

Marine Tourism Bonanza of the East Salient of Java: Opportunities, Problems and Development Strategies

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Abstract:

Maritime country is one of the attributes popularly attached to Indonesia because of its great marine potential and extensive waters. This study examines the marine tourism of the eastern salient of Java, covering the waters of the Madura Strait, Bali Strait and the Indian Ocean. The areas are abundant with marine resources, such as fish, coral reefs, mangrove, and exotic beaches that can be optimally managed as tourism objects. However, the tourism bonanza of the East Java waters obtains only little appreciation especially from the local communities and not yet become a main source for the people's benefits and welfare. This condition requires optimization efforts so that the potentials of marine tourism can be realized for creating employment and welfare of the communities. The purposes of this study are to identify and analyze problems in the maritime tourism sector in the East Salient of Java, as well as to think of ways to change the problems encountered and transform them into profit opportunities, so that they are in line with the Indonesia's blue economy program.

Key Word: Maritime; East Salient of Java; Marine Tourism.

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I. Introduction

Maritime country is an attribute attached to Indonesia because of its extensive waters. The Eastern Salient of Java is "a slice of heaven" from the maritime world of Indonesia. Its water areas include the waters of the Madura Strait, Bali Strait and Indian Ocean (Nawiyanto, 2018). The waters that make up the three parts of the Eastern Salient of Java make this region very strategic, rich and attractive, especially its maritime charm that has the potential to be developed in the context of marine tourism. Marine tourism can be defined as an activity that related to the coast and the ocean (Orams and Lück, 2014). It includes not only travel activities, but also expressing talents such as diving, snorkeling, surfing, and also conserving marine ecosystems including fish species, coral reefs, mangroves and their natural beauty. The maritime potentials that exist in the region need to be developed further. The marine tourism will support other economic activities. Culinary businesses, resorts and homestays will benefit from the development of marine tourism.

This study discusses the potentials, problems, and prospects of marine tourism in the Eastern Salient of Java, which has been called as Oosthoek during the colonial period (Nawiyanto, 2003). It covers Lumajang, Jember, Banyuwangi, and Situbondo regencies. Each of the regencies has great potential to become a marine tourism destination. Indonesia began to actively develop its tourism potentials to boost its economic growth. According to 2020 data from the Indonesian Ministry of Tourism and Creative Economy, the tourism sector as the largest foreign exchange earner and has the potential to encourage economic growth in Indonesia. Efforts have been made to push the development of marine tourism. This is also in line with the blue economy programs that require support from all parties in the government circles and the Indonesian society. The realization of the blue economy programs in Indonesia is expected to be able to bring about changes in the progress and the welfare of the Indonesian people, especially in economic terms.

Referring data from the Central Statistics Agency, the financial contribution of tourism sector in Indonesia showed a significant increase from 2016 to 2018. However, the contribution of tourism to the Indonesian economy has been in decline due to the widespread of Covid 19. With the gradually improved conditions, the government continues to promote the development of creative and sustainable tourism. The use of marine resources in Indonesia as tourist attractions offers a great potential to develop, one of which is the Eastern Salient of Java with its extensive marine world. Three major questions to be dealt with here are: 1) How was the contribution of marine tourism to the region's socio-economic sector?, 2. What obstacles emerged in the development of marine tourism in the region?, What strategies are needed to transform the region's marine potentials into an economy that has a sustainable basis?

II. Material And Methods

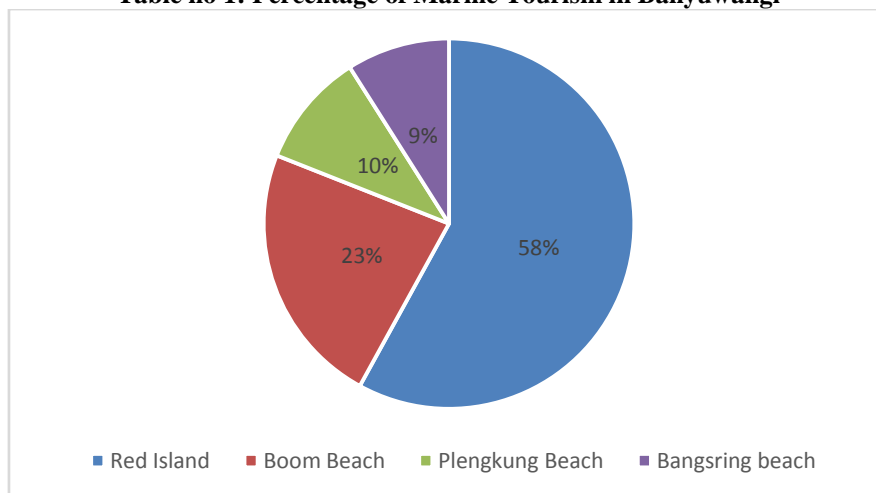
This study combines qualitative and quantitative analyses. Qualitative data were collected from the libraries of Jember University in the form of relevant secondary source materials. Quantitative data were collected by online surveys in the form of questionnaires. After the quantitative data were obtained, they were analyzed and synthesized with qualitative information for composing the arguments and explanation.

III. Result

Maritime Tourism Potentials

Banyuwangi is one of the areas in the East End of Java that has great maritime potential. The area has the nickname as The Sunset of Java because of its located at the easternmost tip of the island of Java. The waters in Banyuwangi Regency are divided into two regions, namely the southern part and the southern part and east. The two areas are used as marine tourism objects because of their natural beauty. In addition, geographically the waters of Banyuwangi are close together to the Bali Strait so that it can attract the attention of local and international tourists abroad (Hindrawan: 2016, 162). The waters in nearby Banyuwangi with the Bali Strait, cause the waters to flow calmly so that potential to be used as a marine tourism object (Budiman: 2017, 56). According to data from the Department of Marine Affairs and Fisheries of Banyuwangi Regency, the marine sector provides the largest contribution to Banyuwangi regional income. By Therefore, the Banyuwangi community and government are trying to develop the marine potential of the area by making it a tourist attraction nautical. Since 2018, Banyuwangi has been named a Geological area Park or Geopark for the efforts of the government and the community in optimizing the nature-based tourism sector. There are three ecotourism proposed to Geoparks, namely Mount Ijen, Pulau Merah, and Alas Purwo National Park are Inside there is water called Plengkung Beach. Following is an analysis of data through a survey that shows the percentage of marine tourism in Banyuwangi Regency by involving as many as 26 respondents:

Table no 1: Percentage of Marine Tourism in Banyuwangi



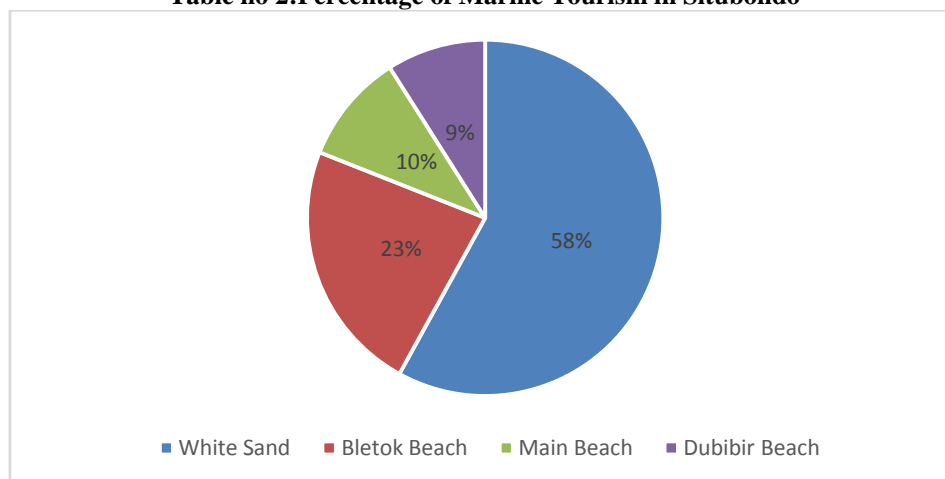
The results of the questionnaire analysis above show the percentage of marine tourism areas in Banyuwangi based on the number of tourist visits. Percentage 58% is the number of visitors on Red Island (PM) tourism, 23% of visitors Boom Beach tourism, 10% of visitors to Plengkung Beach, and 9% Bangsring Beach tourist visitors. Many or few visitors Beach tourism in Banyuwangi is also influenced by the quality of the tour. Tourists in general will tend to choose areas that have a good quality of tourism, such as facilities and infrastructure supporting the tour. Most of the coastal tourist areas in Banyuwangi are used for activities because of the calm current state, especially in the adjacent area with the Bali Strait. Some of the marine activities that are often carried out are diving, snorkeling, and kitesurfing (Jayadi & Suryawan: 2020, 10).

The existence of tourist objects in Banyuwangi causes changes in the socio-economic conditions of the community. The increasing number of visitors encourages there is an absorption of labor for the local population, one of which is services and provision of facilities for visitors, such as public toilets, transportation, resorts, and culinary businesses. The existence of tourism can encourage the economic welfare of the community and can increase regional income and state revenues (Wiprestika: 2020, 52). According to data from the Ministry of Finance in the 2021 regional economic and fiscal development report, Regional Original Revenue (PAD) gets a significant contribution through Hotel and Restaurant Tax (PHPR).

Situbondo is one of the areas in the East End of Java that has great marine potential. Geographically, east of Situbondo is Banyuwangi Regency, and to the north are the waters of the Straits of Madura (Winarta

&Median: 2017, 1). Quoting from the official website of the Tourism Office Situbondo, Situbondo Regency is one of the regions participating in developing tourism based on the Situbondo Regency Regional Regulation No. 5 of 2019, concerning the Master Plan for Tourism Development Regency (RIPPARKAB) Situbondo. This is as an implementation of announcement of the East Java Provincial Tourism Destinations (DPP) program. From data Situbondo Regency Tourism Office, since 2019, three destinations have been formed Regency Tourism (DPK) Situbondo, including Besuki-Rengganis DPK, DPK Panarukan-Ringgit, and Asem Bagus-Baluran DPK. Here is the data analysis through a survey of marine tourism data in Situbondo Regency:

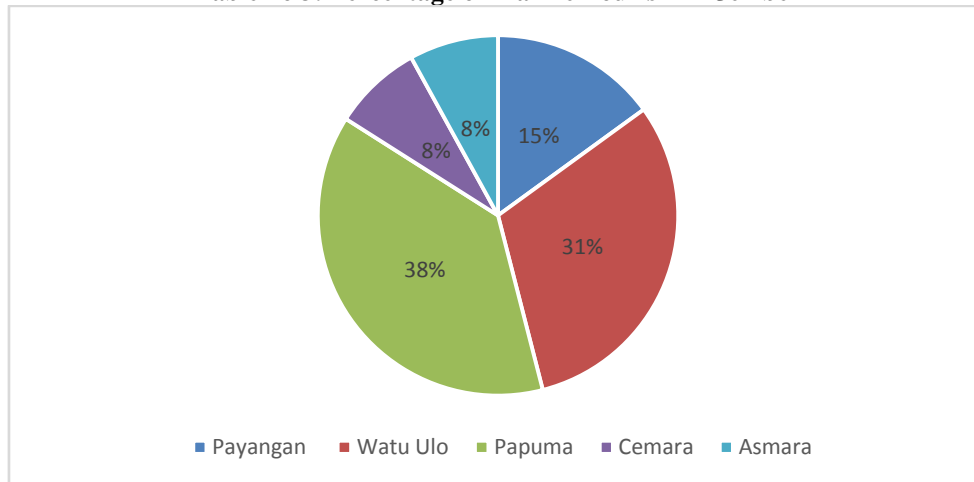
Table no 2:Percentage of Marine Tourism in Situbondo



The data from the diagram above shows some marine tourism in Situbondo based on a visitor survey with a total of 10 respondents. Percentage 58% are tourists visiting White Sand Beach, 23% of visitors to Bletok Beach, 10% of visitors to Main Raya Beach, and 9% are visitors to Dubibir Beach. Marine tourism in Situbondo Regency which is quite famous is the beach White sand. Its strategic area on the main road connecting Surabaya-Banyuwangi, as well as beautiful panoramas makes White Sand Beach a place to be exotic travel. Cultural existence such as sea picking and boat race traditions helped make the tour more known to the public. Not only on the beach Pasir Putih, quoting from the website of the Situbondo Regency Tourism Office, several tourism in Situbondo also have the potential to develop tourism through the existence of various marine activities such as trekking, diving, snorkeling, fishing, etc. As a result of marine tourism activities, the economy of the Situbondo region classified as active, especially in terms of employment. Number of tourists The increasing growth also encourages the creation of employment opportunities such as hotels, resorts, as well as restaurants. In addition, people's incomes increase with the existence of souvenir production (Sigit: 2016, 23). The existence of these activities bring changes to the socio-economic conditions of the local community Situbondo (Mutahhahah: 2017, 158).

Jember Regency in terms of geography, bordering Bondowoso to the north, Banyuwangi to the east, Lumajang to the east-west, and the Indian Ocean to the south. This geographic location makes Jember quite strategic and has potential in the field of Plantation. Besides being rich in plantation commodities, the Jember area is also rich in plantations and has a large marine potential. Examples of marine tourism potential Features include Watu Ulo Beach which is famous for its scaly stones resembling a snake, then there are other beaches that are located close together, such as Papuma Beach or Malikan White Sand Beach. The location of the beach is behind a hill with white sand, so it becomes one of the strengths that tourists. In addition, Puger Beach is one of the leading tourist attractions in Jember which is identical to the annual tradition in Syuro Month, namely the "Larung Sesaji" tradition. This tradition is a symbol of gratitude for the sustenance that has been given by God with the hope that the fish obtained will be abundant (Bappeda: 2013, 07-08). As an area bordering the Indian Ocean, the Coast South of Jember has waves and strong winds. This potential is then used as a windsurfing sport, which is a kind of sport surfing by utilizes wind energy. The sport is usually carried out at Bandalit Beach, Jember Regency which has been designated as a windsurfing circuit because it has a wind speed of 2-9 knots (Bappeda, 2013: 08). The following is a survey of data regarding the number of tourists at tourist attractions Jember Regency involving 13 respondents:

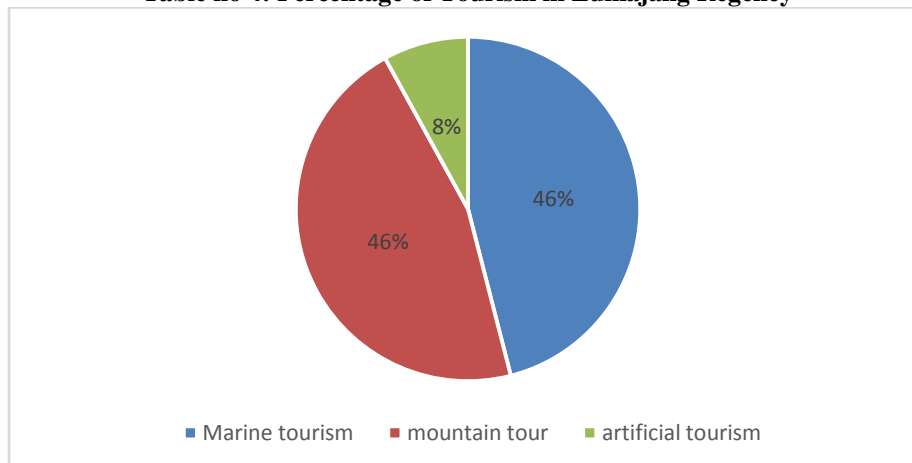
Table no 3: Percentage of Marine Tourism in Jember



Based on the survey above the percentage of 38% shows tourist visitors Papuma Beach, 31% of visitors to Watu Ulo Beach, 15% of visitors to the beach Payangan, 8% Asmara Beach and Cemara Beach. The tourism potential that exists in Jember Regency also contributes to Regional Original Income (PAD). In the range of 2011-2017 tourism contribution is 2.87%-3.96%, the percentage shows the total number including tourism maritime (Khoir: 2018, 205). However, these data show that the potential tourism has not contributed optimally. The development maritime tourism also contributes to the homestay or hotel business. So far, the existence of homestays and hotels is only available on Papuma Beach and has not yet spread to other attractions. Tourism on the South Coast of Jember has been supported by adequate infrastructures, such as South Road (JLS) which also provides tourism benefits for south coastal areas. As a result of adequate road infrastructure, it is hoped that more tourists visit the South Beach of Jember (Suma: 2018, 28).

Maritime potential in Lumajang Regency can make the area a superior tourism object. Just like at Cemoro Sewu Beach which has a Fir Tree ecosystem along the coast and is an attractive tourist to visit (Hasanah: 2022, 247). Cemoro Sewu Beach too can be further developed as ecotourism that applies the value of sustainability because there are fir trees that function to withstand the wind sea. In addition, another beach that also has great potential is Watu Beach Pecak which has a high cultural existence because this beach is often used as one of the places for Hindu ceremonies, namely the Melasti Ceremony. As one of the attractions, the existence of beaches in Lumajang Regency is not only become a destination for local tourists, but also foreign tourists. Based on data In 2016, the number of foreign tourists visiting Bambang Beach was 99 people (Adm ESDA and Regional Secretariat Economics: 2016, 61). Below is the results of a survey on the types of tourism objects in Lumajang Regency with the following results:

Table no 4: Percentage of Tourism in Lumajang Regency



The diagram above proves that coastal tourism in Lumajang Regency has the same demand as mountain tourism. Meanwhile, artificial tourism ranks the smallest in terms of the acquisition, which is only 8% or one vote from 13 respondents. The data is an illustration of how the continuation of tourism can become a regional economic potential toward a blue economy that contributes not only to income but also based on the

environment. The tourist areas in Lumajang Regency contributed to the Regional Original Income during the 2015-2019 period in the amount of 0.94%-1.31%, this amount shows a not too significant contribution to the regional income (Kurniawan: 2021, 66).

The problems of Marine Tourism

There are several obstacles or problems to object development of marine tourism in Banyuwangi, such as the rampant fishing action using trawlers or similar explosives that have an impact on water quality and coastal resources such as coral reefs (Budiman: 2017, 59). The next problem is waste management in several tourist attractions in Indonesia Banyuwangi which is less than optimal, thus disturbing comfort visitors. Behind the tourism potential that supports economic growth, but there are people who have not been affected by economic development and become unemployed (Wiprestika: 2020, 52). In addition, there are still problems such as the low quality of facilities and infrastructure, such as toilets public areas, gazebos, parking lots, as well as access to beach tourism entrances that are not yet available realized (Amalia: 2018, 179). Lack of promotion and object marketing media Tourism in Banyuwangi is also one of the obstacles to the potential development of future tourism (Buditiawan: 2021, 207).

Some of the obstacles and problems in the development of tourism in Situbondo are the pollution of seawater due to tourism activities and sea transportation, causing the water to change color and become polluted (Winarta: 2017, 1). Another consequence of tourism activities is waste in the form of: visitors' domestic waste. Some attractions in Situbondo do not yet have adequate facilities for waste disposal, so abandoned waste causes soil pollution. Besides, the quality Inadequate facilities and infrastructure in some marine tourism such as beaches White Sand causes the number of tourists visiting to decrease, so it has an impact on the activity of selling souvenir tourism products that had gone out of business (Sigit: 2016, 23). Another reason for the attraction of tourist visitors being reduced is a result of the lack of cleanliness of the beach and when the season rain, the water turns brown. This of course reduces the panoramic beauty of the beach.

Some of the problems found in marine tourism in Jember Regency such as at Puger Beach have a beach development program that is still simple and also promotions that have not been maximized, even though Jember has a special website in tourism promotion. Besides that, the cleanliness of the beach is not yet handled optimally, a lot of garbage is scattered on the beach (Masula, 2017: 685). Management of marine tourism in Jember Regency so far the average is still managed by the local village government such as in the beach area Paseban. For beaches that are included in the National Park area, then coastal management under the auspices of Perhutani such as Papuma Beach, Pantai Bandalit and Nanggalan Beach.

The problems of maritime potential in Lumajang Regency are: many beaches are still managed by the local community so that in management has not been carried out optimally. Besides, the lack of infrastructure is also a problem for marine tourism because so far existing infrastructure is only based on local community initiatives. Regency Lumajang is still known for its mountainous potential, but the potential The maritime area of this region is no less interesting. Less than maximum promotion makes the marine potential in Lumajang less well-known to the wider community.

Marine Development Strategies

In order to overcome the obstacles and problems of tourism in Banyuwangi, strategies are needed to minimize and turn these problems into a useful prospect for the future. To follow up the action catching fish with trawlers, it is necessary to take special action from the government through local regulations on environmental conservation. Besides, it is necessary to provide education to fishermen and tourists to participate in doing this marine resource conservation. Other efforts in developing tourism are: maximize facilities and infrastructure for visitors, such as trash bins, public toilets, expanding landparking, as well as improving road access to tourist attractions for welfare visitors (Lailatufa: 2019, 16). The next strategy to develop tourism potential in Banyuwangi is to promote through mass media to introduce tourism in Banyuwangi. In addition, contributions are required community through the MSME sector to increase economic income and introduce the culture and culinary of Banyuwangi Regency to tourists (Fairuza: 2017, 2).

In an effort to develop tourism potential in Situbondo, it is necessary to solve some problems in tourism objects. Enough trouble crucial thing is waste, so it needs policies from the government and community to carry out activities with zero waste or free of waste. This action can be done by making billboards or boards containing a strict prohibition on throwing garbage on the beach (Winarta: 2017, 1). On the other hand, the government's responsibility in terms of waste management must also be realized as a form of implementation of Law No 18 of 2008 concerning waste management. In order to protect biota and marine resources, it is necessary to carry out conservation activities based on sustainability and draft laws to maintain and protect marine ecosystem.

The marine potential in Jember Regency needs management and further development. Efforts must be made, namely cooperation between the government and local communities. Community cooperation is also

necessary Improved as part of improving the quality of marine tourism. In addition, the development of supporting infrastructure, which so far has only been carried out by local communities need intervention from local government. Promotion actively related to the existing marine potential also needs to be done, one of which is the Bandalit beach that has been designated as a surfing circuit if in the management and promotion is quite good, it is possible to support the arrival of foreign tourists in Jember Regency.

So far, the tourism polemic in Jember Regency is an entry ticket expensive. There is a need for coordination between local government and other parties tourism management so that this problem is resolved. Price of admission is also a consideration for tourists to visit, so it is necessary to erase expensive impressions on Jember marine tourism by reducing entrance ticket.

There is good management and synergy between the Regional Government and the local community, can make the beaches in the Lumajang regency is tourism that supports the improvement of the blue economy in the future. In addition, an increase in the economy around coastal attractions such as handicrafts, food stalls, lodging and the marine product management industry can grow optimally if tourism management is optimal. Other attempts in the management of marine potential in Lumajang Regency is to develop tourism supporting infrastructure in the form of bathrooms or even other supports because the interest of visitors to come must also be balanced with adequate infrastructure. Currently, there are still many beaches that are still managed by the surrounding community, so the management of marine tourism in Lumajang is not optimal. Efforts to deal with this problem are to improve the role of local governments in taking over the management of tourism and cooperate with investors for the development of marine tourism.

IV. Conclusion

The eastern tip of Java is a potential area for developing marine tourism, covering the waters and coastal areas of Banyuwangi, Situbondo, Jember and Lumajang. The potential for marine tourism in the East End of Java also provide economic benefits to the area. But basically, reversed with these great advantages, many problems are found in the management of marine tourism, both internal and external problems. In dealing with the various problems faced, a special strategy is needed to bring about sustainable change based on the blue economy concept. It integrates the economy and environmental sustainability. By doing the rich assets and the potential for marine tourism in the eastern tip of Java can be transformed into a bonanza that really prosper the community.

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