

# Community Participation in Sustainable Tourism Management at Cemara Beach, Mojomulyo Village, Jember Regency

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**Abstract:** This study wants to know the extent of community participation and the role of government in community-based and sustainable tourism management in Cemara Beach, Jember Regency. This study uses qualitative research methods, with in-depth interviews with several key informants. The findings in this study include: First, the forerunner of the formation of Cemara Beach by people who care about the environment. Second, tourism as an alternative source of income for local communities. Third, the lack of local government support in coastal management. In short, the need for multi-stakeholder collaboration in managing sustainable tourism so that it has an economic impact on society and the environment is maintained..

**Keywords :** Beaches, Community Participation, and Community-based Tourism.

## INTRODUCTION

Indonesia is an archipelagic country that has a very wide coastline, second only to Canada. Indonesia has a coastline that reaches 54,716 kilometers [1]. This condition has both positive and negative impacts on the people of Indonesia. One of the negative impacts is abrasion. Based on data from the Ministry of Maritime Affairs and Fisheries released by the National Disaster Management Agency (BNPB), at least 400 kilometers of beaches in Indonesia have been eroded by abrasion [2].

The wealth of these resources creates an attraction for various parties to utilize their resources and various agencies to regulate their use [3]. In addition, the positive impact is to provide economic potential from the tourism, marine and fisheries sectors. Tourism is one sector that has the potential to be developed for the economy in the future. Indonesia's tourism sector since 2014 under the leadership of President Joko Widodo. In 2019, the tourism sector earned US\$16.1 billion with an average visit of 1.5 million tourists every month [4].

Based on the 2019 Ministry of Tourism Performance Report [5], tourism is a contributor to foreign exchange, Gross Domestic Product (GDP), and labor in Indonesia. In 2018 the tourism sector has contributed to the National GDP by 5.25%, with a total foreign exchange of 229.50 trillion rupiah and absorbed 12.7 million workers in the tourism sector. The number of foreign tourist visits was 15.81 million visits and 303.4 million domestic tourist trips. More details can be seen in Table 1 below.

**Table 1. National Tourism Sector Targets and Achievements**

INDICATOR	2015		2016		2017		2018	
	TARGET	REALIZATION	TARGET	REALIZATION	TARGET	REALIZATION	TARGET	REALIZATION
CONTRIBUTION TO NATIONAL GDP (%)	4,23	4,25	4,50	4,13	5	4,11	5,25	5,25
FOREIGN EXCHANGE (TRILION IDR)	144	175,71	172	176,23	182	198,89	223	229,50
TOTAL LABOR (MILLION PEOPLE)	11,4	10,36	11,8	12,28	12,0	12,60	12,6	12,7*
COMPETITIVENESS INDEX (WEF)	#50	#50	n.a	n.a	#40	#40	n.a	n.a
FOREIGN TOURISTS (MILLION PEOPLE)	10	10,23	12	11,52	15	14,04	17	15,81
NUSANTARA TOURISTS (MILLION TRIP)	255	256,42	260	264,33	265	270,82	270	302,4

Source: Ministry of Tourism (2022)

The Ministry of Tourism makes a significant contribution to the Indonesian economy. This is evidenced by the achievements of the tourism sector, where the amount of foreign exchange increased from Rp. 175.71 trillion in 2015 to Rp. 229.50 trillion in 2018.

Based on the data above, tourism provides a solution to coastal problems that can have a positive impact on local communities, community groups and the government. For people who live in coastal areas can overcome environmental problems as well as a source of income. This is because, the development of the beach as a tourist spot requires optimal efforts in environmental management. The tourism sector demands very high environmental cleanliness, safety and comfort for visitors [6]. The responsibility for environmental cleanliness is not the responsibility of the government alone, it requires the participation of the community. The existence of community participation will have a good impact because the community has a sense of ownership so that environmental management and tourism will run in harmony.

One of the success factors for tourism is by using the concept of community-based tourism. This is in line with Fildzah's opinion [7] that the concept of community based tourism, where the community jointly builds and manages tourism by exploring the potential they have and also the potential of the village or region. A growing literature on sustainable tourism and community-based tourism has emerged in the last three decades in the field of tourism studies. While the discourse on sustainable tourism (ST) is oriented towards long-term sustainability, the literature on community-based tourism (CBT) looks towards the responsibilities and practices of tourism development and management at the local level [8].

Community-based tourism development must involve the local community as one of the stakeholders in its management [9]. Most of the research conducted in community-based tourism has focused exclusively on selective success factors, in particular community involvement and par-

icipation [10]. According to Rizkianto, et al, [11] The community-based tourism development planning strategy has three main principles, including involving the community in decision making, ensuring that local communities receive benefits, and providing education about tourism to local communities. In general, the principles of CBT are as follows: (1) recognize, support, and promote tourism ownership by the community, (2) involve the community in various aspects of development, (3) promote community pride, (4) improve the quality of life of the community. , (5) environmental sustainability, (6) preserving local culture (7) facilitating intercultural learning processes, (8) respecting cultural differences and human dignity, (9) distributing benefits equally among community members and (10) contributing part of the income for community development activities [12].

Community participation in managing tourism is needed, but the government also needs to participate in promoting tourism. Mtapuri and A. Giampiccoli argue that the Government should assume this responsibility as it adopts the laws and policies that govern this sector [13]. Based on this opinion, the need for multi-stakeholder collaboration in managing tourism.

Jember Regency has several beaches that can be used as tourism destinations including: (1) Bande Alit Beach, (2) Papuma Beach, (3) Watu Ulo Beach, (4) Asmara Beach, (5) Payangan Beach, (6) Puger Beach, and (7) Cemara Beach. The location of this research was carried out in the Cemara Beach area. The reason for choosing Panai Cemara is a relatively new tourist destination in Jember Regency and the management process is because there are community and community groups' concerns about environmental problems on the beach. The purpose of this study is to find out the forerunner of the formation of Cemara Beach, the impact on society and the role of the government in sustainable tourism management, at Cemara Beach, Jember Regency.

## METHOD

This study uses a qualitative paradigm with a descriptive type of research. The definition of qualitative methodology is "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The type of research used is descriptive research. "The purpose of this descriptive research is a research that describes in the form of descriptive words and not numbers so that what is collected becomes the key to what has been researched. [14].

The types of data used in this study are primary and secondary data. The data collected was done by participant observation, literature study, and in-depth interviews with key informants in Mojomulyo Village and the Jember Regency Tourism Office. The main resource persons were selected by purposive sampling. Purposive sampling is a technique of determining informants with certain considerations [15]. The key informants in this research are: (1) Mr. Giyo, the first person to have the initiative and the first to plant a fir tree, (2) the Village Head or the Mojomulyo Village Government, Puger District, (3) the Head of the Jember Regency Government Tourism Office or who represent, and (4) the community who will benefit from the management of Cemara Beach.

Data checking techniques are based on a number of criteria, including: degree of trust, dependence and certainty. Data analysis went through the stages of reduction, description and explanation, then the last interpretation was carried out. Data analysis in this descriptive research is using an inductive method, which means the formation of an abstraction based on the parts that have been collected. This data analysis is done by understanding and compiling the data that has been collect-

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ed systematically. The aim is to prove the response of the local community to tourism and how the community participates in protecting the environment of the Cemara beach tourist area, Jember Regency.

## RESULTS AND DISCUSSION

One of the destinations that is often visited is natural tourism, such as: mountains, seas, beaches, lakes, rivers and forests. Indonesia has many natural tourist attractions that are world-famous, but their management is still not optimal. This is due to various limitations that become obstacles such as: lack of human resources (HR), lack of support from the government, low community participation, and others.

Jember Regency has many beaches because it is located in the southern coast of the island of Java, among the beaches discussed in this study is Cemara Beach. The location is precisely in Getem Hamlet, Mojomulyo Village, Puger District, Jember Regency.

As a new tourist destination, Cemara Beach can be said to have adequate facilities, although they are still limited. Various facilities are available and can be enjoyed by visitors including a large parking area, prayer room, bathroom, trash can, hand washing area, and a place for fishing. For those who don't bring lunch, here like other tourist destinations, here there are several stalls arranged in a row near the entrance. The results of the research, including the following:

1. The forerunner to the formation of the Cemara Beach Area, Jember Regency

Currently Cemara Beach, which is located on the coast of Getem Hamlet, Mojomulyo Village, Puger District, is one of the tourist destinations that is being visited by tourists both from within and outside the city. The reason tourists visit this beach is because it is viral on social media, in addition to its geographical location, it has cypress plants that grow neatly on the seaside sand. This cypress forest is a favorite place for visitors to take shelter from the hot sun after enjoying the beach view.

The beauty of Cemara Beach does not occur because of natural phenomena, but because of the cold hands of a warrior who cares for the environment named Ketang or Pak Giyo. At the end of 2014, Mr. Giyo was ordered to plant 6,000 cypress trees by someone named Mr. Bowo from Surabaya. At the beginning of planting Pak Giyo was assisted by the surrounding community by providing wages or rewards.

Initially, the planting was rejected because the pine tree was identical to a certain religion, namely Christianity, where the majority of the local population was Muslim. In addition, Mr. Giyo is considered insane because he planted a pine tree on the beach. This is because the majority of beaches in Indonesia are planted with mangrove trees. Even though there was rejection and ridicule from the community, it did not slacken his enthusiasm for planting fir trees.

Apart from being asked by people to plant cypress, Pak Giyo is also concerned about the environmental conditions or the arid beaches. This has an impact on environmental damage, namely abrasion. The impact of abrasion will threaten environmental damage and the lives of local residents living in the coastal area. Slowly and surely, the effort to plant pine trees has paid off, namely the all-barren beach has become a green area and has become one of the tourist areas in Getem Hamlet, Mojomulyo Village, Puger District, Jember Regency.

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## 2. Tourism as an alternative source of income for local communities

After the Cemara Beach area was visited by local tourists, both from within and outside the city, local people became aware of the importance of protecting the environment. The community that initially refused to plant cypress trees is now providing support. In addition to pine trees, they have started planting mangrove trees on the east side of Cemara Beach. It aims to add to the beauty and function of the environment more awake.

Community participation in the management of Cemara Beach, in this case the formation of a tourism awareness group which was later given the "Pokdarwis Cemara". This group serves as a forum for planting more trees and promoting Cemara Beach tourism to the community.

The impact of the sheer number of tourists is as a source of income for the local community. The community set up stalls in the Cemara Beach tourist area, so that people who previously did not work now have income. Some people who work as fishermen do not only sell fish at fish auctions, they also sell themselves at Cemara Beach by opening a shop guarded by family or relatives.

Tourists who travel to Cemara Beach are not charged an entrance ticket, tourists only pay a vehicle parking fee. Parking income is managed by several people who provide one of the income to the community.

## 3. Lack of support from the government

The management of Cemara Beach is still not optimal. One of the factors is the lack of support from the government, in this case both the Village Government and the Regional Government. Village communities feel that the village government is not present in tourism management. One example is the arrangement of stalls and parking spaces whose management is still not coordinated. This has an impact on the existence of mutual suspicion among the community which should not have happened. The Mojomulyo Village Government revealed that its involvement was in the form of the issuance of the Cemara Community Group Decree (Pokmas). However, the village government is still trying to make efforts to manage Cemara Beach by involving related parties. The village government experienced obstacles because Cemara Beach became viral during the covid-19 pandemic so it was not optimal.

The local government, in this case the Jember Regency Tourism Office, has not made special efforts for the development and management of Cemara Beach tourism. This is due to budget constraints. The Tourism Office only provides training on tourism to tourism awareness groups (Pokdarwis) and tourism support groups. Currently, the Jember Regency Government is making efforts to develop free tourism in several tourist objects such as Papuma Beach, Watu Ulo Beach and Patemon Baths. The policy taken will later be evaluated as consideration for tourism management in Jember Regency.

## CONCLUSION

Although relatively new, Cemara Beach is able to maintain environmental sustainability and provide a source of income for the community. However, the management is still not optimal because there are still interest groups in the community and the lack of support from the government (budgetary constraints).

The need for multi-stakeholder involvement (community, government and private) in the management of Cemara Beach so that it has a significant impact on the environment, society and government.

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