintain the natural beauty and health of the environment, but also ensure that Loang Baloq beach can be enjoyed by future generations.

As one of the efforts to overcome these problems, the Community Service team of Mandalika University of Education carried out environmental cleaning activities on Loang Baloq Beach, Tanjung Karang Village, Sekarbela District, Mataram City. This aims to increase public awareness and awareness of the importance of maintaining the coastal environment by disposing of garbage in its place so that the coastal environment becomes cleaner, more beautiful and comfortable.

## IMPLEMENTATION METHOD

The method used in carrying out community service at the Loang Baloq beach tourist spot is carried out in the form of providing counseling on increasing awareness to maintain beach cleanliness and cleaning the beach together.

This activity was carried out through community service in June 2025. The socialization activity on the importance of maintaining beach cleanliness was carried out on June 7-8, 2025 at Loang Baloq Beach, Tanjung Karang Village, Sekarbela District, Mataram City. The target audience for this beach clean-up activity is the surrounding community and tourism managers. The method of implementing this activity is divided into three stages, namely (1) Preparation Stage, this stage begins by analyzing existing problems and then continues with planning and coordination with the village government, the community around Loang Baloq Beach and the parties involved. This stage of activity is carried

out to obtain permission to carry out the activity and an agreement on the time for carrying out the activity. (2) Implementation Stage, the implementation stage of the activity begins with the opening by the Tanjung Karang village head and then continues with direct educational activities through the presentation of material by the community service team to provide direction to the community on the importance of beach cleanliness. Then continued with the distribution of beach clean-up equipment, such as trash bins. The last stage is the Loang Baloq beach environmental clean-up action which is carried out together with the community around the beach. (3) Evaluation and Activity Reporting Stage, Evaluation is carried out to identify the successes and weaknesses of implementing community awareness to maintain beach cleanliness and clean the beach together, which is followed by formulating a follow-up plan.

## RESULTS AND DISCUSSION

Based on community service activities carried out by the PKM team of Mandalika Education University, the results obtained showed a positive impact on the community and the coastal environment. All participants, Both the PKM team and the local community showed high enthusiasm in participating in the series of activities. The education provided succeeded in increasing participants' awareness of the importance of maintaining beach cleanliness and the negative impacts of waste on the ecosystem sea. In addition, the beach clean-up activity at Loang Baloq Beach has succeeded in collecting a significant amount of trash, thus providing real changes to environmental cleanliness and improving the aesthetics of the beach. This activity is not just about cleaning the beach, but also providing a deep understanding of the relationship between trash, damage to the marine ecosystem, and the

reduction in the attractiveness of tourism which is the mainstay of the local economy.

These results are in accordance with the theory of environmental behavior put forward by (Castellanos, Queiruga-Dios, et al., 2020) environmental education (*environmental education*) becomes a tool for environmental sustainability in a process that can change human actions in nature based on multidisciplinary knowledge that supports decision-making, where the goal is to produce changes in social behavior in the context of environmental recovery, conservation and preservation. Environmental education is a learning space where they develop and train them in nature, for example learning about plants that can reduce air pollution and noise pollution. Actions to clean beaches or parks, and recycle waste. And learn how to use unpolluted energy such as solar energy, wind energy and water energy.



**Picture:** Beach Cleanup Action Activities

The involvement of various parties, such as universities, communities, tourists and tourism managers, strengthens the collaborative approach as a sustainable effort to maintain the cleanliness of the beach. thus fostering a sense

of ownership and responsibility towards the surrounding environment. The application of the principles of sustainable development (Pertiwi, 2017) is also reflected in this activity, where efforts to maintain beach cleanliness are not only aimed at improving current environmental conditions, but also ensuring the sustainability of marine ecosystems for future generations. Thus, this activity has succeeded in building awareness, participation, and real action in maintaining beach cleanliness and supporting environmental conservation that has a positive impact on the lives of coastal communities and the sustainability of marine ecosystems.

## CONCLUSION AND SUGGESTIONS

Community service activities carried out at Loang Baloq Beach have succeeded in increasing public awareness of the importance of maintaining beach cleanliness. Education about the impact of waste, especially plastic, on marine life and the tourism sector has opened up public understanding regarding their role in maintaining beach cleanliness. The beach cleanup that was carried out showed real results with reduced waste and increased beach aesthetics, thus indirectly contributing to the economic sustainability of coastal communities that depend on tourism.

Based on the results of this activity, it is hoped that efforts to maintain beach cleanliness will not stop at ceremonial activities, but will continue with maintaining beach cleanliness. Local governments, educational institutions, and communities need to work together to provide waste management facilities and continue to provide environmental education. In addition, activities like this need to be expanded to other coastal areas by involving more parties to create a generation that cares about the environment. With a shared commitment, beach cleanliness can be maintained, marine ecosystems protected, and

the welfare of coastal communities can continue to improve.

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