

An Analysis of Marine Tourism Object Development as A Contribution Towards Community Welfare in Lamongan District

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ABSTRACT

The development of marine tourism area is one of the forms of tourist management areas which strive and aim to provide benefits, especially for the protection, preservation and utilization of tourism potential and environmental services of natural resources, specifically in coastal areas. In the development of marine tourism areas, it is necessary to determine the exact location of each region so that there is no imbalance between the residential growth with marine tourism areas which being managed and utilized for recreational activities. The welfare of the community can be seen from various components that can describe whether the community is already in a prosperous life or not. Visible components include the state of housing in which they live, the level of education, and health. The role of the tourism sector, especially marine tourism in Lamongan City, can be seen from its contribution to gross regional domestic product (PDRB) in terms of labor absorption and business opportunities. The increasing contribution of the trade sector, hotels, and restaurants donated to gross regional domestic product (PDRB), are an overview of the role of the tourism sector. The purpose of this study can be described as follows: 1). To find out how extent the influence of marine tourism development on community welfare in Lamongan District. 2). To find out how extent the influence of marine tourism development on GDRP growth in Lamongan District. For the method of the study, primary data collection was conducted by interview and observation, while secondary data was obtained from Lamongan Tourism Office as well as literature study, who's the data is in the form of general conditions and the number of visitors in the area.

Keywords: Community, Marine Tourism, Welfare

INTRODUCTION

The development of marine tourism area is one of the forms of tourist management areas which strive and aim to provide benefits, especially for the protection, preservation and utilization of tourism potential and environmental services of natural resources, specifically in coastal areas. On the other hand, the community can directly experience the benefits from tourism sector through the opening of business fields which create new job opportunities and able to increase the income for both community and local government of Lamongan District.

In developing marine tourism areas, it is necessary to determine the exact location of each area so that there is no imbalance between residential growth with marine tourism areas which being managed and utilized for recreational activities. The development of marine tourism areas must be more established, beneficial and environmental-friendly.

The development of marine tourism areas also needs to highlight the environmental impact awareness factor, which is very important, especially from uncontrolled tourist visits in order to maintain the sustainability of environmental quality, especially in ensuring sustainable economic development.

The definition of marine tourism as stipulated in Law no. 10 of 2009, concerning tourism is a business organizing tourism and water sports, including the provision of facilities and infrastructure and other services that are commercially managed in the waters of the sea, beaches, rivers, lakes and reservoirs. In general, marine tourism is an activity carried out to create a happy atmosphere, challenges and new experiences which can only be done in water areas. However, the meaning of marine tourism is not only to get an entertainment from various attractions and natural treats of the coastal and marine environment, but also it is hoped that tourists can directly participate in developing environmental conservation as well as understanding the ins and outs of coastal ecosystems, having the awareness as it should. Maintaining the sustainability of the coast, both in the present and in the future so as to improve the regional economy and the welfare of surrounding community.

Community welfare can be seen from various components which can describe whether the community is already in a prosperous life or not. The components that can be seen include the state of housing in which they live, level of education, and health. The role of the tourism sector, especially marine tourism in Lamongan City, can be seen from its contribution to GRDP in terms of employment and business opportunities. The increasing contribution of the trade, hotels and restaurants sector which is contributed to the Gross Regional Domestic Product (GRDP) is an illustration of the role of the tourism sector. In the economic structure of Lamongan city based on business fields, the tourism sector is accommodated in business sub-fields which can be classified as tourism activities such as entertainment, recreation and culture, and restaurants and hotels.

Hence, the development of the tourism sector in addition to having a positive influence on GRDP can also have a negative influence on socio-culture and the environment. In the economic aspect, the Lamongan community will get benefit from the increase of income per capita of the Lamongan community through land sale and purchase business that has increased in price, and at the same time will increase job opportunities. Meanwhile, in the socio-cultural aspect, in general residence, education and socio-cultural behavior of the community around marine tourism can be said to have met livable standards and reflect the level of community welfare. It is just that there is a negative side of the socio-cultural community, namely a change in social behavior in young people, such as the way they dress and how they speak, this is due to cultural currents. The entry of foreign culture from tourists is the main factor affecting the flow of this culture, because basically Indonesian people are easily influenced by foreign cultures, moreover Lamongan is an area that is the main route of Pantura (north coast), thus facilitating the transformation of foreign cultures. On the other hand, along with the increasing economic growth of a region, there will also increase the crime rate.

The previous studies have been conducted, regarding the development of tourist objects:

| Name/Year | Title | Method | Instrument | The result of the study |
|--------------------------------|---|---|--|--|
| Rahman, Muhammad Azizur (2010) | <i>Analysis of Tourism Area Development Strategies in Improving Community Welfare in Pantai Cermin District, Serdang Bedagai Regency</i> | Using statistical analysis, not using hypothesis testing, only describing the data obtained in the field, then interpreting the data, and finally analyzing and discussing the data | ----- | Show that, developing strategies that utilize and explore the potential of the community in conducting activities through community involvement is an important thing that needs to be done and implemented, so that people's welfare will increase as their income. |
| Amanda, Meita (2009) | <i>Analysis of the Economic Impact of Marine Tourism on Local Community Income (Case Study of Bandulu Beach, Serang Regency, Banten Province)</i> | Using Descriptive method, Travel Cost Method, Keynesian Multiplier | Data processing tools for Stata 9 and Keynesian Income Multiplier and Microsoft Excel 2003 | It shows that, Bandulu Beach provides benefits to the surrounding community in the form of business income, which is 46%. Meanwhile, in terms of labor income, it is still very low, amount of 2%. |
| Sulaksmi, Rita (2007) | <i>Analysis of the Impact of</i> | Using a descriptive- | The tools used in this | It can be concluded |

| | | | | |
|--|--|--|---|--|
| | <p><i>Tourism on Income and Community Welfare Around the Weh Island Marine Park in Sabang City</i></p> | <p>toleration research method with a minimum sample size of 30 subjects and as a descriptive study using a survey method</p> | <p>study are multiple linear regression, analysis of paired samples test, Chi-Square analysis</p> | <p>that age, education, number of family members, expenditure or consumption, and distance from tourist areas are factors that affect the amount of household income, and other additional factors which have an influence is education, and the outpouring of work time</p> |
|--|--|--|---|--|

It can be seen that the methods used by the three previous studies are similar with the method used in this study, namely descriptive method, which aim to describe systematically, factually, and accurately about the facts and phenomena being studied. However, the tools used in this study may be slightly different from previous studies, due to the research objectives, data types, and analysis tools are definitely different. In this study, the researchers tried to see how much contribution was made before and after the development of marine tourism in Lamongan district. Therefore, previous research is very important as a reference for this study in order to complete and reach a perfect research, although in this world there is no perfect word for humans, but at least researchers have tried to contribute to this study by trying their best, and vigorously in order to achieve the desired research by everyone, especially for the researchers themselves.

RESEARCH METHOD

To obtain an expected result of the study, it is necessary to have a research step scheme as a reference in the implementation of the research carried out. In this study, a research scheme was made as follows:

After identifying the problem by using a literature study from this research, then proceeded to determine the source of the data by taking samples from respondents and

determining the research variables, namely tourists, business opportunities and new job opportunities.

After the data sources and research variables have been obtained or determined, then proceeded with determining and compiling data, both primary and secondary data obtained by direct observation with related parties. Primary data are in the form of observations, interviews and questionnaires, while secondary data are in the form of books, reports, articles and data obtained from the internet. Then, the data is processed and analyzed so that the final results are able to describe the development of marine tourism in Lamongan district on the welfare of the local community.

RESULTS AND DISCUSSION

Lamongan and Marine Tourism

A marine tourism area is a form of tourism area management that seeks and aims to provide benefits, especially for protection, preservation and utilization of tourism potential and environmental services of natural resources, especially in coastal areas. On the other hand, the community can directly experience the benefits in the tourism sector through the opening of business fields that create new job opportunities and able to increase the income for both community and local government. Lamongan district is one of the regencies in East Java Province with a geographical condition that is quite potential to allow for various economic activities. From the development of tourism, Lamongan has become one of the Tourist Destination Areas (DTW) in East Java.

The development of tourism shows a very rapid development, due to the growth of the socio-economic structure and a lot of people who have higher income. Tourism has developed into a global phenomenon, a basic necessity, and a part of human rights that must be respected and protected. The government and regional governments, the tourism business world, and the community are obliged to ensure that tourism as the right of everyone can be upheld so as to support the achievement of increased human dignity and welfare. However, the development of tourism must pay an attention to the number of communities, the number of domestic tourists and foreign tourists, because this number of tourists will determine the development of tourism in the present and in the future. Tourism development can be used as a means to create awareness of national identity and togetherness in diversity. Tourism development is developed with a growth and economic equality approach for the people's welfare and is oriented towards regional development, is community-based, and has the character of empowering the community covering various aspects such as human resources, marketing and utilization of natural and cultural resources.

Moreover, the development of tourism in Lamongan affects the welfare of the people around the area, especially local residents, directly and indirectly. Indirect residents are residents from outside the city of Lamongan who work around the tourism area. As we all know along the north coast area or marine tourism in Lamongan district which has a fairly rapid growth when viewed from tourists who come directly to tourist attractions, it includes three tourist attractions, namely Lamongan Marine Tourism, Mazoola (Maharani Cave and Zoo) and TPI Vand Der Wijk Monument, which absorbs a lot of workforce in the surrounding community as well as many small-scale businesses have emerged.

Lamongan Regency is one of the regencies in East Java Province with a geographical condition that is quite potential to allow quite diverse economic activities. From the development of tourism, Lamongan has become one of the Tourist Destination Areas (DTW) in East Java. However, after the development of Lamongan Marine Tourism (WBL), Maharani Cave and Maharani Zoo (Mazoola), the tourism sector was able to emerge as one of the new economic strengths of Lamongan Regency. Tourism activities open up space for other economies and create jobs. The resulting effect of tourism activities certainly encourages local governments to take a more active role in advancing the tourism sector. By encouraging the advancement of the tourism sector, local government helps to increase regional economic growth. In Law No. 23 of 2014, concerning Regional Government, has been stipulated that the implementation of regional government is directed at accelerating the realization of community welfare through improving services, empowerment, and community participation, as well as increasing regional competitiveness by taking into account the principles of democracy, equity, justice and the uniqueness of a region in the Republic of Indonesia system. As for the data obtained from the Tourism and Culture Office of Lamongan District, regarding Marine Tourism in Lamongan Regency in the last of 3 years are as follows:

Table 1. 2017

| NO | DAYA TARIK WISATA | Jan - Maret | | April-Juni | | Juli-September | | Oktober- Desem | |
|----|------------------------|-------------|---------|------------|---------|----------------|---------|----------------|---------|
| | | wisman | wisnus | wisman | wisnus | wisman | wisnus | wisman | wisnus |
| 1 | Wisata bahari lamongan | 14 | 126.816 | 23 | 142.201 | 38 | 103.459 | 67 | 206.597 |
| 2 | Mazola | 14 | 53.592 | 32 | 49.554 | 62 | 41.866 | 28 | 90.831 |
| 3 | TPI & Monumen VDW | 0 | 88.989 | 0 | 94.923 | 0 | 91.019 | 0 | 92.883 |

Table 2. 2018

| NO | DAYA TARIK WISATA | Jan - Maret | | April-Juni | | Juli-September | | Oktober- Desem | | Jumlah | |
|----|------------------------|-------------|---------|------------|---------|----------------|---------|----------------|---------|--------|---------|
| | | wisman | wisnus | wisman | wisnus | wisman | wisnus | wisman | wisnus | wisman | wisnus |
| 1 | Wisata bahari lamongan | 18 | 236.489 | 1 | 205.533 | 25 | 117.464 | 6 | 207.727 | 50 | 767.213 |
| 2 | Mazola | 50 | 113.509 | 23 | 83.731 | 26 | 45.768 | 15 | 98.348 | 114 | 341.356 |
| 3 | TPI & Monumen VDW | 0 | 63.350 | 0 | 56.630 | 0 | 69.478 | 0 | 64.045 | 0 | 253.503 |
| 4 | Pantai Kutang | 0 | 40.259 | 0 | 64.389 | 0 | 46.577 | 0 | 48.339 | 0 | 199.564 |

Table 3. 2019

| NO | DAYA TARIK WISATA | Jan - Maret | | April-Juni | | Juli-September | | Oktober- Desem | | Jumlah | |
|----|------------------------|-------------|---------|------------|---------|----------------|--------|----------------|---------|--------|---------|
| | | wisman | wisnus | wisman | wisnus | wisman | wisnus | wisman | wisnus | wisman | wisnus |
| 1 | Wisata bahari lamongan | 18 | 179.997 | 27 | 164.782 | 18 | 88.935 | 20 | 176.082 | 83 | 609.796 |
| 2 | Mazola | 14 | 88.721 | 29 | 70.995 | 44 | 41.802 | 30 | 86.029 | 117 | 287.547 |
| 3 | TPI & Monumen VDW | 0 | 60.372 | 0 | 62.721 | 0 | 75.906 | 0 | 42.104 | 0 | 241.103 |
| 4 | Pantai Kutang | 0 | 29.098 | 0 | 25.370 | 0 | 29.384 | 0 | 24.000 | 0 | 107.852 |

Lamongan Marine Tourism

The existence of a tourist attraction is inseparable from the existence of externalities, namely the effects that arise outside of economic activities, including the Lamongan Marine Tourism. The existence of the Lamongan Marine Tourism Object has contributed

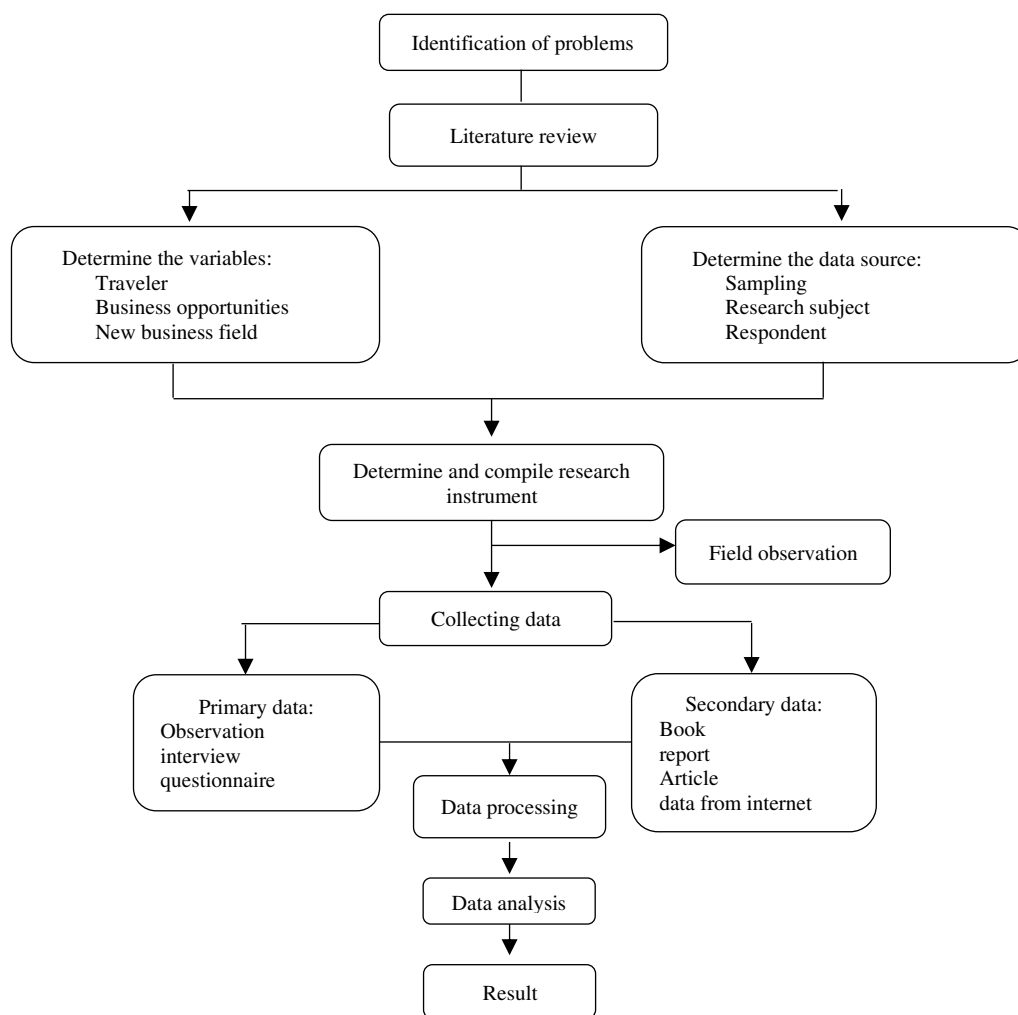
a lot to the regional economy. Externalities that arise due to the existence of Lamongan Marine Tourism can encourage job opportunities and increase the economy of the surrounding community. The development of tourism infrastructure and infrastructure will definitely require labors, capital and land funds for development. Tourism contributions such as expanding employment opportunities, increasing income (foreign exchange), and equitable development among regions will be realized if the government, both central and regional, is serious in managing the tourism sector, especially if the government places the tourism sector as a priority of the economy in an effort to improve people's welfare (Damanik, 2005). Referring to Law No. 10 of 2009 concerning Tourism and Regional Regulation Number 23 of 2008 that the implementation and management of regional tourism is the responsibility of the government through the Culture and Tourism Office. This task is further detailed in the organization's vision and mission. This vision and mission will become the direction of the organization. If later in fact the tourism sector is not able to bring benefits, it is necessary to see the extent to which the government's duties and functions have been carried out.

As is well-known, Lamongan Marine Tourism or WBL absorbs a lot of workers in the surrounding community, many small-scale businesses emerged after the existence of WBL, such as the existence of small shops selling souvenirs, food stalls, boarding house businesses, and hotel construction which also absorb labor. In addition, some people who own land around the area have a tendency to sell their land, because seeing from the economic value it is much more profitable when compared to non-tourism activities. Without realizing it, there is a socio-economic shift from tourism activities. The changes that occur in the community around the tourist attraction are a consequence of the impact of tourism development. Conceptually, the changes that occurred are the result of the increase in the community's economy. In addition to the impact on the surrounding community, WBL also has an impact on communities outside the Paciran area, because within 3 years (2017-2019), tourism has become one of the sectors that has experienced an increase in investment and is able to increase economic activities that have an impact on Regional Original Income (PAD). Thus, it is estimated that it will have an impact on the wider community in Lamongan, such as the improvement of infrastructure in the Paciran sub-district and the city of Lamongan.

MAZOLA (Maharani Cave and Zoo Tour)

As the name implies, this place is a means of education, conservation and recreation that combines a zoo with a cave, due to the fact that it is located in the same complex as WBL, visitors are usually given the option to buy tickets directly to the two destinations. Maharani Zoo and Goa Lamongan are tourist attractions in Lamongan that are engaged in tourism services, located in Penanjan village, Paciran sub-district, Lamongan district and founded in 2008. Maharani Zoo and Goa Lamongan, commonly abbreviated as MAZOLA, have various collections of animals, and Goa maharani which is not inferior to other tours, especially MAZOLA provides a view directly facing the sea because MAZOLA's position is much higher than WBL. MAZOLA is adjacent and directly opposite the WBL, where visitors can immediately enjoy the two tours that are not far from the two tourist attractions. One of the factors why MAZOLA is ranked second in the pantura region with the most visitors after WBL is a tourist spot that is not far from WBL, MAZOLA itself provides beauty and a cool atmosphere to be enjoyed by all visitors both from domestic and abroad.

In its development, MAZOLA has always experienced a significant increase from year to year, which can be shown from the number of visitors who come and the emergence of several trading businesses and MSMEs. Seeing the results of interviews and observations, many small businesses that come from outside the Paciran area come to all corners of the area in the Paciran and Brondong districts.



TPI Tour and Van der Wijck Monument

The Van Der Wijck Monument, is a monument built during the reign of the Dutch East Indies, which is located at the port office of Brondong, Lamongan. The monument was founded to commemorate the sinking of the Van Der Wijck ship. The Van der Wijck ship is a steam ship owned by Koninklijke Paketvaart Maatschappij (KPM) which is the forerunner of the current Indonesian National Voyage (PELNI). The ship had a sailing route past Dutch East Indies and carried out passengers from there. The Van der Wijck ship was made by Maatschappij Fijenoord, Rotterdam in 1921 with a tonnage weight of 2,596 tons, a ship width of 13.5 meters. This ship got the nickname "de meeuw" or "The Seagull", it because the figure of this ship is very graceful and calm.

During its last voyage, the Van der Wijk ship departed Bali for Semarang with a first stopover in Surabaya. The ship sank in the waters of Lamongan, exactly 12 miles from Grondong beach. This ship sank on Tuesday, 20 October 1936. The number of passengers was 187 Indigenous citizens and 39 European citizens. The number of crew members consisted of one captain, 11 officers, a telegraphist, one steward, 5 ship assistants and 80 crew members from the natives. The sinking of this ship resulted death of 4 people and 49 people were missing. From the emergence of the Van der Wijck or VdW monument, new knowledge and marine tourism emerged in Lamongan district where there are many people do not know yet about this monument, this monument began to have many visitors in 2007 and was introduced by the Regent of Lamongan, and history about the ship is told until it is known by the entire Lamongan community.

Domestic tourists who come to visit the VdW Monument are dominated by Lamongan residents, Tuban, Bojonegoro and Gresik who begin interested in historical monument. They come not only for the beach location, but also to see and take the memories of sinking ship which is located in Brondong sub-district, Lamongan. Tourists are also presented with a tour of the Fish Auction Place, where tourists not only come to enjoy the beauty of the sea and take pictures with the monument, but also tourists can see and buy various kinds of fish. However, the concern is the cleanliness of the place which must always be maintained and considered jointly, both by visitors and by the local village government.

Kutang Beach Tour

The name Kutang Beach is related to the bra. Before Kutang Beach became a tourist destination, there were lots of braids scattered about making it look dirty. Until one day the local community took the initiative to clean the beach by collecting trash in the form of wool and other garbage. That was the beginning why this beach named as Kutang Beach.

Based on information from one of the village officials and also the management of Kutang Beach, it can be seen that the existence of coastal management by Village-Owned Enterprise or Bumdes as a tourist destination has been able to improve the economy of the surrounding community. The manager of Kutang Beach has 8 (eight) workers. Several other community members open food and beverage stalls which serve visitors' needs.

Kutang Beach is located in Dukuh Kentong, Labuhan Village. Kutang Beach is one of the most popular tourist destinations in Lamongan Regency and its surroundings, but has not yet echoed outside the region. Kutang Beach has its own charm, apart from offering the beauty of white sandy beach, this beach is also enhanced by the presence of colorful wooden bridges. The bridge is built lengthwise as a link from the parking location to the beach location. Visitors can feel the sensation of taking a leisurely walk on the bridge, taking pictures while enjoying the panoramic view of the calm ocean to the north and green mangrove forests to the south. Currently Kutang Beach is managed by a Village-Owned Enterprise.

In this study, interviews were also conducted with several traders of food and beverage, who are members of the Labuhan Village community. Most of the traders feel an increase of income with the existence of Kutang Beach tourism object compared to their previous

activities. In addition, with the large number of visitors to these attractions, BUMDes Labuhan can also provide work opportunities for productive age groups to work as entry ticket sellers and parking guards by getting regular income every month. A total of 8 (eight) people working to serve visitors. In addition, the village also gets profit-sharing from the management of Kutang Beach tourism objects.

From the results of interviews with visitors, it was obtained suggestions about the need for additional tourism objects and tourist attractions. The addition of tourism objects can be done by collaborating Kutang Beach tourism objects with other activities in nearby locations that have been carried out by the community so far, but it has not been realized that these activities have potential as tourism. There are some community activities that have the potential to be developed into new tourism objects, which if it is managed and developed in an integrated and appropriate manner with Kutang Beach tourism objects, can become one of the attractions of Kutang Beach tourism being a beach tourism and educational tourism object. These community activities include Grouper village, smoking fish, fish landing points, and Vanamae Shrimp farming.

Additionally, from the results of interviews and surveys at the location, it is known that currently the management of Kutang Beach tourism object is still at a conventional level with the hope of achieving a professional management. For this reason, the manager of this tourism object is very enthusiastic to get assistance in order to increase its attractiveness so that it can increase the number of visitors which also means an increase of income from Kutang Beach tourism objects. In addition, from some of the descriptions, it can be concluded that Kutang Beach tourism object is one of the potentials of Labuhan Village which can contribute to village income and also increase the income of the surrounding community. Regarding the involvement of BUMDes as the manager of this tourism object, increasing income from Kutang Beach tourism will have a positive effect on village income. This also means that Kutang Beach tourism object is one of the pillars in the steps towards an independent village.

CONCLUSIONS

Based on the discussion and results it can be concluded that:

1. The management of marine tourism on the economic development of Lamongan district is considered sufficient at this time, it can be said as a tourism industry activity, which is an industry consisting of a series of companies that produce different services or products from one another. The elements that determine the development of the tourism industry are tourist objects and tourist attractions. Taking into account the prospects and potentials that exist in all Marine Tourism, the Lamongan Regency Government has given significant attention to the development of marine tourism by providing some assistance, both in the form of physical and non-physical buildings in the form of socialization of concern for the environment.
2. Marine tourism object is one of the potentials in all villages in the Paciran-Brondong sub-district which is directly opposite the Pantura Sea (north coast) which can contribute to village income and also increase the income of the surrounding community. With the involvement of BUMDes as the manager of this tourism object, marine tourism objects will have a positive effect on the increasing of village income. This also means that marine tourism objects become one of the pillars in the steps towards a prosperous society for the people throughout the Paciran and Brondong districts.

3. The Lamongan district government in collaboration with all village administrations must be ready to explore new tourist attractions throughout and along the north coast of Lamongan Regency, so that some people who are not directly affected by tourism can carry out superior activities related to regional specialty foods Paciran and Brondong, including processed marine fish to be used as crackers, bread or other snacks for the economic growth of the MSME sector.

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