

## **Analysis Of The Central Role Of Beach Tourism Objects In Village Economic Development: A Case Study Of Tanjung Bias Beach, West Lombok**

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### **Abstract**

The purpose of this study was to analyze the role of tourist attractions in the economic development of the village, taking the case at Tanjung Bias Beach, Senteluk Village, Batu Layar District, West Lombok Regency. This research uses a qualitative approach with descriptive methods. The data collection techniques used were observation, interviews, and documentation. The determination of informants in this study used purposive and snowball sampling. The data validity method used is the triangulation method. Based on the results of the research that has been done, it can be seen that the role of Tanjung Bias Beach tourist attraction is very influential in the economic development of Senteluk Village. There are three roles that help improve the economic development of the village, namely opening business opportunities, increasing community income, and creating jobs.

**Keywords:** The Role of Tourism Objects, Economic Development, Tanjung Bias Beach Tourism Objects.

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### **INTRODUCTION**

Regional economic development is a process in which the local government and its people manage every available resource and form a partnership pattern between the local government and the private sector to create new jobs and stimulate the development of economic activity (economic growth) in the region. In this relationship, regional development is directed at maximizing the potential of natural resources and developing human resources by improving the quality of life, skills, and government assistance (Arsyad 2010).

The economic development of a region or village cannot be separated from good cooperation between the village government and the local community. With the participation of community members actively and help the process of economic development, namely in terms of participating in providing employment as a form of helping the government in overcoming unemployment. Communities that take part in the economy are a form of empowerment process. This is in accordance with the opinion of Suhatini (Martiariani, 2017), which states that in the empowerment process, one of the main characteristics emphasizes the role and participation of the community from planning to implementation and maintenance. So the most

instrumental in the empowerment process occurs on the basis of community independence utilizing all forms of potential owned, such as: potential trust, economy, tourism, cultural strength, natural beauty and so on.

The tourism sector is one of the economic potentials that needs to be developed in order to improve community welfare and regional development. This is done thoroughly and evenly so that there needs to be directed and coordinated guidance. In addition, the concept of tourism includes empowerment efforts, tourism businesses, objects and attractions and many types of tourism businesses.

Tourism is one of the flagships for countries in multiplying sources of profit. Indonesia strives to promote Indonesia's tourist and cultural tastes, this is what is received positively with a variety of visitors from various countries coming to Indonesia. Other tropical countries including Indonesia in recent years have begun to promote tourist destinations, as it is known that tropical countries are the choice for the people of subtropical countries as tourist destinations when their countries are hit by winter.

Some research conducted by Simanullang (2022), Wahed (2020), Dwi Anggarani et al (2020), Wahyurini (2020), Huda (2020), and Salihin (2019) where they discuss research with the same theme, namely the role of tourist attractions in economic development. In the research conducted, it can be concluded that economic development through the tourism sector has a very positive impact on village development in the economic and social fields. The impact in the economy is that it can increase Village Original Income (PADes), be able to open business opportunities, create jobs, reduce poverty and unemployment and much more. While the impact in the social field is to increase community participation in conveying ideas or ideas, community welfare, and social relations between communities are well established. Not only is there a positive impact on village economic development through the tourism sector, but there is also a negative impact. The negative impact is the occurrence of cultural and social changes in society. Where there are external cultural influences that conflict with the culture of the local community so that it can weaken community culture, environmental pollution and lack of security levels. The tourist attractions offered in West Lombok Regency, precisely in Batu Layar District itself, are quite diverse so that they can be an alternative choice for a vacation for tourists. One of the tourist areas that is fairly hidden or not many outside tourists know is Tanjung Bias Beach, Senteluk Village, Batu Layar District, West Lombok Regency.

Tanjung Bias Beach is one of the beaches located in Senteluk Village, Batu Layar District, West Lombok Regency. The existence of Tanjung Bias Beach is very influential for the economy of the community around the Tanjung Bias Beach tourist attraction. This beach has 53 food stalls that line the edge of Tanjung Bias Beach. This beach presents a combination of beach tourism and culinary tourism so it is quite interesting to be promoted as a destination for local and international tourists.

Based on the description presented in the background of the problem above, it is interesting to explain with a research focus on the topic of the central role of Tanjung Bias Beach tourist attraction in the economic development of Senteluk Village, Batu Layar District with the research question is How is the role of Tanjung Bias Beach tourist attraction in the economic development of Senteluk Village, Batu Layar District, West Lombok Regency?

## **RESEARCH METHOD**

The research approach used in this study is a qualitative descriptive research approach. The qualitative descriptive research approach is interpreted as a method that aims to clearly describe the state of the subject or object of research, including informants, institutions, communities, and so on. The depiction in this study can take the form of written words derived from observations in order to obtain actual data from informants or respondents. The object of research in this study is the Tanjung Bias beach tourism object in Senteluk Village, Batu Layar District, West Lombok Regency.

The research approach employed is a case study approach or field research. This case study approach is conducted to extensively study the environmental interactions, positions, and field conditions of a research unit as they are. Research subjects can be individuals, communities, or institutions. Indeed, the research subject is relative.

Data collection techniques are the most strategic step in a study because the main purpose of research is to obtain accurate data. Without knowing the data collection techniques, researchers will not obtain data that meets the set standards (Sugiyono, 2016: 224). The data collection techniques used in this study are interviews, observation, and documentation.

## **RESULT AND DISCUSSION**

### **1. The role of Tanjung Bias in Increasing Business Opportunities**

Interviews with several informants have yielded responses indicating that the presence of Tanjung Bias Beach provides benefits to the surrounding community. The existence of Tanjung Bias Beach opens up business opportunities for the community, thanks to the attractions available. AZ01 expressed the following:

*“Most of the business operators in Tanjung Bias are individuals involved in the travel industry. Additionally, there are local residents who were originally fishermen and recognized the tourism potential there, leading them to establish culinary businesses.”*

Regarding business opportunities in Tanjung Bias, AZ01 stated that only culinary businesses are present:

*“At present, there are approximately 35 food stalls in Tanjung Bias. Initially, when Tanjung Bias was first established, there were around 53 stalls. However, due to various challenges, such as the Covid earthquake, many stall owners closed down. Therefore, based on the data collected recently, there are currently 35 active stalls operating, solely focused on culinary businesses. No other types of businesses are present.”*

The Head of Senteluk Village also emphasized the predominance of culinary businesses:

*“The majority of businesses targeted are culinary establishments.”*

Hence, initially, the existing businesses at Tanjung Bias Beach were exclusively culinary ventures. However, through observations, a new business has emerged, namely horse rental services for coastal tours. This development can be attributed to the community's creativity. Previously, horses were primarily used as transportation through cidomos. However, the demand for cidomos has declined as other means of transportation, such as motorcycles and cars, have become more prevalent. Consequently, the community demonstrated their creativity and initiative by establishing a horse rental business on Tanjung Bias Beach.

As AZ01 stated:

*“The community itself initiated the creation of tourist attractions. The horse riding activity is a result of the community's resourcefulness. Horses, which were originally used for transportation, particularly via cidomos, have seen a decrease in demand due to competition from public transportation vehicles like cars. As a result, transportation-related businesses have somewhat dwindled, with only occasional trips to the market in the mornings. However, since most activities in Tanjung Bias occur in the afternoon, the community took it upon themselves to introduce the horse riding attraction in Tanjung Bias. They obtained permission from us, and we also support their involvement and the impact the community receives from the presence of Tanjung Bias.”*

Based on the information provided, it is evident that the community takes full advantage of the available business opportunities. The community proactively initiates business ventures, obtaining permits from the Village-Owned Enterprises (BUMDes) with the support of the Village Government. The process of acquiring permission to operate a business at Tanjung Bias Beach is not burdensome for the community, as the Village Government and BUMDes facilitate the necessary administrative procedures.

As mentioned by AZ01:

*“ There are no specific requirements, just the administrative documents that need to be taken care of, such as a domicile ID card. Additionally, a contract agreement is made between the BUMDes and the business operator.”*

This indicates that it is relatively easy for individuals who wish to establish a business at Tanjung Bias Beach. Furthermore, as reiterated by AZ01:

*“The contract also includes a stipulated time period. As long as the business operators comply with the terms and conditions, we always provide support through agreements in accordance with the village regulations (PerDes). The deposit process is also regulated by our PerDes, which serves as the legal basis for collecting fees based on the income generated from business activities.”*

This demonstrates that opening a business at Tanjung Bias Beach is highly permissible, and the Village Government and BUMDes actively support individuals in their entrepreneurial endeavors. Thus, the existence of Tanjung Bias Beach presents significant business opportunities for those seeking to establish their own enterprises.

## **2. The Role of Tanjung Bias in Increasing Community Income**

The Village-Owned Enterprises (BUMDes) serves as a platform where the village government collaborates to fulfill its responsibilities in promoting the prosperity and economic improvement of the community while supporting the village's original income. BUMDes Desa Senteluk, located in Batu Layar District, assists the village government in carrying out its duties effectively and serves as an extension of the village government. The establishment of business units within BUMDes Senteluk is based on sound management principles, leveraging the existing potentials.

According to the field researchers' interviews, Tanjung Bias Beach plays a significant role in increasing the income of the village and its community. AZ01 highlighted that Tanjung Bias Beach greatly contributes to the Village Original Income (PADes) and the income of individuals who work at the beach:

*“Yes, certainly. As I mentioned earlier, one of our priorities in developing culinary tourism is to enhance the local community's economy. We prioritize business activities at Tanjung Bias for the benefit of the local people who will be directly impacted. Many locals work at Tanjung Bias, including parking attendants, waiters, and more. In terms of the economy and community income, it has a highly positive impact and increases their earnings. In relation to the Village Government, the income is still significant. We collect fees and deposits at Tanjung Bias, which are then deposited into BumDes. We provide PADes to the village every month, ensuring support to the village.”*

Similarly, Simanullang's research (2022) confirms that the role of tourist attractions, such as Tanjung Bias Beach, has a positive impact on increasing community income. Tourism development opens up opportunities for higher earnings. Tanjung Bias Beach significantly contributes to the income of Senteluk Village and its residents. This is possible due to the effective utilization and management of the existing potentials at Tanjung Bias Beach. Consequently, Tanjung Bias Beach serves as a catalyst for economic development in Senteluk Village.

Based on interviews with workers ER05 and FG06, it is evident that working at Tanjung Bias Beach has increased their income. ER05 stated:

*"I used to work in the engineering department, but now I am working as a waiter at Arza's shop. Although the salary is not high, I am grateful that I am employed and have an income to meet my daily needs without relying on my parents."*

FG06 expressed a similar sentiment:

*"I used to work as a laborer, taking odd jobs on a daily basis. If there was work available, I would do it, but if not, I would be unemployed. However, after being offered a job at Kedai Jelly, I am thankful that I consistently have income to support my daily expenses"*

AZ01 further emphasized the positive impact on community income resulting from the development of culinary tourism and prioritizing local people for business activities at Tanjung Bias Beach:

*"Yes, certainly. As I mentioned earlier, one of our priorities in developing culinary tourism is to improve the local community's economy. We prioritize business activities at Tanjung Bias, specifically for the benefit of the local people who are directly affected. Many locals, including parking attendants and waiters, work at Tanjung Bias Beach. This has a significant positive impact on the economy and community income. In terms of the Village Government, the income generated from fees and deposits collected at Tanjung Bias Beach, which are deposited into BumDes, enables us to provide PADes (Village Original Income) to the village every month."*

This demonstrates that the presence of Tanjung Bias Beach has had a positive effect on the local community by increasing their income. The active participation of the community in developing businesses at the beach showcases their role in assisting the village government in addressing unemployment and job scarcity issues.

### **3. The Role of Tanjung Bias in Creating Jobs**

Researchers have obtained information in the field that highlights the role of Tanjung Bias Beach in job creation. In an interview with informant AZ01, it was revealed that Tanjung Bias Beach plays a significant role in providing employment opportunities. AZ01 stated:

*"There are workers from outside the area as well, but the priority is still given to the local community. Until now, Tanjung Bias has been able to provide jobs for around 500 local workers. Especially for those who live in the vicinity of Tanjung Bias, within the same hamlet, on average, they have found employment there. Some were previously unemployed but now have jobs, and there are even locals who directly manage their own stalls, starting their businesses with the capital they have prepared."*



According to AZ01, the impact of Tanjung Bias Beach's existence is evident in the creation of employment opportunities for the local community. As one of the leading business units in Senteluk Village, Tanjung Bias Beach is easily developed and generates significant job opportunities for the surrounding community. The fact that approximately 500 workers are employed at Tanjung Bias Beach indicates a high level of job absorption. Hence, the existence of Tanjung Bias Beach has a significant impact on employment in Senteluk Village. As AZ01 mentioned, the business units in BUMDes contribute to job creation by absorbing labor, with 80% of the workers being residents of Senteluk Village. This confirms that Tanjung Bias Beach provides employment opportunities for the local community. The employment opportunities resulting from the existence of Tanjung Bias Beach are also experienced by workers like ER05 and FG06, who are employed at the beach. ER05 stated:

“I never imagined working at Tanjung Bias Beach, especially at Arza's shop, as I have an engineering background. However, when I was unemployed and had no other options, I approached my uncle who owns this shop, and he gave me an opportunity to work here. It's true that Tanjung Bias creates job opportunities, and the application process is not complicated compared to other places, as long as you are willing to work.”

Regarding the job opportunities offered by Tanjung Bias Beach, they are quite extensive, and the requirements are not overly burdensome for individuals seeking employment. This is evident from ER05's statement, where he mentioned that working at Tanjung Bias Beach is easy as long as one has the willingness and sincerity to work. This aligns with the findings of Huda's research (2020), which highlighted that the presence of the tourism sector in Serang Village contributed to the development of the village's economy and created job opportunities for the local residents.

The role of Tanjung Bias Beach in job creation is widely felt by the local community. It serves as a solution to reduce the unemployment rate in Senteluk Village. The village government and the community work together to harness the potential within the village, resulting in the creation of new jobs. The residents of Senteluk Village actively utilize the presence of Tanjung Bias Beach by working in the beach stalls. This demonstrates that Tanjung Bias Beach has the capacity to absorb a significant number of workers, approximately 500 individuals. Thus, Tanjung Bias Beach serves as a solution to address the unemployment rate in Senteluk Village, contributing to the economic development of the community.

## **CONCLUSION**

Based on the study's findings, it can be concluded that the role of Tanjung Bias Beach as a tourist attraction significantly influences the local community's economy, providing support and economic opportunities. This tourist attraction enables individuals, primarily fishermen, to enhance their economic well-being through

tourism-related businesses such as culinary ventures and horse riding activities. Consequently, job opportunities are created for the community in Senteluk Village, leading to a positive impact on reducing unemployment and alleviating poverty in the region.

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