

Bawean Tourism: A Hope to Encourage the Local Economy of the Community

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Abstract

Bawean Island is located 130 kilometers north of Java Island with an area of 200 square kilometers and a population of around 107,000. One aspect that needs to be considered on the Bawean island is the welfare of the community. The condition of human resources in Bawean Island is on average uneducated to a high level and with middle to lower economic conditions. Most of the livelihoods of the people of Bawean Island are farming, fishing or migrating abroad. Bawean Island has abundant natural resources, there are beaches, lakes, waterfalls, mountains and small islands, all of these natural objects can be developed into tourist locations. Tourism encourages economic growth in an area because it opens up many business opportunities and jobs that empower people. Tourism potential can be seen as a solution to improve the welfare communities on Bawean Island. This research focuses on extracting data and analyzing how the tourism sector can be a solution for increasing welfare in Bawean Island. The object observed was the development of a tourism village and the parties involved, namely the government and tourism-conscious community groups including empowered communities. This research provides information on the impact of tourism on increasing welfare by looking at the number of creative industry communities and empowered communities.

Keywords: Tourism, Community welfare, Natural Resource

INTRODUCTION

Bawean Island is one of the small islands located in the Java Sea, precisely 150 KM to the north, calculated from the coast of Gresik, East Java. Bawean Island has enormous tourism potential. This is because Bawean Island has many natural resources and has a wealth of local culture and arts. According to [1] Bawean Island is a volcanic island that was formed from a volcanic eruption which causes Bawean Island to have a lot of natural resources. Therefore, with an area of 197 square kilometers, the island of Bawean has many natural resources, including lakes on the mountains that are formed from caldera of volcanic activity, hot springs, waterfalls, beaches and small islands around the island of Bawean. So, with many natural resources, Bawean islands have the potential to be developed into tourist objects.

Apart from natural resources, Bawean Island has a wealth of culture, art and culinary diversity. According to [2], the island of Bawean has unique arts, including the Kercengan performance art which is a typical Bawean hadrah art equipped with vocalists and dancers. The performance art of Dikker, which is one of the Bawean music

genres, uses a large tambourine and song lyrics and melodious rhythms and is performed once a year during the birthday of the prophet Muhammad SAW. besides that there are also Samman, Mandailing, Dhuka and Pencak Bride dances. In addition, Bawean Island also has a variety of culinary delights such as Koncok-Koncok, Kela Cellok, Posot Posot and fish crackers. According to [3] the island of Bawean has a variety of specialties including Petola crackers, Bawean sugar, Sukun crackers, Dodol or Jenang, Kela Kuning Grouper, Grilled Chicken, Balinese Kuah Crab and Grilled Tongkol. With the diversity of cultural arts and culinary specialties of Bawean Island, this is the main attraction for tourism on the island of Bawean.

According to [4] Tourism is a potential that is very much developed by regions in each country. Tourism itself is not only about tourist areas in the area, but tourism can also improve and develop the creative industry and service provision in the country. In this case, tourism is also influential in increasing social and economic activities in the region and in the country.

According to the results of direct field observations by researchers, most of the Bawean residents make a living by migrating, becoming fishermen and farming. Most of the population does not have higher education. There are not many universities, but even so most of the population of Bawean are classified as wealthy

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because they get income from migrating. Even though most of the population of Bawean Island is still relatively well off, poverty is seen as a social problem that cannot be separated from people's lives. This condition requires serious handling from various parties, so that the people of Bawean Island do not lose their social functions. Community empowerment through increased development in the tourism sector is one of the alternative solutions to overcome poverty problems that occur. This is because tourism on the island of Bawean has a big multiplier impact, especially with the creative industry, such as the development of the culinary industry, the craft industry, and the performing arts that can be developed from a cultural perspective on the island of Bawean.

According to [5] The tourism solution is one of the developments of tourism potential, which in turn will lead to improving the welfare of the community, because tourism has a large multiplier impact, especially with the creative industry. The tourism industry has an important role in the development and development of tourism in an area. In fact, several regions have been able to show the results of the development of the tourism industry, they can boost their regional income through the tourism sector that is developed in their area. The importance of the tourism industry in development and development in an area cannot be separated from the fact that:

1. The tourism sector is an inherently needed sector by modern society.
2. The higher a person's education and economic level is directly proportional to the tourism needs of the community.
3. The tourism sector is supported by the development of human resources, transportation infrastructure and telecommunications.
4. Well-managed resources become the foundation of tourism strength and competitiveness.

The development of a tourism village is seen as a form of community development that places the community as the main actor in the development of the tourism village development. Herbert J. Rubin and Irene S. Rubin in Lee J. Carry (1970: 23) defines it as follows:

'Community Development involves local empowerment through organized groups of people acting collectively to control decisions, projects, program and policies that affect them as community' (1992: 43).

From the above understanding, it shows that the empowerment of local communities is emphasized as the development of an organized society in controlling the management, program and policies of a community.

Community empowerment through increased development in the tourism sector is one of the alternative solutions to solve this poverty problem. Especially for rural areas, the program to develop a tourism village is one of the programs that should be put forward. This is because tourism has a large multiplier impact, especially with creative industries, such as the development of the culinary industry, performing arts, or design. The development of the potential for local arts and culture is one form of tourism village that is starting to be developed. Since entering the current era of globalization, there is a tendency that people want to understand the culture outside the environment in which they live. Cultural diversity can be a special attraction for tourists to get to know the similarities and differences of one community culture with another. However, the development of cultural tourism currently tends to be directed at the development of sustainable tourism, which in practice can provide wide space for community participation in improving community welfare.

According to the research [6] the influence of Kartini beach tourism in the Jepara district on the economy of poverty alleviation in the surrounding community was carried out by comparing two residential areas that have different distances from tourist locations. If the settlements are located closer to tourist sites and the population is more prosperous, it is concluded that these tourist sites can promote the welfare of local residents. however, the distance between residential areas and tourist sites is not the only variable that affects the impact of tourism on poverty alleviation in these settlements.

According to [7] dan [8], conducted researched on the impact of tourism on poverty in tourism areas on the island of Bali. In his research, the writer took the example from 4 villages on the island of Bali, especially the tourism area. The author explains that tourism has less impact on improving welfare in the 4 villages due to various factors, including natural factors.

This research is looking for information on how tourism gives hope in encouraging the local economy of the people on the island of Bawean. In the two previous studies, the object of

research is located on the islands of Java and Bali, where access to community settlements in these tourist locations is still easy to reach, this shows that there are many factors other than tourism that affect the welfare conditions in the research location, so the impact of tourism on community welfare is more difficult to be observed. Bawean Island has clear territorial boundaries and has limited transportation access because Bawean Island is directly restricted, namely the sea so that the impact of tourism on the welfare of the community in the research location is easier to observe because external factors that affect the welfare of the population are less than the object of research located on a large island. . Therefore, the location of the object of research which has unique characteristics causes this research to provide a different and useful knowledge for community welfare problems on the island of Bawean.

According to Law [9] and concerning tourism, what is meant by tourism is a tourism activity which is supported by various facilities and services provided by the community, businessmen, government and local governments.

According to the broad definition put forward by [10], tourism is a person's journey from one place to another while being temporary, as an effort to find balance and happiness with the environment in the social, cultural, and natural dimensions. Furthermore, according to Musanef (1995, p.11), tourism is a trip that is carried out temporarily, carried out from one place to another to enjoy sightseeing and recreational trips.

According to [11][12][13] tourism must meet four criteria, namely:

1. A person's journey is made from one place to another, the journey is made outside the place of residence where that person usually lives;
2. The purpose of the trip is carried out solely for fun, without making a living in the country, city or DTW visited;
3. The money spent by the tourist will be taken from his country of origin, where he can stay or stay, and is not obtained because of the results of his efforts during the tour he made; and

In a tourism sense where four factors must exist within the boundaries of tourism. These factors are trips made from one place to another, the trip must be associated with people who travel

on tour where only as visitors to the tourist spot[08].

Tourism Village Development

According to [14], tourism development and development will directly touch and involve the community directly, thus bringing various impacts on local communities, both in the form of positive and negative impacts. For the community, tourism development has enormous potential for the economy, socio-culture and the environment.

Community Welfare

According to Law [15] concerning Social Welfare, is a condition in which the material, spiritual and social needs of citizens are met in order to live properly and be able to develop themselves, so that they can carry out their social functions. Community welfare is a condition in which a person or group of people has a life order, norms, and customs that are equally obeyed in their environment and can fulfill all their needs.

The influence of tourism on community welfare

The tourism sector has many positive effects on the local economic growth of the community because tourism encourages an increase in the number of MSMEs and employment. This is as stated by [16] in his research under the tourism sector and UMKM has a positive influence on employment.

MATERIAL AND METHOD

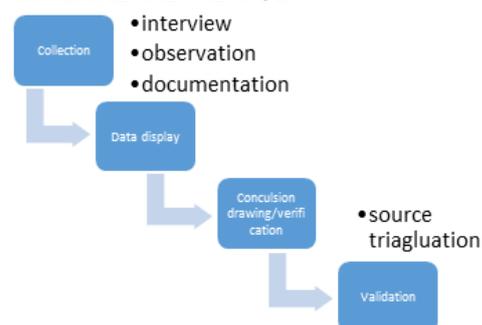


Figure 1 Research Method

In this study, the method used is qualitative, with the aim of research to describe and analyze tourism as a solution to improving the welfare of the people of Bawean Island. Meanwhile, primary data in the study were obtained by conducting interviews with informants, direct observation, while secondary data came from documents. Data collection techniques in the form of observation, interviews and documentation. The instruments used were the

researchers themselves, interview guides and other supporting tools. Data analysis in this study used Miles and Huberman, the activities carried out in this data analysis, namely, data collection, data display, and conclusion drawing/verification. While the data validity technique used in this study was source triangulation, the researcher could double-check the findings and compare them with various sources.

RESULT AND DISCUSSION

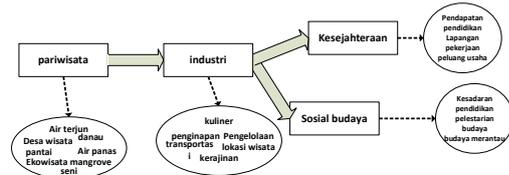


Figure 2 the influence of tourism on community welfare

This Figure 2 shows that the tourism sector affects people's welfare. The tourism sector on the island of Bawean is composed of the existence of tourist objects such as beaches, lakes, tourist villages, nature reserves and so on. This tourism sector affects related industrial sectors such as transportation, management of tourist sites, arts crafts, and culinary. With the development of the industrial sector, it has an effect on improving the welfare of the community because it expands employment opportunities and business opportunities. In addition, it also has a changing effect on socio-culture, namely increasing education awareness and reducing the habit of migrating to seek a living in distant places.

Table 1 Tourist village on the island of Bawean

No	Name of Tourism Village	Tourist Attraction
1	Kepohteluk	Kerajinan Tikar Pandan
2	Desa Daun	Ekowisata Mangrove
3	Lebak	Kuburan Panjang
4	Sidogedung Batu	Wisata Mangrove Batusendi
5	Desa Sunagirujing	Pemandian Air Panas

Source: Researcher Process, 2020

Table 1 is a tourist village on the island of Bawean, namely Kepuh village with hot water attractions, a village near Agung with mangrove tourism, a leaf village with mangrove ecotourism and a pine forest in Kapholtik village with

pandanus mats, each of which has a Pokdarwis. apart from them, namely the Surya Agung, Teguh Indah, Mahkota Mulya, etc. Community groups. in each of these villages there are tourist objects managed by the local community. The existence of many tourist villages on the island of Bawean is a source of income for local communities around the village.

1. Community Empowerment in tourist villages

a. Craft business : A typical handicraft on the island of Bawean is pandanus woven. Which is woven made of pandanus leaves. This craft is difficult to find outside Bawean. woven pandan leaves can be processed into various kinds of products such as mats, bags, prayer mats, kopyahs and tissue holders. In addition to attracting tourists, this pandanus woven craft absorbs a lot of workforce as craftsmen so that it contributes to the welfare of the local community.

b. Tourist location manager : Most of the tourist sites on the island of Bawean are managed by the community to be precise from the tourism conscious community group (POKDARWIS). Several tourist villages on the island of Bawean have POKDARWIS, each of which consists of Green Daun, Teguh Indah, Sawah Mulya, Putra Kastoba etc. By managing tourist sites by representatives of the community itself, this shows that local people also get income, one of which is from managing tourist sites. In addition, the facilities in tourist sites such as shops and toilets increase the opportunities for the community to be part of tourism site management.

c. Culinary venture: There are several types of Bawean specialties that are not found outside Bawean. This is certainly a special attraction for tourism so that tourists will take the time to buy Bawean specialties. The main food of the Bawean people is fish, so there are many processed foods from fish such as koconk-koconk, posot-posot, fish crackers, Bawean paste, kella celok etc. The existence of special foods that are not found outside Bawean invites tourists to buy various types of culinary delights so that tourism increases the income of the culinary industry on the island of Bawean. with the increasing income of the culinary industry on the island of Bawean, it opens up many jobs

and business opportunities that improve the welfare of the people of Bawean Island.

- d. **Facilities and infrastructure at tourist sites:** At tourist sites, many facilities and facilities are managed by local residents. These include public toilets, parking lots and mosques. One of the facilities that provide income to the manager is public toilets and a parking lot.
- e. **Hotel lodging:** one of the needs of tourists is the inn and hotel. On the island of Bawean, there are many hotels for tourists, including diamond hotels, dusk hotels, Fathin hotels and Pusaka hotels. With so many hotels, it shows that there is a large income from tourists. In addition, the hotel is able to absorb labor and make it an alternative job for local people on the island of Bawean.

Based on this information, it shows that the existence of tourism development on the island of Bawean has a positive contribution to increasing people's income, both directly and indirectly. The benefits of developing tourism on the island of Bawean can be felt directly by the trading community, hotel / lodging providers, tourism site managers, art business actors, and culinary entrepreneurs.

2. Establish Cooperation in Development and empowerment

Marketing and promotion have been carried out by all tourism stakeholders on the island of Bawean. The government of Bawean island has made efforts in marketing and promoting tourism to take an active role, including by being active in collaborating with tour package service providers and making tour packages.

3. Impact on local people's income

Tourism on the island of Bawean not only provides income to the tourism industry on the island of Bawean but also increases the income of the non-tourism industry. Non-tourism industries that are affected by the existence of tourism include:

a. Food culinary business

Not all culinary businesses in Bawean are aimed at tourists, some culinary businesses have their own target market for local communities, but the presence of tourists increases income from these culinary businesses because tourists need food and

want to bring special culinary delights that do not exist outside Bawean.

b. Sea and air transportation services

Bawean Island has a habit of going sailing outside the island to look for work and life outside. Sea and air transportation services are important to serve the activities of Bawean residents who are active in mobilizing. However, the existence of tourism indirectly increases transportation service income.

c. Fishing boat

In general, fishing boats function to look for fish, but with the presence of tourists, fishermen can get additional income by taking tourists to small islands around Bawean Island such as Noko Island, Gili Island and Selayar Island.

The development of tourism on the island of Bawean has a positive impact on people's income. Increased income occurs in various fields of community livelihoods such as traders, tourism service workers and so on. Apart from the fisheries and agriculture sectors, the tourism sector is also a source of additional income for the community.

The income and purchasing power of the community have increased, because with the tourism industry, it is easy for people to earn money, with this the community does not only try to meet primary needs, but increases to secondary and tertiary needs.

4. Impact on employment and business opportunities

The development of tourism on the island of Bawean has a positive contribution to increasing job opportunities and reducing unemployment in the Bawean island community. Tourism development opens up many job opportunities, because tourism requires many supporting aspects so that this will automatically open up jobs and reduce unemployment.

5. Impact of tourism development on the socio-cultural community

Tourism provides several changes to the socio-cultural community, among others, namely.

a) Reducing the culture of wandering

The people of Bawean Island have a culture of migrating or sailing with the aim of earning income and living outside the island of Bawean. with the development of tourism is able to increase the economic growth of the island of Bawean, thereby reducing the

interest of the original inhabitants of the island of Bawean to go overseas.

b) Preserving culture

Local arts and culture are the main attraction for tourism on the island of Bawean. So that this encourages public awareness to preserve art and culture.

c) Educational awareness

The development of the tourism industry adds to the need for skilled and educated workers. With this need, it encourages people to have awareness to get education

One of the impacts of the development of tourism on the island of Bawean is the ability of the community to gradually fulfill their educational needs. So that gradually the community has the awareness to get a good education. And also the impact of tourism, namely on the preservation of customs on the island of Bawean which is increasingly being preserved, often held so that people from generation to generation continue to know and learn about their cultural arts and customs.

CONCLUSION

Tourism development on the island of Bawean is still being carried out by building infrastructure and developing ODTW (Tourism Objects and Attractions) on the island of Bawean where tourism development can have a direct impact on improving the welfare of the community on the economic and socio-cultural aspects of the Bawean island community. The impacts that occur as a result of tourism development on economic aspects include: (1) Opening new jobs, (2) Reducing unemployment, (3) Increasing people's purchasing power, (4) helping to bear the burden of building local facilities and infrastructure. Meanwhile, the impact of tourism development on the socio-cultural aspects includes: (1) Protection and preservation of culture and customs, (2) Increasing education levels, (3) Increasing skills.

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