

Community Readiness in The Development of Marine Tourism in Tanjung Setia Village, Pesisir Barat, Lampung

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Abstract

Indonesia has been well-known as a country with abundant natural resources potential, especially in the maritime field. One of the areas in which has nautical tourism assets in Indonesia is Lampung. The nautical tourism asset in Lampung is located in Krui, West Coast Regency. The beach is called Tanjung Setia. The main attraction possessed by this beach is Surfing. The wave characteristic of Tanjung Setia Beach is long, high, and constant. With its assets, the reality isn't in accordance with the readiness of the society living along the Beach yet. It is found that the community in Tanjung Setia haven't realized yet, proved by there is no programs nor ideas given to the developing of the tourism by the POKDARWIS – a group created to develop the tourism awareness in Tanjung Setia. Besides, they are also not able yet to catch the opportunity given by the tourism in their village.

According to Nur Nobi and Majumder (2009:1-2) it is said that developing a tourism (nautical tourism) is including some important factors, in which one of them is the involvement of the society. Methodology used in this study is descriptive with qualitative approach. The grand theory used in this study is the stage of community readiness consists of 9 levels, they are: unawareness, declining, vivid awareness, pre-plan, preparation, initiation, stability, confirmation, and professionalism. The next step, this study will be testing at the level in which the community of Tanjung Setia is on, then analyzed by frequency distribution.

In this study, it was found that, the majority of Tanjung Setia village community are farmers, with the average age is 36-42 years. Public facilities in the Tanjung Setia the beach area is quite good, but there are still many things that need to be developed. In terms of readiness, the people of Tanjung Setia village occupy level 5 of 9. They are in the preparation stage, where at this level the community of Tanjung Setia village is ready to develop marine tourism in their village

Keywords: community readiness; stage of community readiness; marine tourism

A. INTRODUCTION

Indonesia is known as a country with abundant natural resource potential, especially in the maritime sector. Indonesia is the largest archipelagic country in the world consisting of 17,499 islands with a coastline of 81,000 km and its water area consisting of territorial sea, archipelagic waters and inland waters covering an area of 2.7 million km or 70% of the territory of the Republic of Indonesia. This shows that Indonesia has great potential for marine tourism.

Various marine tourism potentials are available in various parts of the archipelago, some of which are in great demand by domestic and foreign tourists. Krui is an old city that has been around for hundreds

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of years, in Stabas Bay which became the capital of Pesisir Barat Regency which was formed based on Law No. 22 of 2012. Krui City has the potential for natural wealth, especially marine tourism, with a 210 kilometer coastline, besides that this area is also surrounded by shady tropical forests of the southern Bukit Barisan National Park.

Tanjung Setia Beach has the character of long, high and constant waves, this is because it is directly facing the Indian Ocean. Mentioned in the 2015 West Coast RIPPDA document, Foreign surfers see Tanjung Setia beach as one of the best beaches in the world, especially for surfing activities . Tanjung Setia beach waves reach 6-7 meters from June to August with waves of \pm 200 meters making this place loved by surfers.

With the various potentials that exist, in reality they are not in line with the readiness of the surrounding community in dealing with this. It was found that the Tanjung Setia village community (pekon) did not yet have an awareness of tourism in their area, as evidenced by the formation of a Pokdarwis (Tourism Awareness Group) in Tanjung Setia village but no programs or ideas had been given for tourism development in Tanjung Setia, according direction from the west coast tourism office, "these people have not been able to see opportunities with the existence of Tanjung Setia as a potential to increase income" (Source: Secretary of the West Coast Tourism Office) the majority of the daily work of the people around Tanjung Setia are fishing and gardening, so they need encouragement from related stakeholders to be able to lead people to want to innovate, be creative and seize opportunities includes several factors One of the most important is community involvement.

The community must take part in the development of tourism at Tanjung Setia Beach, apart from protecting the coastal ecosystem itself, if the community is involved in the development of marine tourism, this will make it easier for the local government to carry out programs related to tourism and of course it will have a positive impact on the community such as getting additional income, to meet their needs, considering that the livelihoods of the people of Tanjung Setia are farmers, fishermen and gardeners. This is also in line with the concept of national tourism development, as stipulated in the Act No. 10 of 2009 (RI Government, 2009) which explain that tourism administration is aimed at increasing national income in the framework of people's welfare and prosperity.

The independence of a society will affect the progress of a nation (Sari, 2020). The independence of the community is of course greatly influenced by the pattern of government from the highest level to the lowest level, namely the village. To realize the progress of the State achieve independence, progress and welfare of society. The success of the process of strengthening independence in managing village resources will increase the community's ability to maintain welfare without having to depend on other padgees (Sari, 2020)

According to Edwards (Edwards et al., 2000) in the article Community Readiness Research to Practice , the readiness stage consists of:

1. Without Consciousness (No Awareness)
2. Denial (*Denial*)
3. Vague/Unclear Consciousness (*Vague Awareness*)
4. Pre-Planning (*Preplanning*)
5. Preparation
6. Initiation
7. Stabilization (*Stabilization*)
8. Confirmation / Expansion (*Confirmation / Expansion*)
9. Professionalization (Professionalization)

This is what underlies researchers to carry out research entitled the study "Community Readiness in Marine Tourism Development in the village of Tanjung Setia, West Coast, Lampung".

B. RESEARCH METHOD

The research method used is descriptive with a qualitative approach. Qualitative research methods (Sugiyono, 2019) are often called naturalistic research because research is carried out in natural conditions. The descriptive method according to Whitney (Nazir, 1988) in finding facts must be with the right interpretation. Descriptive research examines the problems that exist in society and the procedures that apply in society and certain situations, including relationships, views, activities, attitudes and ongoing processes and the influence of a phenomenon. Qualitative research (Sugiyono, 2019) is a method based on the philosophy of postpositivism , used to research on natural object conditions , where the researcher is the key instrument , data collection techniques are carried out

in triangulation (combined) data analysis is qualitative and the results of qualitative research emphasize meaning rather than generalization. Data analysis that researchers use is the frequency distribution .

It is known that the sampling frame totaled 1774 people. The samples taken in this study were 322, but due to a pandemic covid 19, only 139 respondents, this number is obtained from the formulation of the table Kretjie Morgan.

C. RESULTS AND ANALYSIS

1. RESULTS

Table 1. Frequency Distribution Data for the Community of Tanjung Setia Village

No.	Average Class	Categori	Frequency	Percentage
1	36 - 42	No Awareness	1	0.7
2	43 - 49	Denial	9	6.5
3	50 - 56	<i>Vague Awareness</i>	20	14.4
4	57 - 63	<i>Preplanning</i>	31	22.3
5	64 - 70	Preparation	54	38.8
6	71 - 77	Initiation	15	10.8
7	78 - 84	<i>Stabilization</i>	5	3.6
8	85 - 91	Confirmation	3	2.2
9	92 - 98	Professionalization	1	0.7
Total			139	100.0

Source: Researcher, 2020

As we see on the table 1, the highest level is at level 5, namely preparation At this level Planning is ongoing and focuses on practical details. There is general information about local issues and about the pros and cons of prevention activities, measures or policies, but may not be based on formally collected data. Active and energetic leadership. Decisions are being made about what will be done and who will do it. Resources (people, money, time, space, etc.) are being actively sought or have been exercised. The community climate offers at least modest effort support.

2. ANALYSIS

a. *Actual Conditions of Community Readiness in the Development of Marine Tourism in Tanjung Setia Village, West Coast*

The majority of the Tanjung Setia village community are at a vulnerable age of 36-45 (34.53%). The percentage of this age is the productive age of work, with this large percentage, the community can be empowered in managing tourism in Tanjung Setia Village, West Coast. In addition, the work of the people of Tanjung Setia, the most dominating are farmers at 30.22%. With an average income of 2-3 million (35.25%) this shows that the people of Tanjung Setia village are farmers as their main livelihood, followed by housewives and fishermen. These farmers can be empowered to manage tourism in their village, especially according to interviews with several the community, they are very happy with tourism, their village is visited by many tourists and of course the community's income will also increase. However, some people don't know what to do with tourism in their village.

The people of Tanjung Setia who work as farmers can play a role by trading around Tanjung Setia beach, renting motorbikes, providing motorcycle taxi services to pick and drop tourists, providing homestays, renting beach equipment such as tires and buoys. In addition, farmers can also be empowered by being given agro-tourism training, bearing in mind that around the village of Tanjung Setia there are very large rice fields. this is a potential other than the beach, for the people of Tanjung Setia.

The majority of the education of the people of Tanjung Setia Village is high school (High School) of 57.55%. With this educational background, it is not surprising that people's jobs and income are relatively low (source: BPS, 2019). With this educational background, the government of the west coast region wants to encourage the community to be involved as tourism actors, so far the efforts that have been made include conducting training on tourism villages, and culinary.

In order for people to be more interested in getting involved, the tourism agency needs to bring in experts such as chefs or MSME experts. Communities can be taught new skills such as making chips, special souvenirs from Tanjung Setia. This can be empowered to manage MSMEs. With real examples given to the community, it is hoped that people's minds can be more open to be involved in developing tourism in their villages. If later it is possible to make village SMEs the products that need to be produced are merchandise /shirts, key chains, hats, pins, wood crafts and tapis crafts. In addition, the community can also be encouraged to form groups such as groups arts, music, dance and performance studios, it is hoped that if there are events that are held it will immediately attract the group to contribute.

b. *Level of Readiness of the Tanjung Setia Community in the Development of Marine Tourism in Tanjung Setia Village, West Coast*

Figure 1. Level of Community Readiness



Source: Researcher, 2020

This figure 1. is based on the findings and data processing of both primary and secondary researchers with the fact that there is a form of community readiness that meets every level of community readiness in

accordance with the Edwards concept (Edwards et al., 2000). In more detail, the actual readiness of the people of Tanjung Setia village at each level is as follows:

1) *Without Consciousness (No awareness)*

Researchers found that the people of Tanjung are loyal to a few are at this level, amounting to 0.7%, this shows that the condition of the people of Tanjung Setia, not people who are completely unaware of tourism in their area, is proven by the data obtained by the researchers. This is a very good thing in the development of marine tourism in Tanjung Setia, of course to encourage people who are still at this stage. Of course there needs to be effort from the government/village groups to persuade people who don't want to be involved in a way according to the concept that the researcher uses. One way to raise awareness is through one-on-one visits with community leaders

2) *Denial*

People at this level tend to be indifferent and do not care about what is happening in their village, when everyone is aware of the importance of tourism, they don't care. This will hinder the development of tourism in Tanjung Setia village. It needs encouragement from various parties, relatives, neighbours, village/regional government to persuade the community so that they at least want to know about tourism, this is of course for the good of the community itself whose goal is to prosper the community. In accordance with the concept that researchers use , a strategy that can be used to persuade people who refuse is to continue visiting one by one, and encourage them to want to be involved in tourism, and of course bring other people who are considered able to persuade these people.

3) *Faint Consciousness*

Researchers found that 14.4% of the people of Tanjung Setia are at this stage. In accordance with the concept that researchers use, a strategy that can be taken to persuade people who are in this stage is by increasing awareness of what the community can do such as presenting information about tourism when there are community events and to the unrelated communities , starting to make events related to tourism, conducting door-to-door surveys , making billboards/posters about tourism in Tanjung Setia village, this will at least help a little psychologically from the community to understand tourism .

4) *Pre-Plan*

The researcher found that 22.3% of the residents of Tanjung Setia are still at this stage, according to the concept that the researchers used, the strategy that can be carried out is to increase awareness with concrete ideas to combat conditions as described, namely by means of the government/village officials/ Pokdarwis needs to introduce tourism through presentations and the media to the community, engage community leaders to support tourism in Tanjung Setia Village, review existing efforts in the community (programs, activities) to determine who benefits and how far the level of success has been. Create tourism awareness groups (POKDARWIS) to discuss issues and develop strategies.

5) *Preparation*

That 38.8% of the people of Tanjung Setia village were in the preparation stage, stage 5 of the 9 stages " Stage of Community Readiness " In accordance with the concept that researchers use, a strategy that can be carried out to encourage the community to continue to develop is to collect existing information to assist Tanjung tourism development strategies loyal by conducting surveys of areas where tourism is well developed, gathering with the tourism community, being transparent about problems that occur to the community, conducting public forums to develop strategies, using senior community leaders/key leaders and influential people to speak to society about the importance of tourism.

6) *Initiation*

Researchers found that 10.8% of the Tanjung Setia community were already at this stage, this is a good thing, the higher the readiness, of course the people will easily develop tourism in their area. In accordance with the concept that researchers use, strategies that can be implemented to encourage the

community to be even better are providing community-specific information by conducting tour guide training, planning publicity efforts related to the start of programs or activities, attending meetings about tourism to provide new information, about the progress of efforts, conduct interviews with tourists to identify service gaps and improve existing services, looking for information from the internet about information/funding.

7) *Stabilization*

Researchers found that 3.6% of the people of Tanjung Setia village were at this stage, this was very good at supporting the development of tourism in Tanjung Setia village, of course there were still some shortcomings. In accordance with the concept that researchers use, strategies that can be implemented to encourage people to overcome existing deficiencies are to plan regular tourism group events, conduct training for community professionals, conducting training for community members, introducing program evaluation through training or newspapers. Assign quarterly meetings to review progress and strategy modifications, prepare and submit newspaper articles detailing progress and future plans.

8) *Confirmation*

Researchers found that 2.2% of the people of Tanjung Setia are already at this stage, but there are still a few, the stage is mature enough to encourage the community to become independent, but indeed at this stage there is still something that needs to be fixed. In accordance with the concept that researchers use, the strategy that can be carried out is to expand and improve services, by making reviews of the services provided on social media, or making suggestion boxes, keeping a database of tourists who have used services or visited for promotion etc., coordinating with the local government on policies that will benefit both parties, making public relations (public relations) a spokesperson.

9) *Professionalization*

Researchers found that only 0.7% of the people of Tanjung Setia are at this stage. Of course, to reach this stage, hard work from the community, government, and community leaders is needed to work together to reach this level. In accordance with the concept that researchers use of course to maintain at this level requires a strong strategy that must be carried out including the need to maintain / maintain quality and continue growth by involving the local business community, asking for financial support from them, continuing more advanced training for professionals, continuing to reassess problems and progress made, take advantage of external evaluations and use feedback for program modifications, continue to report on the progress of the tourism program for the benefit of community leaders and local sponsors.

c. *Community Readiness in Tanjung Setia Village, West Coast*

In accordance with the concept of Community Readiness according to Edward et al (2000) Researchers found that 38.8% of the people of Tanjung Setia village were in the preparation stage, stage 5 of 9 stages. of Community Readiness according to Edwards (Edwards et al., 2000) *Community has achieved a stage of readiness where local efforts can be initiated*. From this statement it can be concluded that a community/society has reached the readiness stage where local efforts can be carried out. This shows that the community of Tanjung Setia village is considered "ready" in the development of marine tourism in their village.

Respondents who are at this level, totaling 54 people out of a total of 139 respondents, the majority of respondents who are at this level have felt the benefits of tourism, some of them are traders, restaurant owners and innkeepers, when the researchers conducted interviews they are very happy if many tourists come, of course it will increase their income, but during the current COVID-19 conditions their turnover has dropped dramatically, all foreign tourists have returned to their respective countries, of course this is very worrying for tourism businesses in the region Tanjung Setia Beach, West Coast.

D. CONCLUSION

In conclusion, the Tanjung Setia village community is primarily comprised of farmers, with a significant portion falling within the age group of 36-45. Their income predominantly falls in the range of 2-3 million. While the facilities in the Tanjung Setia beach area are reasonably good, there is a need for additional supporting facilities to enhance the tourism experience. The community in Tanjung Setia has demonstrated some level of awareness and involvement in tourism activities, including efforts such as renting motorbikes/cars for tourists, selling goods around the beach area, and participating in tourism training.

Based on a 5-level indicator system, the people of Tanjung Setia Village are currently at the 5th level, categorized as being at the preparatory stage for tourism development. This suggests that they are actively planning and focusing on the details of marine tourism development. However, there are still differing opinions within the community regarding tourism development. Overall, the community is making progress in their efforts toward tourism development, indicating a readiness to engage in this economic sector.

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