

A Model for Fishing Tourism Village Development Based on Local Wisdom of the East Coast of Indonesia

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Abstrak

Tujuan penelitian ini adalah menganalisis keadaan pariwisata di Pantai Timur. Model Pengembangan Wisata Perikanan mengandalkan kearifan lokal sebagai role model bagi pemangku kepentingan dan masyarakat dalam memajukan daerah. Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif, yang memberikan narasi mengenai potensi wisata dan alam di kawasan Pantai Timur. Metode pengumpulan datanya menggunakan alat dari studi kepustakaan. Temuan penelitian ini menunjukkan bahwa peran institusi sangat penting dalam mencapai pariwisata berkelanjutan. Kajian ini fokus pada pelestarian budaya, pemasaran, dan pemberdayaan masyarakat. Wisata memancing adalah pilihan lain untuk menghasilkan uang tambahan bagi masyarakat tanpa memaksa nelayan meninggalkan pekerjaan mereka.

Kata kunci: *Wisata Perikanan, Pantai Timur, Pembangunan*

Abstract

The purpose of this study is to analyze the state of tourism on the East Coast. The Fishing Tourism Development Model relies on local wisdom as a role model for stakeholders and the community in improving the region. The research method employed a qualitative descriptive approach, offering a narrative on the tourist and natural possibilities of the East Coast region. The data collection method makes use of tools from literary studies. The findings of this study demonstrate that the role of institutions is critical in achieving sustainable tourism. This study focuses on cultural preservation, marketing, and community empowerment. Fishing tourism is another option for generating additional cash for the community without forcing fishermen to leave their jobs.

Keywords: *Fishing Tourism, East Coast, Development*

INTRODUCTION

Coastal locations have become an advantage and an identical emblem of Indonesia's natural abundance. The potential of coastal natural resources in Indonesia is so diverse and should be able to contribute to the economy of the people in Indonesia (Harahap et al., 2021). Indonesia is the world's largest archipelagic country, with many tiny islands and the world's longest coastline. The length of the coastline reaches 95,181 km², placing Indonesia fourth in the world after Russia, America, and Canada as the country with the longest coastline. Indonesia's marine waters alone are estimated to cover 5.8 million km² (Tribawono, 2013), including 3.1 million km² of fisheries area and 2.7 million km² of Exclusive Economic Zone (EEZ). Fishing villages rely on nature and the environment to meet their economic demands (Elanda & Alie, 2021). The image of poverty among fishermen is ingrained. Given that Indonesia has a much larger maritime area than land area, it has not been optimized for the welfare of coastal populations, making it harder to break the poverty cycle (Anwar et al., 2019). There are a variety of resources with considerable economic

potential in the marine area. It should be used to protect the livelihoods of fishermen and their families (Tinambunan, 2017). Fishermen's conditions are undoubtedly troubling, as they are at the forefront of Indonesian fisheries management. Because of the increasing rate of population expansion, the sea area can be used more than the land area, and it is expected to be the cornerstone of future hopes.

Coastal communities confront a variety of forms of poverty, including unfulfilled needs for work, housing, healthcare, education, and food, despite being citizens with equal access to these resources elsewhere (Fatmasari, 2016). The development of appropriate infrastructure and skilled labor resources is expected to lead to economic growth for the community to gain and the economy to grow. Regional disparities are more common, and the poor have a weaker bargaining position due to factors like low education, lack of access to technology, capital, and information, and consumerism in culture and lifestyle, especially in the coastal areas of the Eastern region. The biggest opportunity for prosperity in Eastern Indonesia is unquestionably its range of natural resources as an archipelago. It is assumed that the tourism industry would contribute to the economic expansion of its citizens. On the other hand, the theory and actuality are not always in line. The region has capitalized on the promise of maritime tourism, but its potential has not been fully realized, and as a result, it has not been able to improve the welfare of the populace (Riska, Fitria Ramadani, 2020).

There is a wealth of natural resource possibilities on the East Coast region. Most residents of the East Coast are employed as fishermen, yet they nevertheless deal with a variety of issues about poverty and regional inequality. Low-income communities (MBR), as those found in the South Ende Sub-district region of Ende Regency, are among the fishermen due to their low income, which can vary from Rp300,000 to Rp1,000,000 per month for a single house housing four to ten people, as well as their poor quality of settlement. Despite capitalizing on the promise of maritime tourism, the region's potential has not been able to improve the welfare of the population. To ensure that development is not limited to Java Island, the government must prioritize the equitable development of the eastern coastline region.

One of the tactical approaches that might be used to deal with the previously described problems is the implementation of a fishing tourism village development plan that considers the distinctive characteristics of the eastern coastal area. The expansion of historic fishing communities boosts the travel and tourism sector and supports the arts. Coastal sites provide the opportunity for tourism activities with all of nature's attractions in addition to fishing, according to (World Tourism Organization, 2013). There are other significant aspects of the tourism sector than beaches, therefore planning for them must be thorough, well-organized, and targeted. While examining local potential, human resources (HR) must be used as efficiently as possible (Setiawan, 2016). Especially among younger people, the establishment of a fishermen's tourism village might increase knowledge of tourism and community involvement (Nur, 2019).

According to (C Cooper, J Fletcher, D Gilbert, 1993), suggests that there are 4A components that must be owned by a tourist attraction, namely: attraction, accessibility, amenity, and ancillary. For many positive reasons, the development of tourism will be an intriguing trend in the future; nevertheless, good potential will be more successful if it can be developed and handled correctly. Utama (Yunita Dwi Rahmayanti, 2014) states that there are a minimum of four components that need to be combined: components of tourist attractions, components of infrastructure and auxiliary facilities, components of accessibility in the form of reliable public transportation, and components of efficient and effective transportation management. In addition, I Nyoman Erawan (Sholik, 2013) makes the economic argument for tourism. He states that the industry's economic impact generates foreign exchange as well as job prospects for society at large. In addition to being a source of wealth. In addition to being a substitute activity for other forms of tourism, tourism also serves as a supporting vehicle for the reduction of unemployment.

METHODS

This study employed a descriptive qualitative research design. In general, research questions that facilitate direct data collection are the focus of qualitative research designs rather than hypotheses that need to be tested (Ahmad, 2015). According to (Creswell, 2018), qualitative research methodologies employ techniques aimed at investigating and gathering perspectives from multiple individuals deemed to be involved in social and humanitarian issues.

Qualitative research methods also yield descriptive data in the form of observed behavior and written or spoken statements from participants. Inductive data analysis is used in qualitative research in natural settings, which takes a holistic approach, views people as research instruments, and prioritizes the process over the conclusions reached by the participants. By gathering papers and journals that are pertinent to the research issue, the data collection technique makes use of the literature study. The Miles and Huberman Model (Yusuf, 2014) is applied in this qualitative data analysis, which emphasizes the use of documents, tape notes, and more words than numbers in qualitative research. data reduction, data visualization, and conclusion drawing combined with data.

RESULTS AND DISCUSSION

Fishing Tourism Village Development Model

As the community's economic foundation, the eastern coastal regions play a crucial strategic role. Building regional potential through development is quite difficult. Optimizing the inherent capabilities of coastal regions as destinations for tourism presents a substitute approach to enhancing local economies. The potential encompasses biophysical and natural elements, artificial resources (Infrastructure), human components, and institutional forms, such as the community's connection with stakeholders. Therefore, the interaction between people and other resources that are found inside the borders of a specific geographical unit is highlighted by the term "region."

To boost and enhance the tourist attraction and make its very existence more alluring to visitors, several methodical steps are taken to build the model's potential as a tourist attraction. The direction of tourist development in a place is determined by its tourism policy, which also offers a fundamental development philosophy. If there has previously been tourist activity, a place is said to be developing tourism. Planning is an element that must be done and taken into consideration when development is implemented.

The development of planning is necessary before fishermen's kampong tourism can take off. The development of fishermen's kampong tourism employs a thorough planning and strategy process. A thorough or all-encompassing approach can lead to planning that has no detrimental effects on one or two other emerging industries. The goal of this strategy is to establish a well-rounded planning procedure that considers social, environmental, and economic development—the three primary pillars of sustainable development. Each part needs to be carefully developed and connected. It is intended that no aspect that jeopardizes other aspects would be given precedence. Developing countries continue to prioritize economic development exclusively because it is simpler to track, especially in this age of globalization. Due to its inherent trade-off (sacrifice) of equity, low income plays a role in this. It implies that industries with great potential to assist economic growth should receive attention instead of concentrating on environmental sustainability, which is declining yearly.

East Coast tourism development is a series of systematic efforts to develop regional potential and sustainable tourism opportunities in the future. The active role of stakeholders and the community is indispensable in building successful tourism. The implication is that tourism can generate new income for fishermen. The following is a scheme of the Fishing Tourism Village development model for the East Coast area:

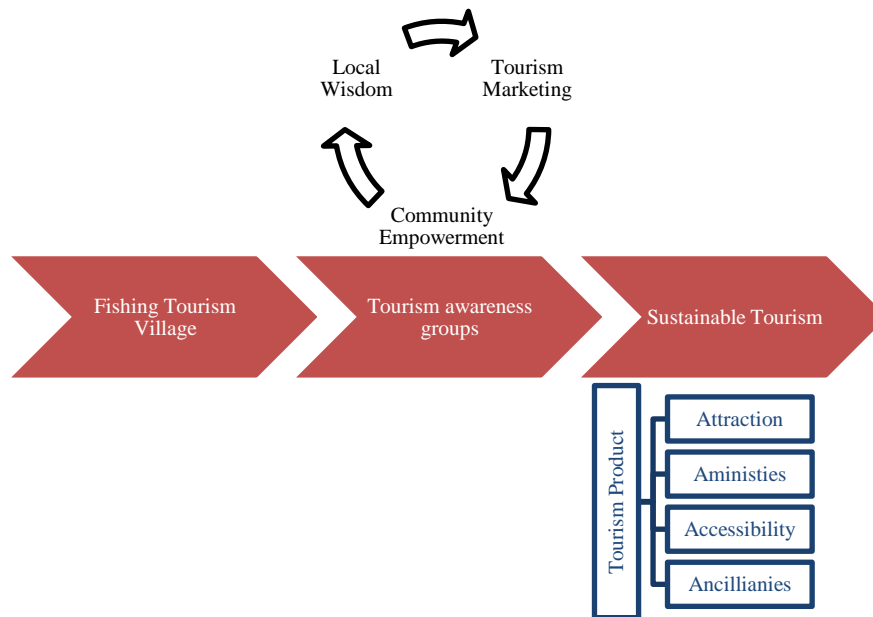


Figure 1. Model Fishing Tourism Village

Source: Processing results, 2024

Based on the picture above, locality-based tourism will be easier to understand for the community. The tourism sector has a major impact on improving the economy of coastal communities. The Fishing Tourism Village development model can be realized through:

1) Tourism Awareness Group (POKDARWIS)

Village institutions known as tourism awareness groups support and enable the active participation of local communities in the development of tourism destinations. An institution in a community forms its management voluntarily and cooperatively. Slow tourism can be a deterrent for Pokdarwis officials, particularly the younger generation that prioritizes financial gain. On the other side, youth benefits from high levels of creativity and invention. The significance of the government's role in encouraging young people to choose careers in the future development of tourism.

Limited management finances are an issue that Pokdarwis institutions frequently face. However, by working together with other nearby universities, this issue can be resolved. Cooperatives and BUMDesa are additional institutions that are required in addition to Pokdarwis. The community uses these two institutions to ensure the sustainability of micro and medium-sized businesses. Since Pokdarwis will be a member of the BUMDesa institution, it will be eligible to receive assistance from the village fund when it receives funding from the government to expand its tourism industry and help with the internal management of the institution. Village monies obtained from the APBN are meant for villages that receive transfers through the district/city APBD, with the execution of development and village community empowerment receiving priority allocation. Law No. 6/2014 on Villages states that the following are the goals of village funds: (1) enhancing village public services; (2) reducing poverty; (3) developing the village economy; (4) resolving development inequalities among villages; and (5) fortifying village communities as subjects of development. Due to its connection to the realization of the 3rd Nawa Cita, which aims to "build Indonesia from the periphery by strengthening regions and villages within the framework of the Unitary State of the People of Indonesia," the South End Sub-district is one of the areas that should receive village funds.

Pokdarwis is under the BUMDes institution that is present to improve community welfare. BUMDes activities can be a channel for funds to develop fishing village tourism. Within the BUMDes, there is a cooperative institution that provides savings and loan services

for capital, buying and selling tourism needs, and fishermen's activities. The strategic role of Pokdarwis in the development of fishing village tourism is as follows:

a) Community Empowerment

In essence, fair development for both current and future generations is the goal of economic development. Pokdarwis seeks to improve welfare, increase business prospects, empower underprivileged and low-income communities, and provide employment. It is impossible to separate policymakers' willingness to harness the potential of tourism resources from the complexity of development. The development of human resources (HR) is crucial for enhancing the Hard and Soft Skills of tourism actors. Socialization exercises, workshops, training, comparative studies, and mentoring programs can all be used to strengthen communities. The goal of community empowerment is to enable tourism players to positively impact the development of sophisticated, culture-based travel.

b) Local Culture Preservation

While coastal tourism is often associated with the allure of its beaches, it can also be advantageous for Pokdarwis in terms of growing the tourism industry when paired with the distinctiveness of the local culture, such as the traditional house architecture and customs. Regional features will draw a lot of interest and turn into a competitive travel industry both domestically and globally. In addition to preserving the local way of life, building traditional homes also helps the impoverished by providing accommodation.

Objects of tourist attraction that need to be preserved through culture-based tourism such as traditional dance performances and traditional musical instruments, establishing dance studios, and local cultural festivals. Other efforts to attract tourists include developing artificial tourist attractions such as traditional markets that provide various community needs, fish markets for tourists to make souvenirs or can be cooked directly in food stalls around the beach area, Fish Auction Sites (TPI), and boat harbors, historical pilgrimage tours, local culinary, especially seafood. The activity of making ikat weaving, typical coastal tambourine remembrance, and the chanting of flute drum and gambus music. The local cultural potential of fishermen's activities can be developed, such as the fish auction process, fish sales in the fish market, and fishermen's activities in the harbor. This is only found in coastal areas. The purpose of developing cultural attractions is to maintain the preservation of typical culture and introduce local culture so that it does not become extinct and carried away by modernization.

c) Tourism Marketing

Tourism marketing is a very important element in introducing regional tourist destinations. Local governments are currently competing in promoting tourism products. If tourism is successfully recognized by foreign tourists, it will bring positive value to regional economic growth and attract investors in tourism development. Pokdarwis plays a role in managing tourism and regional products through digital marketing by creating a regional tourism website that currently needs to be developed. Tourism promotion through social media such as Instagram and Facebook are considered effective in attracting tourists to visit. Tourism marketing development can cooperate with the private sector, tourism agents, and marketing media. Placement of billboards or tourism promotion media at several transportation nodes, such as airports, ports, and terminals.

Realizing Sustainable Tourism

Sustainable tourism is very influential in making communities more productive. The east coast area has tourism potential besides the beach, namely local culture that must be developed to attract more tourists to visit. Sustainable tourism will pay attention to the impact on environmental, socio-cultural, and economic aspects, both positive and negative. Indirectly, tourism also develops other sectors or multiplier effects such as the trade and services sector (Astjario & Kusnida, 2016). (C Cooper, J Fletcher, D Gilbert, 1993) suggest that there are 4A components that must be owned by a tourist attraction to meet the needs of tourism actors and tourists, namely:

1) Attraction

Attraction is a significant component in attracting tourists, be it natural, cultural, or man-made tourism. The uniqueness and uniqueness of an area is the reason and motivation for tourists to visit a tourist attraction. Attractions include the provision of selfie spots with natural panoramic backgrounds, the provision of camping grounds in the beach area, beach tour packages, the development of agro-tourism as a medium for educating children in farming and organizing photography competitions of tourist objects.

2) Amenity

Amenity or amenity are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. (Astuti & Noor, 2016), argue that tourism infrastructure facilities are all aspects of facilities that can be developed to meet the needs of diverse tourists. Tourist service facilities include local nuanced restaurants, provision of large parking lots, food stalls, homestays, clean toilets, prayer rooms, souvenir shops, rental of tourist equipment, ATM centers, police stations, hospitals, and trash bins at tourist attraction locations.

3) Accessibility

Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services become important access in tourism. According to March in (Wahdiniwaty, 2011), accessibility includes flight time or distance, entry access, visa requirements, pasting photos of tourist attractions on local transportation, and repairing and adding road markers to tourism destinations.

4) Ancillary

Additional services must be provided to optimize existing services. Ancillary services include marketing, and physical development (roads, railways, drinking water, electricity, telephones, etc.). Ancillary services are also things that support tourism, such as management institutions, tourist information, travel agents, and stakeholders who play a role in tourism. Ancillary services such as training in the creation of local products made from woven fabrics, training in making culinary specialties, and business capital for joint business groups.

Broadly speaking, the development of fishing village tourism must pay attention to the concept of creative industry based on local potential that supports the tourism industry. Local products can be developed creatively and innovatively. Fishing village tourism is not only concerned with the local community side but also must provide excellent service in meeting the needs of tourists. This aims to create sustainable tourism.

CONCLUSION

The problems faced by the eastern coastal communities are regional disparities and poverty. Efforts to utilize regional potential as capital for local tourism development are expected to overcome these problems. The development of fishing village tourism is very appropriate for the characteristics of the eastern coastal area in increasing the economic income of local communities. Fishing villages are considered capable of lifting the charm of locality, without damaging the image of the village. The development scheme of fishing village tourism begins by using a holistic approach to local wisdom combined with the lives of local people.

The young generation is synonymous with high enthusiasm, creativity, and innovation and is expected to be able to develop tourism through Pokdarwis. The role of Pokdarwis is very important in empowering local communities, local culture, and tourism marketing. The rapid flow of modernization needs to be utilized in promoting the potential of regional tourism to be known by the wider community. The increasing need for tourism, the fulfillment of tourism product services through attractions, facilities, accessibility, and additional services needs to be improved so that local tourism is not less competitive nationally and internationally.

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