

ANALYSIS OF COASTAL TOURISM DEVELOPMENT STRATEGY IN INDONESIA TO IMPROVE COMMUNITY ECONOMY

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Abstract

Coastal tourism plays a crucial role in Indonesia's economic growth, particularly in enhancing local community welfare. This study aims to analyze effective strategies for developing coastal tourism to improve the community's economy. Using a qualitative approach, data were collected through interviews, observations, and document analysis in selected coastal tourism areas. The findings reveal that sustainable tourism development, community empowerment, and digital marketing adoption significantly contribute to economic improvement. However, challenges such as inadequate infrastructure, environmental degradation, and policy inconsistencies hinder optimal development. The study suggests a collaborative approach involving government, local communities, and private sectors to establish sustainable and inclusive coastal tourism strategies. Strengthening infrastructure, promoting eco-tourism, and enhancing digital tourism platforms are recommended to maximize economic benefits. These findings provide insights for policymakers and stakeholders to formulate more effective coastal tourism policies in Indonesia.

Keywords: Coastal tourism, economic development, sustainable tourism, community empowerment, digital marketing.

1. INTRODUCTION

Indonesia is the largest archipelagic country in the world that has the potential to become the world's maritime axis. Indonesia has thousands of islands with vast oceans where people can take advantage of the many and diverse natural tourism opportunities (Donesia et al., 2023). These abundant natural resources have benefits for improving the economy of a region if the existing resources are managed properly and in accordance with what the community is interested in. In this case, the tourism sector has an important role in efforts to optimize the use of natural resources (Rianissaputri & Puspaningtyas, 2023).

The world of tourism is a sector that is continuously developed by the government because tourism is a pillar of national development. Tourism in Indonesia is one of the leading sectors so that a region or tourist area requires proper management according to the characteristics of each region. This requires support from various sectors including institutional development, marketing, tourism industry to strengthen the development of

tourism destinations in Indonesia (Rianissaputri & Puspaningtyas, 2023). Beach nature tourism is indeed very suitable to be developed in Indonesia, as evidenced by the many beach tours in Indonesia that are able to compete with beach destinations in the world. This is what is considered that beach destinations can be developed and become an attraction for local and foreign tourists (Yulianto & Nurcahyo, 2022).

The development of tourism potential currently requires the right innovation from the government in order to develop faster. Tourism development will not be separated from the elements of facilities and infrastructure. Elements of facilities and infrastructure will be considered in matters relating to tourism development. The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally (Bahiyah & Hidayat, 2018).

Indonesia is the largest archipelagic country in the world, consisting of more than 17,000 islands with a coastline of 54,716 km. The potential for marine tourism, including beach tourism, is one of the main strengths of Indonesia's tourism sector. Destinations such as Bali, Lombok, and Raja Ampat have become magnets for foreign tourists and have contributed significantly to the country's foreign exchange earnings. However, many beach destinations in Indonesia have not been fully developed and are still less well-known to tourists, both domestic and international (Sugiyarto et al., 2024).

The tourism sector plays an important role in the Indonesian economy. According to data from the Ministry of Tourism and Creative Economy, the tourism sector contributed 4.8% to the national GDP in 2022. Beach tourism, as part of marine tourism, contributes significantly to this figure. However, the development of beach tourism in Indonesia is not evenly distributed. Most of the leading destinations are concentrated in Bali and certain areas, while other beaches in remote areas still face limited infrastructure and promotion (Kemenparekraf, 2022).

One of the main challenges in developing beach tourism is infrastructure. Many beach destinations in Indonesia, especially those in remote areas, have low accessibility. Damaged roads, lack of public transportation, and minimal basic facilities such as clean water and electricity are major obstacles to tourism development. Without adequate infrastructure, tourists tend to be reluctant to visit the destination, even though it has extraordinary natural beauty.

In addition, uneven tourism promotion has caused many beach tourism destinations to be unknown to tourists. Indonesian tourism promotion is still focused on several tourism icons, such as Bali and Borobudur, while other areas receive less attention. The use of digital marketing is also still limited in several destinations, even though digital platforms have great potential to reach global tourists (Sugiyanto, 2019).

Empowering local communities is also an important issue. Several studies have shown that local communities are often not actively involved in managing tourist destinations. Community involvement can increase a sense of ownership of the destination, as well as

ensure that the economic benefits of tourism are felt directly by the local community. The low ability of the community to understand tourism potential in coastal areas is influenced by the low intensity of government socialization to optimally utilize tourism potential. Socialization in the form of discussions, workshops and training is needed to support the community to be more able to utilize the potential in coastal areas (Sudarsono & Susantun, 2019). Based on research conducted by (Saifuddin & Sulistiyan, 2022), the availability of tourist attractions will create new economic opportunities such as food trade and various souvenirs. Britoque Beach Tourism can help the economy of the surrounding community because Britoque Beach Tourism is in great demand by tourists from various regions and outside the district, allowing the community to do business with many tourists so that it can improve the economic welfare of the community.

Beach tourism has great potential to improve the community's economy, especially through job creation and the development of micro, small, and medium enterprises (MSMEs). Therefore, this study aims to analyze the strategy for developing beach tourism in Indonesia based on a literature review. This study will identify the main challenges, effective strategies, and the impact of beach tourism development on the community's economy. With a literature-based approach, this study is expected to provide scientific and practical contributions to policy makers, academics and tourism industry players.

LITERATURE REVIEW

Definition of Tourism

Tourism is an activity related to traveling for entertainment and tourism purposes. According to Prayogo (2018), tourism can be interpreted as a journey of a person or group of people from one place to another, making plans for an unspecified time, for recreational purposes and to get entertainment in order to fulfill their desires. According to the WTO (World Tourism Organization, 1999: 1) "The activities of persons traveling to and staying in place outside their unusual environment for not more than one consecutive year for leisure, business and other purposes". This means that tourism is the activity of people or groups of people who travel and occupy a place outside their usual environment with a time limit of no more than one year for vacations, business, and other purposes.

Several experts say the definition of tourism, including: 1. (Julianto, Marta and Yoeti, 2019) provide two kinds of definitions of tourism, namely in a general or universal sense where tourism is interpreted as all activities of the government, business world and society to organize and serve the needs of tourists in a technical sense where tourism is interpreted

as a series of activities carried out or implemented by the community either individually or in groups within a country's territory or another country. These activities use the facilities, services and supporting factors provided by the government and/or society, in order to realize the desires of tourists. 2. According to Yoeti (1996), when studied etymologically, tourism comes from Sanskrit, namely "part" and "wisata". "Part" means many, many times, and "wisata" means travel, traveling. When defined, Yoeti (1996) defines tourism as a tourism activity that takes place over a certain period of time. carried out from one place to another, with the aim not to work (do business) or earn a living in the place visited, but only to enjoy the trip for sightseeing, entertainment or various desires. 3. According to Spillane (1997:21) Tourism is a journey from one area to another, temporary, carried out individually or in groups, as an effort to achieve balance and harmony and happiness with the environment in social, cultural, natural and scientific dimensions. According to Caretourism, the tourism sector is a collection of production units in different industries that provide goods and services that are specifically needed by tourists.

Creative Economy Development Model as a Driver of the Tourism Sector

The development of the creative economy as a driver of the tourism sector requires synergy between stakeholders involved in it, namely the government, scholars, and the private sector (business). In the agreement on the development of the creative economy 2009-2015 delivered by Dr. Mari Elka Pangestu, it was successfully interpreted as a model of synergy between creative economy stakeholders, especially in the craft sub-sector. As a note, the craft sub-sector is a form of creative economy that is closest to tourism development. Crafts are included in the manufacture of souvenirs or memorabilia that provide "memories" to visiting tourists, thus opening up opportunities for tourists to return to visit other places at different times. The formation of creative space is needed to be able to develop creative ideas, because humans who are placed in an effective environment will be able to produce creative products that have economic value. (UNDP, 2008).

The creative economy development model as a driver of the tourism sector can be adapted from the creative city models. Creative cities stand on the quality of human resources to form (can be in the form of design or redesign) creative spaces. (Susanto et al.,

2016) In terms of tourism, creative spaces are needed for craftsmen to be able to produce typical products from tourist areas that cannot be found in other areas. One of the most important areas for a craftsman to be able to get work is the workplace or studio. The workplace or studio as a creative space must be connected to the tourist area so that a linkage or connectivity is created. This connectivity is needed to facilitate the production chain. In terms of the creative economy, souvenir craft products can be sold and tourists can buy souvenirs around the tourist area. Links between the creative industry and tourism can be built through outlets in tourist areas. In other words, tourism is a creative industry medium for production, distribution and marketing processes.

Impact of Tourism

Tourism is a complex social phenomenon or event related to the needs of humans as a whole and has various aspects, such as sociological, psychological, economic, ecological and others. The aspect that gets great attention and is almost one of the sectors considered important is the economic sector. According to Cohen (1984), in Pitana and Gayatri (2004), the impact of tourists on the economic conditions of local communities can be divided into eight large categories, namely: 1) influence on foreign exchange earnings; 2) influence on community income; 3) influence on employment opportunities; 4) influence on prices; 5) influence on the distribution of benefits or profits; 6) influence on ownership and control; 7) influence on development in general; and 8) influence on government revenue.

RESEARCH METHOD

This study aims to determine the strategy of developing coastal tourism and its impact on the local economy. The research method used in this study is qualitative research and literature review, namely collecting and analyzing data from various relevant sources in the form of journals related to coastal tourism development strategies

RESULT AND DISCUSSION

Based on research conducted by (Kurniawati et al., 2022) it is known that the Banyuwangi Regency government in carrying out the development of Pulau Merah Beach has involved the MSME sector. The role of the surrounding community in tourism

development on Pulau Merah is very good. This can be seen from the formation of the Pulau Merah Beach Community Group (Pokmas) which actively manages Pulau Merah Beach tourism by upholding the aspect of openness and accountability for the progress of Pulau Merah tourism. In addition, the community around Pulau Merah Beach has begun to improve its economy by establishing businesses in Pulau Merah Beach tourism. One of them is the establishment of lodging (homestays) by people whose houses are close to Pulau Merah Beach. The involvement of the private sector in the development of Pulau Merah Beach can be seen in the form of helping accessibility, empowering local communities and utilizing local facilities, conducting promotions, carrying out CSR by building infrastructure needed by the community, and carrying out environmental care activities, namely coral reef cultivation.

Research conducted by (Sudarsono & Susantun, 2019) at Baron Beach, Kukup, Sepanjang, Drini and Sadranan have tourism potential that is not much different. Communities in coastal areas have the opportunity to be more prosperous by utilizing the tourism potential on each beach. Optimization of coastal area management must be supported by the provision of facilities and infrastructure that are in accordance with the needs of tourists so that tourists will feel safe and comfortable. Tourism socialization is carried out by each beach through various activities, such as sports and arts, information via websites, cooperation between accommodation and hotels, installation of billboards carried out by each beach has quite an influence on increasing the number of tourists. Service facilities are provided to make tourists more comfortable, such as providing leaflets, information boards, road signs, tour guides and security posts. Communities in coastal areas have the potential to develop workers as food and beverage traders, souvenir craftsmen and artists.

The results of research conducted by (Ekaristi et al., 2023) related to alternative strategies based on the SOAR matrix (Strengths, Opportunities, Aspirations, Results), as follows; strategy I: acceleration program for development in the tourism sector; strategy II: cooperation with PD related to the development and development of tourist attractions based on regulations; strategy III: socialization of tourism awareness to tourism managers and the community; strategy IV: the government creates a community group of craftsmen; and strategy V: tourism promotion by the Tourism Office, as well as alternative strategies based on QSPM (Quantitative Strategic Planning Matrix) that can be applied by the Jayapura City

Tourism Office in the development of tourist attractions, namely strategy II, namely building cooperation from related PDs in the development of infrastructure/facilities in coastal tourist areas.

Research conducted by (Wardana et al., 2021) on Punaga Beach, Takalar Regency obtained several strategies, namely 1) Utilizing the strategic location of the Punaga Beach tourist attraction and the natural beauty of Punaga Beach to attract tourists can be done by introducing and showing the wider community the potential natural wealth owned by Punaga Beach through social media as well as being a promotional event that can attract tourists to visit the Punaga Beach tourist attraction. 2) Collaborating with investors, in this case the government can collaborate with travel agency service providers so that it can facilitate tourist access and can also help minimize the promotion budget because travel agency service providers will assist the government in promoting Punaga Beach tourist attractions to the wider community. 3) Optimizing promotion through digital marketing by utilizing developments in technology to attract investors.

Research findings conducted by (Anggela, 2023) show that the strategy for developing the tourist attraction of Air Bangis Beach is to create a tourist attraction in the form of a donut boat; repair and maintain existing facilities at the tourist attraction; provide tourist accessibility in the form of tourist transportation; create a central information and security office by utilizing empty land and available human resources.

Based on the results of research conducted by (Saifuddin & Sulistiyan, 2022) it was found that there are strategies carried out by the Village Head in developing coastal tourism in an effort to improve the economy of the surrounding community, including infrastructure development, facility maintenance, and improving the community's economy. However, in implementing this strategy there are supporting and inhibiting factors that arise both internally and externally.

Research conducted by (Ikhsan & Anwar, 2023) obtained development strategies including (1) conducting promotions (2) building facilities and infrastructure, (3) collaborating (4) building play areas, (5) displaying local attractions and cuisine, (6) disaster mitigation and (7) maintaining and preserving the environment. The development strategies that have been prepared are expected to be a reference for developing the potential of coastal tourism objects in Sluke District, Rembang Regency.

CONCLUSION

Based on the discussion in this article, it can be concluded that coastal tourism development strategies can be carried out in the following ways:

1. Optimizing promotions through digital marketing
2. Establish cooperation with investors
3. Tourism awareness socialization to tourism object managers and the community
4. Involving the MSME sector.
5. Establishment of homestays by people whose homes are close to the beach
6. Empowerment of local communities and utilization of local facilities
7. Provision of facilities and infrastructure that meet the needs of tourists
8. Repair and maintain existing facilities at tourist attractions
9. Building a play area
10. Featuring local attractions and cuisine
11. Disaster mitigation
12. Maintain and preserve the environment.

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