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An Alternative for Economic Empowerment of Coastal Village

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By using qualitative and phenomenological approach obtained findings about yet diberdayakannya this coastal tourism. Cause that occur among people less able to capture the business opportunities to manage local community-based tourism. Lack of empowerment clear from the government and the maximum promotion of the tourism sector. SDA has not been optimally diberdayakannya this coastal region by coastal village communities as well as the lack of infrastructure the village infrastructure.

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It is expected that the role of government in kongret in the handling of this tourism to the economic empowerment of rural communities along the coast. One solution that daapat taken is revamping public policy related to the development of coastal villages. Besides the completion of the installation program paving and street lighting is also a priority program. Development and empowerment of communities in the management of this pariwisatan immediately, so that their economy soon increase. Another thing that can be done by the government is the optimization of religious tourism and beach tourism exist to promote road.

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I. Introduction

Sidoarjo regency have a fairly extensive coastal areas. The coastal area that is very beautiful and natural. Start the border with Pasuruan in southern and eastern regions to the border with the Surabaya City North section. Tens of kilometers along the coastal areas is has a great chance if developed as a tourist attraction coast and beaches.

For accelerating the construction of an effort to improve the community's economy, mainly rural coastal Sidoarjo regency government issued a decree Sidoarjo Number 57 Year 2013 About the Detailed Plan Strategic Masterplan for Coastal Zone Sidorjo District. In the decree has been explained clearly and in detail about the coastal area with its natural resources are important for economic development and ecosystems. Because the coastal area is an area of biological and non biological resources that are highly productive. It includes tropical marine life is very dependent on coastal ecosystems such as coral reefs, seagrass beds and mangrove forests.

Sidoarjo regency turned out to have a huge opportunity if you want to develop marine tourism and coastal tourism and religious tourism. This is because the extent of the coastal area in Sidoarjo and a very beautiful and natural. This region such as the island Sarinah has been described above, Permisan bay which is about 4 kilometers north of Pula Sarinah, and Tomb Dewi Sekardadu that is located within the vicinity of the Gulf Permisan. These areas have the charm and natural fanorama very beautiful and natural.

Fore the implementation decree implemented properly so that the area can travel forward in order to boost the economy of the coastal village communities. Thus it takes care of this coastal village communities to seize opportunities and develop it. Besides the government's efforts to improve infrastructure and supporting infrastructure as soon as possible. So is the effort to invite invertor immediately invest in tourism in developing coastal tourism, marine and tourism of this religion.

II. Methodology

The method used is Qualitative Method with Phenomenology approach.In this research, we used the qualitative method supported by the phenomenological approach, Denzin & Lincoln (2009). Meanwhile, to obtain accurate results, we conducted in-depth interviews with resource-knowledgeable individuals who understood about the issues being studied.The theory used as a reference is the theory of Merriam SB (2002).

III. Result

From interviews and field observations showed that the southern and eastern parts of Sidoarjo regency, has formed an artificial island on the results of the Lapindo mud disposal. The island is known as Pulau Sarinah, as a result of the new island Lapindo mud sediment discharged into the sea during the last 7 years. The island mangrove trees planted is expected to be a very beautiful mangrove forest.

With the formation of this artificial island is expected will become a national stratified marine tourism. If well developed marine tourism will be more beautiful when compared to Ancol Dreamland and

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Marine Tourism Lamongan. This is because the location is completely separate from the mainland and were dilautan deep enough.

From the field observations, the condition of Sarinah Island is beautiful. However, the island has not had memadahi infrastructure such as lighting and roads. On the island already built pier fishing boat stops just leaned back to rest.

Until now, the island is not much visited by tourists. Perhaps because of the lack of promotion of the presence of the well or facility conditions that are inadequate. Yet when the island is completely optimized as a marine tourism object is believed to create new job opportunities for the people of coastal villages. Coastal village communities that have keahliah run the boat it will be a tourist boat driver who delivers tourists to the island. Additionally, it will open a new business field, such as selling food, souvenirs, souvenirs coastal and others. This is what requires special attention of all the components that coastal tourism is bernar optimized.

While the location of the nature conservation area includes the Mangrove Coast Buduran The interest in the district including the Gulf and Permisan. There was also a beach Gesik Cemandi in District loksinya Sedati are very close to the beach and the bay Permisan The interest of this. If you really can be managed either by the Department of Tourism and the coastal village communities, the tourism Permisan Gulf coast, beach and interest of the River will have a positive impact on the improvement of the economy.

However, the fact until now have not been implemented to the fullest. Yet when this tour is really developed and managed properly, it will be visited by tourists. If this is managed and developed to the maximum will be their new revenue for the government as revenue (PAD) tourism sector. Additionally, it will open new jobs for the local community people groups in this coastal village area.

However, not all the existing mangrove forest Sidoarjo coastal area were damaged. In some areas of mangrove forest is still very natural. The beauty of the existing debt disepajang mangrove coastal Sidoarjo is an incredibly beautiful and alamai. Mangrove forest conditions even this lack of empowerment of maximum travel. Society has not been able to seize opportunities in the presence of the mangrove forest.

Meanwhile, the government is also not optimize the condition. Just a goal early in the planting of mangrove forest to avoid the occurrence of abrasion. Whereas in fact if managed properly will make a very beautiful tourist visits. When this is developed it is believed will increase the level of the economy of this coastal village communities.

On close examination, the actual field conditions this attraction very beautiful natural scenery. However, until now this attraction is not managed properly, mangrove existing debt even less so neglected. The people were also less preserve it because they feel there is no order from the government.

The more well-organized coastal areas and coastal resource management are well expected to increase economy of the community. This coastal zone management will make these beaches and coast to attract tourists to come. Increasing number of tourists who come to make this coastal tourism will be more advanced. It is possible to open jobs for the people of coastal villages to improve their economy.

Besides, this place is perfect when used for beach camp arena. Because in this place there is also a ground overlay that can be used for the camping. In connection with the problems of the camp, actually this tenpat already been visited members of the Boy Scouts of the State University of Surabaya (Unesa). However, because it is not the availability of facilities to support it where this can not be used for large-scale camp. Meanwhile, when used for 100 participants where they memadahi with field use in schools.

Besides, this place can also be used as an area of conservation of biological resources. As practice artificial breeding and animal husbandry and fishery trials. Thus will this place will become a center for maritime education and kepesisiran. Therefore, it is slowly but surely this coastal villages will be visited by many people. From this will arise new jobs for the people of this coastal village. So also in this place can be built arena field studies (stula) coastal areas as part of the local content of education Sidoarjo. Studies of this tour when carried out by junior high and high school students in the region of Sidoarjo, because during this time when these students do stula always to the South of Malang and to Lamongan.

Meanwhile, field observations and campground family gaming arena could be built in the area of ponds. There are still many ponds that can be dried and can dipungsikan into terrain. This place which later enabled the game park and campground area. This area is very spacious with the support of a very beautiful natural scenery. However, it should be immediately addressed is the installation of the road paving program in the area of ponds. Besides the installation of street lights should be resolved so that the road can be traversed at night.

Besides beaches and mangrove forests, the same region there is also a tomb of Dewi Sekardadu religious tourism that the community believed to be the tomb of the mother of Sunan Giri in Gresik. Dewi Sekardadu religion tourism tomb also has great potential if developed properly. However, the fact until now the object of religious tourism has not been managed optimally.

Because less Adaiah tourism promotion by the government, this religious site is only visited by pilgrims who knew only. They know the location of the information person to person and from mouth to mouth.

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For it is necessary to have a better promotion of the government and people of this coastal village.

However, many pilgrims who come to this place from the outside Sidoarjo. They came from the region of Mojokerto, Gresik, Pasuruan, Lamongan and some other areas. Nor is it a bit coming from the Sidoarjo region itself. Those who come usually from pilgrims recitals and other groups. In addition to the road conditions to this place that can not be resolved also be a barrier they are on pilgrimage especially at night. They generally come with using a motor boat transportation.

By using this river path will be subject to weather conditions and the tide. Thus the pilgrims in the group will come to this place in the morning and immediately back before noon. This is because in conditions like that can stream is passed by the boat well. The pilgrims generally use the services of a motor boat from Pier Belvara in Bluru Kidul region with boat rental fee of Rp. 300,000 commute. This boat maksimak climbed by 15-20 people.

Because transportation is by boat motors, they usually come in groups and not simultaneously. One group of 1-2 boats, while one boat with a capacity of about 15-20 people. Usually when the time Sundays and holidays can be up to 10 boats. Thus there are about 150-200 people who can make a pilgrimage to this place. When calculated for a month the number of visitors nearly 1000 people. When properly managed and travel levy charged then it is their PAD hefty tourism sector. Nevertheless, it is not managed properly by the people of coastal villages and Disporbudpar.

However, even though this place has been visited by many pilgrims, yet this coastal village communities that capture business opportunities by selling souvenirs typical of this coast. From field observations, there is a marung food just sitting in front of the tomb. There are no other people who are trying to sell souvenirs typical of this coastal village and sell other goods.

In order for the journey to the grave site Dewi sekardadu becomes easy pavingisasi settlement process is expected in the area of aquaculture immediately resolved to be bypassed under any circumstances. Thus it is possible pilgrims to the grave site Dewi Sekardadu will increase. With the increasing number of visitors expected is proportional to the income of coastal communities through selling food and beverages as well as other souvenirs typical of this coastal village. Thus the expected level of public economy will soon increase. While the picture below menunjukakan visitors on the site conditions Dewi Sekardadu meal.

Besides pilgrimage to the tomb of Dewi Sekardadu sites, people who come to enjoy another tour that is to panatai Permisan The interest and the bay and into the mangrove forest around it. Also in this area it is possible to open fishing areas and children's games. With beautiful natural conditions and their possible Peaceful pebangunan specialty area for tourists. In addition to enjoying the beautiful panorama of the coast and mangrove forests they could stay in this place. This is a great opportunity to improve the welfare of this coastal village communities in alleviating them from the shackles of poverty.

In developing the site of the tomb of Religious Tourism in Dewi Sekardadu as well as the development and manufacture beaches fishing area, village governments towards Sawohan own thoughts there. However, this requires a huge support from the Government of Sidoarjo regency because many costs to be incurred. Huge expenditures of course to do pavingisasi unfinished program. Meanwhile, when the rural development program was rushed there, then the other programs will be abandoned. It required the support of the government and private sectors concerned with the development of tourism to tourism development in this region.

With dioptimalkannya of tourism and good management, it will be the opening of new jobs for the people of coastal villages. In addition, if the program is already completed installation of paving, road in the area of ponds will be easily traversed by tourists. For travelers by land will be able to use a motorcycle taxi passing tourist with extensive aquaculture areas. This coastal village communities will be motorcycle taxi drivers and tour guides as well sengai them.

With the development is of course no retribution parisiwata incoming travel. The levy will be managed jointly between the district and the village government. Thus the system of revenue sharing between the districts and villages. Finally, the funds can be used for the improvement of infrastructure and additional infrastructure needed to accelerate the physical development.

Meanwhile a very heavy program for the village is a settlement ditanggu pavingisasi program. This program has been running for years but the fact that until now have not been resolved. This is possible because of an error in the program. From the field observations pavingisasi not the focus turns toward the interest of the region. However, nearly revolves around the whole area of aquaculture. This is possible because of political pressure from the other party for paving fact, going into aquaculture areas belonging to certain people.

From the field observations, the road has not been completed pavingisasi is about 2 km. Meanwhile, when pavingisasi can be resolved quickly dimukinkan travel to the grave site Dewi Sekardadu will be easier for two-wheeled vehicles smoothly leading to the venue. Thus dimunkinkan will increase the number of tourists who will make a pilgrimage to the grave site Dewi Sekardadu. Finally, on the night haripun the pilgrims could visit to this place.

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If traveled to this place by boat is highly dependent on weather conditions. In addition it can not be done at night. Thus if you want to make a pilgrimage at night so most effectively by using a motorcycle stelah pavingisasi program is resolved.

By passing the area of aquaculture in the afternoon we will enjoy the beautiful panorama of the beautiful pond. It also can enjoy a grove of mangrove forests that exist along the journey. Similarly, we bus stop to rest while fishing diareal small rivers and the ponds. This is what will memambah menutu beauty in the course of the venue. The program for this pavingisasi should be resolved with the help of government and private parties who care about the development. If possible also the support of the tourism investors.

From field observations actually a lot of people from outside the area who visited the grave site Dewi Sekardadu. Especially on Sundays and holidays a lot of pilgrims who come to this place. The pilgrims will be more on the eve of Ramadan. Thus the fact this place is frequently visited by the public, but the management are less than the maximum. Finally, the absence of a significant impact on the economy of this coastal village communities.

From field observations it is possible because of the lack of tourism promotion of berbgai parties. While the media campaign that can actually be done in various ways. Whether through print and electronic media as well as online media. In addition, conditions of infrastructure roads and other infrastructure is also an obstacle. Pavingisasi not been completed and resulted in people unwilling to make a pilgrimage to this place especially at night that his condition was very dark.

Infrastructure related problems actually Sutrisno as the village head had been proposed repair and maintenance of existing roads. In addition, the installation of street lights connecting anatara Sawohan and Hamlet interest of the village along the 9 km. However, until now it has not been implemented to the fullest. Most likely because of the lack of development funding or other problems.

See the above phenomenon, for empowering the religious tourism is that many people visited the improvement of road infrastructure resolved immediately. Besides the installation of street lighting also be implemented so that at night the pilgrims could visit. That requires cooperation between government, private sector and local communities. In addition it should be held komunikasipun tissue repair and cooperation with telecommunications providers.

If all happens expected Dewi Sekardadu religious tourism tomb will benyak visit. With many visited this tomb will open up new business opportunities for the people of this coastal village. It is hoped that the change in the level of their economy. The growing economy of coastal communities is expected to affect other sectors and eventually they get out of the shackles of poverty during this time.

Pick your culture and culture Sea Nyadran hereditary conducted by neyalan coastal and rural communities. This culture is usually done before the month of Ramadan and the month of Rabi al-Awwal. This month is usually their tradition or the tradition Pick Nyadran Sea conducted by the fishermen and coastal villagers. The interest of the ritual Nyadran Beach aims to welcome the month of Ramadan, as well as an act of gratitude local communities will be given God's gift on the abundance of the fish catch of the fishermen.

This culture is the local culture which is packaged in a religious nuance. In addition to the events pray in Islam, also the ritual throwing offerings into the middle of the ocean. This culture is actually very interesting and can be used as a cultural tourism destination. In addition we witnessed the ritual we are treated with a variety of local entertainment and modern. This is actually a special attraction for the tourists.

Nevertheless, this culture is not packed to the maximum in order to be a main attraction for tourists. And if culture is packaged well and the promotion of maximum, will be a very legendary wizard. Nyadran culture is usually dialakukan community with the prayer at the grave site Dewi Sekardadu continued throwing offerings into the sea where fishing communities and coastal rural communities for fish and other marine products.

Nyadran ritual itself is usually done during the day and begins in the morning. The fishing communities and coastal villages people flocked to the interest of the coast. The Society will bring offerings of rice cone and other offerings using the boats are huge numbers. During the boat trip will be accompanied by the sound of gamelan and Javanese song-song, sung by the participants nyadran from the boat. Such culture has its own charm.

However, there is no packaging is expected to be a tourist destination. Finally, until now not many people in Sidoarjo that many mnegenal this ritual. Moreover, people who exist outside of Sidoarjo. This is due to a lack of promotion and publicity of tourism from various parties. In addition uga absence Sidoarjo District Government attempts to patent this culture become distinctive culture Sidoarjo.

This cultural conditions that could be packed into a cultural tourism. So that the public can learn more about the coast this nyadran cultural interest of the passage. The following figure shows the conditions of fishing communities and coastal rural communities hold nyadran culture.

This ritual is an expression of gratitude for the blessings that have been given by God for a certain period. When this is packed in a nice management will make cultural tourism destination is very beautiful. However, in reality up to this time this activity is only a

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mere ceremonial ritual and the absence of good management to invite the tourists to come. This is actually a challenge for all parties to this culture into the arena of tourist visits. And if managed optimally and become a tourist destination will certainly be their other income for the community, but the fact is people have not been able to capture these opportunities.

Lack of desire of the government to make this nyadran culture become an icon of the Delta. Meanwhile, the people only follow the rituals hereditary without having the desire to develop it into one of the annual tourist destination. While tourism investror also yet a glance at this ritual to become a great cultural attractions. Padalah if managed properly will be a legendary cultural attractions and become an icon of Sidoarjo, or better known as the City of Delta.

To develop cultural tourism required joint efforts between government and the private sector in order to work together to make this tradition become an annual cultural wizard. Should the fishing communities and coastal rural communities also resemble this activity as good and beautiful as possible. From there will make a special attraction for the general public. In addition the overall system of tourism promotion through print and television media as well as online media. Finally, this culture will be known by tourists both local and national and even foreign countries. This culture can also be a cultural tourism typical patented Delta State as an icon of Sidoarjo.

From field observations marine culture and cultural nyadran quotation is usually celebrated with traditional music scene as well as modern music. In addition, the beauty of their race boat and sail across the river The interest towards the ocean through the Gulf Permisan. This is what adds to the beauty of its own in this tradition. With natural conditions are very beautiful and natural panorama make this tradition more festive. As contained in the following picture beauty boat on the river nyadran interest of the participants to the ocean.

Of the entire coastal tourism and religious tourism above, to date no one has managed optimally. In fact, if managed properly it will adaanya lapaangan new jobs for the people of this coastal village. With so many visitors that no coastal village communities when opening a business by selling food or other. In addition, people can provide souvenirs typical coastal villages. As for Kaun men can be towing a boat wizard mnegantarkan the tourists around the coast. However, until now this has not happened because the condition is not yet empowered pariwiata completely.

Of the various conditions of coastal tourism above, it takes care of people from government, local communities and private parties to immediately realize the development of the coastal tourist attraction. Because usually if it is managed by the private sector development will be fast when compared managed directly by the government. If this happens it will be the largest coastal tourism in Sidoarjo, and is expected to become an icon of Sidoarjo. Thus it takes a good promotional efforts so that their investors are ready to invest in the development of this peisir travel.

Therefore takes the seriousness jointly between the government, local communities and other parties in its management. Their responsibility of government to improve the infrastructure of existing infrastructure. Repair road to the region must be resolved. Komunikasipun network construction has to be done because of the difficulty of communication in this region. This is what allows become less optimal conditions this tourism.

According to the fishing community that the entire event was conducted in the coastal rangkaina it will be very troublesome because roads were barely passable and makes people reluctant to visit. Therefore, for this event series to really focus in one place and become tourist culture then repair roads must be resolved. Besides the installation of street lights also become a priority.

Of the overall coastal tourism in the district of Sidoarjo if properly managed will open up business opportunities and new jobs for coastal communities. Meanwhile, the lack of public understanding of the development of coastal tourism would also mengahambat other development. People do not understand clearly about the development of tourism. That requires understanding and increased knowledge of tourism and coastal zone management.

Meanwhile in the coastal area there are a number of ecological, social, economic and institutional. Ecological problems can be observed from the phenomenon of mangrove forest destruction, pollution of the environment, resulting in coastal erosion and other coastal habitats physical decline. Many people who are less concerned about preserving the environment and coastal resources. This is what needs a serious understanding to these communities to always preserve the coastal environment.

Damage to mangrove forests in the region of Sidoarjo occur caused by the hands of society itself. Society is very memahahi that this mangrove trees are the raw material maker of the best charcoal. So people do theft and destruction of mangrove forests have to be made charcoal and sold. All was done in order to meet their needs, because during this time the people were below the poverty line ..

Not to development of public awareness in the preservation of the coastal environment. Mangrove forest conservation, preservation of coastal ecosystems and the preservation of other natural resources. This will be a very disturbing development process of this coastal region. Besides activities on land development will also affect the development of coastal areas. Tercadinya pollution of coastal areas due to the construction of factories on land. Due to this

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contamination can occur because of the waste from the factories.

The coastal area is an area that not only has the meaning of unity and defense. Additionally coastal region of high economic value to people's lives when managed properly and wisely. However, from field observations coastal village communities have not been able to maintain the condition of coastal areas is well and masihadanya tendency to spoil it. It has also become another problem in the development of coastal tourism. That requires seriousness in addressing this issue. This handling is not quite done by the government alone, but will have the support of local communities and the private sector. Concern private sector will greatly help accelerate the development of tourism.

Lots of local tourism investors in Sidoarjo, but until now there has been any investors who want to invest in the development of tourism. Due to the condition of the infrastructure, including access roads are not perfect makes them reluctant to invest. For the completion of the program required the installation of paving roads and approaches to media and promotion so that investors are ready to invest into this place. Because until now tourism promotion is not running effectively. While the completion of the installation program paving and street lighting are also unresolved.

From field observations it turns out that makes obstacle is the condition of the road leading to this place that has not been feasible. Unfinished roads and lighting conditions as well not exist is what makes people reluctant to visit. As a result, investors also do not want to invest because it is still quiet and they will feel the loss. This is the need for governance of tourism that better. For the future expected policy on the governance of coastal tourism from the government.

IV. Conclusion

From the results of the above description may be found answers about the potential problems of coastal tourism, religious tourism and cultural tourism is not empowered in this area when the travel sector can improve the welfare of the people of coastal villages, as follows:

1. Management of coastal tourism is not optimal either by the government or the people of coastal villages.
2. The coastal village communities have not been able to package and quotation sea nyadran ritual as cultural tourism are legendary.
3. Travel tomb of Goddess religion Sekardadu not been managed well by the government and the people of coastal villages.
4. The lack of infrastructure in the coastal village support coastal tourism.
5. Lack of promotion of tourism both by coastal village communities or the government, because the new government in 2016 seeking investors tourism.

Therefore the expected future government and society can develop parisiwata coastal villages have become one of the destinations. Thus, it will open new jobs for the people of the coastal villages. It also can be an additional local revenue of the tourism sector.

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