



**BEACH CLEANUP ACTION AS AN EFFORT TO IMPROVE
ENVIRONMENTAL CLEANLINESS AT LOANG BALOQ BEACH,
LOMBOK ISLAND, INDONESIA**

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Abstract

Lombok is one of the islands in the Lesser Sunda Islands group that offers various tourist attractions, one of which is Loang Baloq Beach. Community service activities carried out at Loang Baloq Beach in Mataram City demonstrated that a direct approach through beach cleanups and education has a positive impact on public and tourist awareness in maintaining a clean coastal environment. This method is effective in building public participation, increasing understanding, and encouraging collective behavioral change. Therefore, such activities need to be carried out regularly and continuously with the support of various parties, in order to establish a more participatory, educational, and sustainable coastal waste management system.

Keywords: *Active Participation, Coastal Cleanliness, Lesser Sunda Islands, Sustainable Tourism*

INTRODUCTION

Lombok is one of the islands in the Lesser Sunda Islands [1] and offers a variety of tourist destinations, including Loang Baloq Beach. Loang Baloq Beach is a popular tourist destination in Mataram City, combining coastal beauty and culinary delights. Located in Tanjung Karang Village, Sekarbela District, Mataram City, Lombok Island, West Nusa Tenggara Province, Indonesia, the beach has been developed into a strategic and easily accessible public amusement park.

Plastic waste is one of many contributing factors to ecosystem damage in the environment. Plastic is a material that is closely associated with human life. From small things like food packaging to household appliances. Plastic is made from petroleum residue that is reprocessed by mixing certain chemicals to produce plastic pellets that are ready to be used as raw materials for plastic production. The amount of plastic waste in Indonesia is around 7.2 million tons per year, not including buried and scattered waste. People are currently not environmentally conscious. Plastic waste around the community is not noticed. Indonesia produces 187.2 million tons of plastic waste into the ocean, surpassing China with 262.9 million tons [2].

Environmental pollution, health problems for the elderly, infants, and toddlers, and environmentally unfriendly human activities through water, air, and land are some of the health problems that can arise in coastal areas. Household

waste, detergent waste, agricultural waste, plastic waste, and organic waste are some examples of environmental pollution caused by human activities [3].

Purnama et al. [4] found that microplastics can contain pesticides and heavy metals, which can disrupt the human endocrine system if consumed regularly. To address this issue, comprehensive strategic efforts need to be implemented. One approach that has proven effective is implementing a beach cleanup movement that actively involves the community. This movement not only functions to clean coastal areas of waste but also serves as an educational and preventative measure, as it educates the public about the importance of maintaining a clean marine environment. A study [5] found that community participation in regular beach cleanups can increase environmentally friendly behavior and reduce coastal waste by up to 40% within six months.

Based on these description, the Loang Baloq Beach clean-up activity aims to improve environmental cleanliness at Loang Baloq Beach, Lombok Island, Indonesia.

METHODS

This activity is a collaboration between Al-Azhar Islamic University and the Mataram Hospital Administration Academy. It took place on September 14, 2025, at Loang Baloq Beach in Mataram City. The activities included cleaning and collecting trash at Loang Baloq Beach and educating visitors about maintaining a clean environment by disposing of trash properly.

RESULTS AND DISCUSSION

The Loang Baloq Beach cleanup is part of an effort to raise public awareness of the cleanliness of the coastal environment. The beach cleanup includes a form of on-site outreach that can have a positive impact on increasing public awareness, thereby increasing the potential for environmental cleanliness through proper waste management. This activity began with initial observations and interviews with the community around Loang Baloq Beach to determine which beach locations truly needed top priority for the beach cleanup. One parameter for determining the location of this beach cleanup was to identify the condition of waste in several parts of the location. The location with the most waste was designated as the location for the beach cleanup.



Fig.1. Loang Baloq Beach Cleanup Action, Lombok Island

The next step was to prepare the necessary cleaning equipment, such as brooms, sickles, plastic bags, trash bins, and other equipment. Most of this equipment was brought directly by local residents or provided by students. In addition to ensuring the availability of cleaning equipment, a mechanism for waste collection and disposal was also established. Once all preparations were complete, the beach cleanup activity was scheduled for Sunday, September 14, 2025, as per the agreed-upon plan.



Fig. 2. Garbage that has been collected at Loang Baloq Beach

Based on findings during the cleanup, the most common waste found was plastic waste, around 70%. Several previous community service activities in different coastal environments also showed a higher amount of plastic waste compared to organic waste [6, 7, 8]. This is certainly dangerous for the environment, both for the community and the biota on the beach. If marine biota cannot distinguish between plastic waste and food, there is the potential for these biota to consume plastic waste and can cause death. The entry of plastic waste into the digestive tract of marine biota can disrupt the digestive system of these biota, resulting in death.

Besides improving the cleanliness of the beach environment, eliminating trash also enhances the beauty of Loang Baloq Beach. With a beach that is not only clean but also beautiful, it is hoped that this will increase the public's interest in visiting Loang Baloq Beach. Activities involving the local community have a positive impact on the surrounding environment.

According to Saleh and Batarauleng [9] by involving the community directly in managing waste, it can increase public awareness of the importance of maintaining environmental cleanliness and health and strengthen initiatives to protect and preserve the environment. The bad habits of people who are less concerned about waste problems have a negative impact on the environment and the beach. To protect the surrounding environment, residents must participate in waste management. so that management must be carried out comprehensively and integrated from start to finish, so that it brings economic benefits, is healthy for the community, is safe for the environment, and can change the behavior of visitors and the community.

According to Jayatri and Ridlo [10], a coastal area with beautiful attractions will automatically attract and attract tourists. Adequate trash bins can help raise

public awareness to dispose of trash in the designated bins, preventing it from piling up. This, in turn, creates a healthy and beautiful coastal environment, attracting more tourists. Furthermore, waste management is crucial for protecting coastal areas and their natural surroundings. Providing trash bins in coastal areas can significantly reduce plastic waste, thereby maintaining the cleanliness of Loang Baloq Beach and further enhancing its appeal to tourists.

The overall evaluation of this community service activity was very positive due to the involvement of all participants, including students, lecturers, community members, and tourists. There were no significant obstacles during the activity, so it can be said that the Loang Baloq Beach cleanup activity went smoothly and achieved its intended objectives. The program needs to be continued to maintain cleanliness and increase tourist appeal to Loang Baloq Beach, Lombok Island, Indonesia.

CONCLUSION

Community service activities conducted at Loang Baloq Beach in Mataram City demonstrated that a hands-on approach, including beach cleanups and education, positively impacts public and visitor awareness of the importance of maintaining a clean beach environment. This method effectively fosters public participation, increases understanding, and encourages collective behavioral change. Therefore, such activities need to be conducted regularly and sustainably, with the support of various parties, to establish a more participatory, educational, and sustainable beach waste management system.

ACKNOWLEDGEMENT

Thank you to the tourism managers, local community, and tourists who participated in this community service activity. We hope this activity will contribute to maintaining the cleanliness and sustainability of Loang Baloq Beach, a tourist destination on Lombok Island, Indonesia.

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