

Development of Coastal Tourism to Increase People's Economic Activities (Study on the Community Around Namalatu Beach of Latuhalat Country)

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Abstract

This research is a qualitative descriptive research that aims to find out how to develop coastal tourism to improve the economy of the people around Namalatu Beach, Negeri Latuhalat. This research was carried out at Namalatu Negeri Latuhalat Beach Tourism Object, Ambon City. Primary data collection was carried out through interviews with a number of informants who were directly involved in the Namalatu Beach Tourism Object. The results of this study indicate that the development of coastal tourism to improve the people's economy is not only the responsibility of coastal communities but also good support from the government as a provider of facilities as well as interdependence and cooperation between the government and the community to develop better local tourism objects so that they can improve the economy of the community around the tourist attraction and also increase regional income.

Keywords: Tourism, Coastal Communities, Economic Activities



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INTRODUCTION

Tourism is a complex activity that can be viewed as a large system, which has various components such as economic, ecological, political, social, cultural and so on. Seeing tourism as a system means that an analysis of various aspects of tourism cannot be separated from other subsystems, such as politics, socio-economics, culture and so on, in a relationship of interdependence and interconnectedness. As a system, there is an interdependence relationship between the components in the system, which means that a change in one of the subsystems will also cause changes in the other subsystems, until finally a new harmony is found. Tourism is a system of various elements arranged like a cobweb: "like a spider's web-touch one part of it and reverberations will be felt throughout" (Fennel, 1999).

In the tourism system, there are many actors who play a role in driving the system. These factors are tourism people in various sectors. In general, tourism people are grouped into three main pillars, namely: (1) the public, (2) the private sector, and (3) the government. The community in question is the general public at the destination, as the legal owners of various resources which constitute tourism capital such as culture. Included in this community group are also community leaders, intellectuals, NGOs, and the mass media. Furthermore, in the private group are tourism business associations and entrepreneurs, while the government group is in various administrative areas, starting from the central government, state, province, district, and so on (Pitana and Gayatri, 2005).

According to Law no. 10 of 2009, Chapter 1, Article 1 concerning Tourism is divided into 15 kinds of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. Wardiyanto (2011: 3), argues that etymologically the word "tourism" is identified with the word "travel" in English which is defined as a trip made many times from one place to another. On this basis, by

looking at the current situation and conditions, tourism can be interpreted as a planned trip carried out individually or in groups from one place to another with the aim of getting satisfaction and pleasure.

Maluku is a province in Indonesia. The territory of the Maluku province is very much dominated by the territorial waters which makes Maluku an archipelagic province. Maluku as an archipelagic region has a million wealth in the form of wealth of natural resources, culture and customs. This wealth makes Maluku a tourist destination that is no less attractive than other regions in Indonesia. This reality is a potential for the economy of the people and government of Maluku to develop it into an adequate tourist attraction. Management of a tourist object so that it has attractiveness is a contemporary necessity, therefore there needs to be creativity and innovation in developing tourist objects in Maluku. Communities and government are actors who can collaborate to develop tourism potential so that it is attractive for tourists to visit.

Latuhalat Country is one of the countries located in Nusaniwe District, Ambon City, Maluku Province, where one of them is Ukuhuri Hamlet. In addition to having large sea waters, this hamlet also has a large fishery potential if it is managed and utilized properly. The potential for marine resources which is quite large is not matched by the lives of the coastal communities in this hamlet, most of whose livelihoods are fishermen. The management of marine resources is still traditional and is supplemented by knowledge that is only obtained from generation to generation. In this case, only the people who live around Namalatu Beach are empowered, those who work to guard the tourism location and those who sell are only the people who live around the tourism location because it is close and easy to reach so that outsiders or people who are far from the tourism location are not given the opportunity to selling, in this case there are some sellers who have been selling for a long time before they got married and when they have a family they still sell because they still live in Negeri Latuhalat so they don't give room for outsiders to sell at the Namalatu Beach location.

In addition, the number of stalls has been provided according to the number of sellers. This condition is supported by the many necessities of life experienced by coastal communities with increased tourism. The constraints experienced by the community around Namalatu Negeri Latuhalat Beach, during the rainy season most of the sellers do not sell because of the lack of visitors who come because some of them only depend on sales at the Namalatu Beach location. By looking at the above, it is necessary to make efforts to develop alternative livelihoods as one of the methods that must be prioritized so that they do not only depend on selling on Namalatu Beach. That way it can develop the empowerment of coastal communities, in order to improve their standard of living for the better.

RESEARCH METHODS

This research is a descriptive research with a qualitative approach. According to Sugiyono (2016: 9) qualitative descriptive method is a research method based on the philosophy of postpositivism used to research on natural object conditions (as opposed to experiments) where the researcher is the key instrument. Data collection techniques are carried out in triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problems to be studied by studying as much as possible an individual, a group or an event. In qualitative research, humans are research instruments and the writing results are in the form of words or statements that are in accordance with the actual situation.

RESEARCH RESULTS AND DISCUSSION

In the next described the results of interviews and observations that have been carried out by researchers adapted to the formulation of the problem in the title of this study. The preparation of the results of interviews, observations, and analysis of researchers is described as follows:

Utilization of Coastal Tourism to Improve Community Economy

The coastal area is almost always a special attraction and is used as a tourist attraction. So it must pay attention to the balance between the level of development and the carrying capacity of the environment so that it can be used to improve the economy of the surrounding community. The potential that exists in Latuhalat Country, especially Namalatu Beach has attractions such as beautiful beach views, a clean environment and the surrounding community is also very friendly so that many visitors travel to Namalatu Beach. With so many visitors there, sellers who sell can get additional income.

The use of coastal tourism was explained in interviews conducted by researchers with several respondents and informants, namely sellers at Namalatu Beach Tourism Object, Latuhalat Country. The same view was expressed by Mrs Gres Tehupuring and Mrs H.L in their capacity as sellers at the Namalatu Beach tourist attraction on January 21 2023, stating; The utilization of the coast of Namalatu Beach for the community's economy is very good. Because it can increase income for the surrounding community. Our efforts are to protect the beach which is a source of income for us by not throwing trash on the beach and not destroying it. With the potential that Namalatu Beach has, Namalatu Beach is a tourist destination or area that has white sand and is a historical place for Latuhalat Country. Apart from that, the cleanliness of the beach makes visitors feel comfortable."

Other information was also obtained by the researcher from Ms. Dian Leasa on January 21, 2023, along with the results of her interview: " Utilization of tourism for us coastal communities is good enough. The effort that we can do is to always maintain the cleanliness of the beach to attract the attention of visitors who come, always coordinate regarding the development of Namalatu Beach between sellers and employees who work at Namalatu Beach. Because when viewed in terms of income that utilization is maximized so that it is very supportive for the economy of coastal communities. So with the potential that Namalatu Beach has, namely a clean and environmentally friendly beach. The existence of natural resources that are capable of being processed by the community such as Laur which is only available in March or April each year, this attracts many visitors who come from within the country and abroad. In addition, marine resources that are used for transit of fishing boats also improve the community's economy. Furthermore, breadfruit trees are unique to the Latuhalat people to improve their economy.

From the results of interviews submitted by several informants and respondents above, it can be analyzed that the use of coastal tourism is very good to do with the various potentials possessed by Namalatu Beach, both marine resources and human resources that can be processed to increase income for both the surrounding community and for the development of tourist areas.

Efforts to Empower Coastal Communities in Increasing Tourism in Latuhalat Country

According to the results of the researcher's interview with one of the respondents, namely Mrs. Tasya Latuhihin on January 22, 2022, the following are the results of the interview: "With the efforts made by the Tourism Office, namely providing and providing kiosks for the community to sell, it is very helpful. Various government policies have been

implemented, namely the existence of cooperation from the Maluku Provincial Tourism Office to procure stalls on Namalatu Beach in order to increase income for the community. Other policies are also carried out by the local police, namely on certain days they carry out field monitoring to maintain security and comfort in tourist sites.

Other information was also obtained by researchers from Mrs. Joan Puturuhi on January 22, 2023, along with the results of the interview: "The efforts made by Tourism are to give and provide places/kiosks for people to sell. The government participates in supporting the utilization of coastal tourism through MSME social assistance which is distributed to sellers and the surrounding community. Thus, the impact of empowering the people's economy is fulfilled and guaranteed survival for the community and increased existence in the tourism sector. The program carried out from tourism for coastal communities is tourism in collaboration with the village government to distribute assistance in the form of groceries and necessities for selling.

From the two statements conveyed by the informants above, it is analyzed that the efforts made by the government through providing kiosks for coastal communities are very helpful. Based on the analysis above, it can be concluded that, with the utilization of coastal tourism for communities around Namalatu beach, a profitable collaboration arises for both parties, both for the government, namely increasing regional income as well as increasing income for the surrounding community. Based on the results of the interviews above, it can be concluded that with good support and cooperation between the government and coastal communities in developing tourism on Namalatu beach by making and adding other facilities such as building lodging, mosques for Muslim visitors, rehabilitating kiosks and so on.

This is done in order to provide maximum benefits for development, so its implementation requires a planned and systematic strategy for local communities. The involvement or participation of the local community is also important, including in relation to the sustainability of tourism itself, which includes protection of the environment and benefits for people's welfare. So that it really has an impact on empowering the people's economy, namely there is additional income obtained from selling on Namalatu Beach and there is assistance from the state government at every kiosk/place to sell to improve the economy and improve the quality of our sales.

This is in line with the research conducted by Dini Yulianti entitled "The Impact of the Development of Kreo Cave Tourism Objects for Community Welfare in Kandri Village, Gunungpati District, Semarang City". Currently, people have various professions such as being food traders, owning food stalls, owning inns or inns, parking lot owners and so on. In addition, the income of the local community has also increased.

Based on the analysis above, it can be concluded that with the development of coastal tourism on Namalatu beach for the surrounding community, it has a positive impact. Utilization of Namalatu Beach by procuring kiosks, as well as existing facilities is very helpful for the community to sell to increase income. For this reason, let us as the government and coastal communities jointly see this as a reference for us so that we can continue to maintain and preserve the beautiful nature that God has given so that it can be used as needed.

Discussion

Besides being used as a source of regional income, the development of coastal tourism utilization can also be used as a means of preserving local culture and wisdom. By looking at the various tourism potentials found in Namalatu Negeri Latuhalat Beach, the community and government as tourism development stakeholders should be able to optimize this potential for the welfare of the surrounding community. Based on the theory presented by Pitana and

Gayatri (2005:95), local governments have a role to develop tourism potential in their regions as Motivators, Facilitators and Dynamics. Likewise with the local community, they must support the empowerment carried out by the government in developing coastal tourism.

So far the efforts that have been made by the Provincial Tourism Office in motivating the community have been quite good, this can be seen from the level of public awareness of the importance of tourism which has been good. Through the procurement of stalls for the surrounding community, the Provincial Tourism Office also continues to work on the development of existing tourism potential, both human and natural resources in Namalatu Negeri Latuhalat Beach. In addition, the village government also participates in pursuing tourism development for coastal communities who need business development funds through distributed social assistance. With good cooperation between the government and the community as a reference for the development of tourism utilization, it should be maintained so that in the future we can process and develop tourism for our common welfare.

CONCLUSION

Based on the data analysis that has been carried out, the following conclusions are put forward, namely: (1) Utilization of Coastal Tourism to Improve the Economy of Communities in Namalatu Beach. The use of the coast of Namalatu for the community's economy is very good because it can help generate income for the surrounding community, the efforts made by us, the local community, are by protecting the beach which is a source of income for us and supporting every effort made. (2) Efforts to Empower Coastal Communities in Increasing Tourism in Latuhalat Country. Efforts made by the Tourism Office are giving and providing kiosks for the community to sell. In addition, the existence of cooperation and support and mutual understanding between the government and the surrounding community is very good for supporting tourism activities on Namalatu beach.

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