Development Strategies and the Impact of Marine Tourism on the Socio-Economic Conditions of Communities Around Jepara Regency Based on Ecotourism

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ABSTRACT

Tourism development has a direct effect on the community, the existence of tourism should have an impact on the conditions or conditions in the environment and around the tourism. In this case, marine tourism in Jepara Regency continues to be developed. The purpose of this study is to determine and analyze the impact of marine ecotourism development in Jepara Regency on the economic and social aspects of the community. The research methods employed include descriptive statistical analysis and the Analytical Hierarchy Process (AHP) method. The study's findings indicate that Jepara Regency's marine ecotourism has a significant impact on the economic and social aspects of the community. This is evident through increased income, the creation of new business opportunities, and an improved standard of living for the community. The social dynamics of the community are also affected, including employment status, community cooperation, and the establishment of new norms and values. Based on the AHP analysis, the recommended policies for managers and decision-makers in the development of marine ecotourism in Jepara Regency include efforts to enhance infrastructure that facilitates access to marine tourist destinations, the implementation of fiscal incentives and support for micro small medium enterprise (MSMEs) in the destination area, and achieving growth in visitor numbers while maintaining environmental quality by imposing penalties on tourists who harm the environment.

Keywords: Marine Ecotourism; Impact; Economic; Social; AHP

INTRODUCTION

Tourism is a travel activity carried out by individuals and groups from their place of residence to various places either in their area or outside the area to get recreation, in this case not to seek income or to work. (Sudiarta et al., 2021). Where this tourism sector provides a large profit to the country's foreign exchange, this tourism sector can expand employment and as a place to preserve the culture of the country (Dritasto & Anggraeni, 2013).

Indonesian tourism has been regulated in Law No. 10 of 2009, namely, tourism is a variety of tourist activities supported by various facilities and services provided by the entrepreneur community, government, and local government. The existence of these written regulations aims to make everyone play a role in increasing tourism, both the central government and local governments. As one of the regions in Indonesia, Jepara Regency is one of the regencies in Central Java that borders the Java Sea to the west and north, Pati Regency and Kudus Regency to the east, and Demak Regency to the south. This district has tourism potential, especially marine tourism because it has a very long coastline. This potential is what we must be able to manage properly to increase the number of tourists who will be present in Jepara and of course, can increase Regional Original Revenue (PAD). Most importantly, tourism can also improve the community's economy and welfare which will reduce poverty.
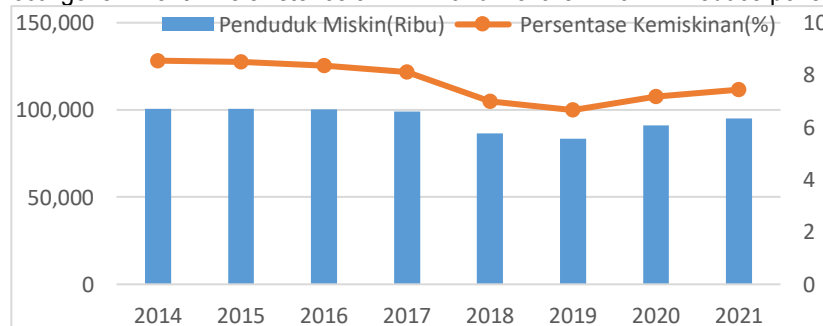
Figure 1: Number of Poor People and Poverty Level in Jepara Regency 2014-2021 (In People and Percent)

(Source: Central Bureau of Statistics 2022)

In the data above, the poverty rate and percentage of poverty in Jepara Regency over the past eight years has fluctuated, even in 2019-2021 it has increased. Tourism is one of the effective means to reduce poverty. Pro-Poor Tourism means tourism that produces net benefits for the poor. Pro-Poor Tourism (PPT) has a significant effect on the opening of new employment opportunities, increasing income, community welfare, growing micro-economic activity actors, and reducing the number of poor people (Scheyvens, 2017).

Table 1. Number of Maritime Tourism Visitors in Jepara Regency 2014-2021

Maritime Tourism	2014	2015	2016	2017	2018	2019	2020	2021
Seribu Ranting Beach	0	0	0	0	0	10,870	1,525	2,109
Teluk Awur Beach	0	33,112	34,006	62,742	139,305	176,469	31,306	23,735
Semat Beach	0	0	0	0	0	23,549	2,265	13,128
Kartini Beach	232,935	232,951	263,751	195,418	194,607	204,205	27,360	23,375
Bandengan Beach	285,227	305,902	327,824	272,431	280,004	288,644	14,799	28,014
Long Island	71,513	43,653	37,723	36,857	38,011	39,766	1,691	3,957
Blebak Beach	0	34,385	22,341	28,369	53,921	83,886	13,967	10,796
Empu Rancak Beach	0	0	23,787	35,629	48,481	65,463	11,786	9,425
Pailus Beach	0	0	15,298	18,763	23,926	30,323	2,255	4,857
Dead wave / Bondo beach	0	0	14,815	85,445	117,349	160,805	21,760	19,656
Beringin Beach	0	0	17,419	12,066	13,742	19,542	1,745	2,706
Mandalika Island	0	0	1,476	1,444	2,926	3,397	51	65
Karimun Jawa	79,750	92,115	116,076	122,876	137,845	147,523	6,165	8,715
Jepara Ourland Park (JOP)	0	0	0	0	73,971	65,771	6,775	14,280
Total Visitors	**669,425**	**742,118**	**874,516**	**872,040**	**1,124,088**	**1,320,213**	**143,450**	**164,818**

(Source: Central Bureau of Statistics 2022)

Based on the data in Table 1, the number of visitors through marine tourism in 2014-2019 has increased, but in 2020 the number of visitors was 143,450 people which decreased sharply due to the pandemic, but in 2021 it increased, namely 164,818 people. The existence of a wide coastline makes Jepara Regency marine tourism potential. Marine tourism itself is tourism whose attractiveness and potential are seen from natural resources, namely beaches, sea, or water-related tourism (Adhiyaksa & Sukmawati, 2021).

Table 1 describes marine tourism in Jepara Regency in 2014-2021. In 2014 Jepara Regency had 4 marine tourism consisting of two islands and two beaches, then in 2015, it became 5 marine tourism. In 2016 the previous 5 marine tourism increased to 11. In 2018 marine tourism in Jepara Regency added one artificial marine tourism, which made Jepara Regency have 12 marine tourism this year. In 2019 marine tourism in Jepara Regency became 14, consisting of 10 beaches, 3 islands, and 1 artificial tourism, namely swimming pools. The development of marine tourism is dominated by beach tourism, with the addition of 2 beaches to 10 beaches that were inaugurated in 2015-2019. The existence of tourism development in Jepara Regency should have an impact on the socio-economic life of the surrounding community, especially the community around the beach. However, in reality, the poverty rate in Jepara Regency is still very fluctuating and tends to increase. The development of marine tourism itself cannot only be developed but must also pay attention to the quality of the marine tourism

environment itself, because as we know that ecosystems, both beaches, oceans, and islands have life in the form of biota that must be maintained. Therefore, the government needs to implement an ecotourism system or development that adapts to maintain the quality of nature and pays attention to all aspects that are expected to preserve the environment.

METHODS

This research has an object, namely the socioeconomic impact of the community. While Marine Tourism, especially the 8 beaches in Jepara Regency (as part of the development of Marine Tourism in Jepara Regency) is particularly affected by the development of tourism builders. This type of research is quantitative research, namely research that provides to describe and provides information based on numbers obtained from observations made in the field (Sugiyono, 2017).

The population determined is the community who work as traders around the object of the location under study, namely 8 beach tours and 7 villages in the Maritime Tourism Area. The following is the population in each village in the Jepara Regency Maritime Tourism development area, namely 8 beach tours and 7 villages. Sampling techniques are used to answer research related to social and economic impacts. The data collection technique used in this study is simple random sampling, random sampling without regard to the strata in the population where population members are considered homogeneous. The data collection method used in this study consists of various techniques, namely questionnaires, interviews, observations, and documentation.

This research uses a quantitative descriptive analysis method. Quantitative descriptive is a descriptive analysis method regarding data with statistics. The quantitative descriptive analysis technique is to analyze data by explaining and describing the data that has been collected correctly without making a conclusion that applies to the public (Sugiyono., 2017), with the Analytical Hierarchy Process (AHP) method is a comprehensive decision-making model that takes into account qualitative matters. The AHP method can help organize a priority or goal from various options using several criteria. This analysis is based on a pairwise comparison matrix, where each element is compared in pairs against a specified criterion. Filling in the pairwise comparison matrix, using a number that describes the relative importance of an element above the others

RESULT AND DISCUSSION

Jepara Regency is one of the regencies in Central Java Province. Geographically, this regency is located in the northernmost part of Central Java Province. Jepara Regency is located on the East Coast of Central Java, which is bordered to the west and north by the sea and has a long coastline. One of the potentials owned by Jepara Regency is the sector in the coastal area or beach. This research focuses on marine tourism, especially 8 beaches in 7 villages that were developed in 2015-2019: thousand twigs beach, our bay beach, seat beach, bleak beach, empu rancak beach, pailus beach, dead waves beach, and Beringin Beach.

The study involved a total of 124 respondents who were divided into two different groups based on the questionnaires given. A total of 24 people received questionnaires on how policy strategies are needed for the development of marine tourism with AHP (Analytical Hierarchy Process) and as many as 100 respondents who work as traders in the marine tourism area filled out questionnaires about the social and economic impacts of the development of marine tourism itself.

1. Descriptive statistics

a. Before and After Impact on Respondents' Income Due to Development

Table 2. Income Before and After

No	Income Before	Total	Income After	Total
1	Rp. 0 – Rp. 1.000.000	27	<Rp. 1.000.000- Rp. 2.000.000	26
2	> Rp. 1.000.000 – Rp. 2.000.000	56	> Rp. 2.000.000 – Rp. 3.000.000	26
3	> Rp. 2.000.000 – Rp. 3.000.000	7	> Rp. 3.000.000 – Rp. 4.000.000	27
4	> Rp. 3.000.000 – Rp. 4.000.000	4	> Rp. 4.000.000- Rp. 5.000.000	13
5	> Rp. 4.000.000	6	>Rp. 5.000.000 - Rp.6.000.000	4
			>Rp. 6.000.000	4
Total		100	Total	100

Source: Primary Data (processed data, 2023)

Table 2 shows the income before the development and after the development in the community, from the results of the questionnaire that has been distributed, 83% of respondents, namely

traders in the marine tourism area, have an income of Rp. 0 to Rp. 2,000,000 before the development of marine tourism. Whereas after the development of respondents' income with an income of Rp. 0 to Rp. 2,000,000 only 26% and the remaining 74% of respondents had an income above Rp. 2,000,000.

This is supported by research conducted previously, namely the development of marine tourism can increase community income with indicators that need to be developed optimally (Meutia, 2022). research is also in line with research conducted by Hamonangan et al., (2020) where community income increased after development and contributed 33% of the total household income.

b. Economic Impact

Table 3. Percentage Results and Average Economic Impact

Question	STS %	TS %	CS %	S %	SS %	TOTAL %	Average
Maritime Tourism Development can increase income	0	1	42	34	23	100	3.79
Marine Tourism Development opens new business opportunities (culinary entrepreneurs, hotels, tour, and travel services)	0	0	23	57	20	100	3.97
Marine Tourism Development increases the standard of living of the community	0	1	57	33	9	100	3.5
Marine Tourism Development can increase employment	0	9	59	26	6	100	3.29
Maritime Tourism Development improves infrastructure	0	20	58	21	1	100	3.03
Marine Tourism Development encourages tourists to spend their money while on this tourist attraction such as the cost of consumption, accommodation, services, and others available.	0	1	8	54	37	100	4.28

Source: Primary Data (processed data, 2023)

In the economic aspect, it can be said that all respondents felt a change in economic conditions due to the development of ecotourism-based marine tourism in Jepara Regency, as seen from the average answer which all exceeded 3, which means that they quite agree with the questionnaire that has been given. This means that the development of ecotourism-based marine tourism in Jepara Regency has an impact on the community.

c. Social Impact

Table 4. Percentage Results and Average Social Impact

Question	STS %	TS %	CS %	S %	SS %	TOTAL %	Average
Maritime Tourism development reduces unemployment	0	31	52	14	3	100	2.89
Maritime Tourism Development can increase the confidence and pride of the community in their region.	0	0	24	67	9	100	3.85
Maritime Tourism Development creates a link between the community and tourists.	0	2	22	65	11	100	3.85
Maritime Tourism Development will encourage the community	0	1	20	74	5	100	3.83
Maritime Tourism Development increases cooperation and kinship	0	1	28	69	2	100	3.72
Marine Tourism Development raises new norms and values	0	1	16	82	1	100	3.83

Source: Primary Data (processed data, 2023)

Based on Table 4, it can be concluded that all respondents feel the social impact due to the development of ecotourism-based marine tourism in Jepara Regency, seen from 5 (Five) average

answers that exceed 3, which means that they quite agree with the questionnaire that has been given, while 1 of the average answers is less than 3 but worth 2.89 which is not far from 3. This means that the development of ecotourism-based marine tourism in Jepara Regency has an impact on society.

Based on the results of this study, this study is in line with research conducted by (Gnanapala & Sandaruwani, 2016) which explains that tourism development does not only affect economic conditions but social conditions as well.

The research conducted by (Chuvatkin & Gorbatova, 2021) that there is a great influence of tourism on the socio-economic conditions of a country or region, in this study tourism is used as a problem solver for socio-economic conditions in the country.

2. AHP

In AHP 24 people who became respondents using the AHP analysis method were determined based on consideration of competence and skills in their fields.

Table 5. Criteria for the Development Strategy of Maritime Ecotourism in Jepara Regency

No	Criteria	Weight
A	By Looking at the "Attraction / Attraction" Factor in Ecotourism-Based Marine Tourism Development.	0.094
B	By Looking at the "Facility / Amenity" Factor in Ecotourism-Based Marine Tourism Development.	0.209
C	By Looking at the "Accessibility/Accessibility" Factor in Ecotourism-Based Marine Tourism Development.	0.409
D	By Looking at the "Additional Services/Ancillary" Factor in Ecotourism-Based Marine Tourism Development.	0.288

Inconsistency:0.01

Source: Primary Data (processed data, 2023)

From the results of AHP calculations using expert choice software in Table 2, an inconsistency ratio of 0.01 was obtained, which means that the answers of the key person (respondents) are consistent. In the strategy for developing marine ecotourism in Jepara Regency as a strategy to improve the community's economy to protect the community in this study, 4 criteria were used which were then reduced to 22 sub-criteria or alternatives. This alternative explains in more detail which alternatives are prioritized in the Jepara Regency marine ecotourism development strategy.

Table 6. All Alternative Strategies for Developing Marine Ecotourism in Jepara Regency

No	Criteria	weight
A1	Protecting and preserving flora and fauna around marine tourism areas	0.018
A2	Realizing the effective use of natural resources by both the community and tourists	0.015
A3	Realizing and protecting the range of natural vegetation in marine tourism areas	0.01
A4	Educating the community in managing community culture	0.012
A5	Introducing by promoting culture through cultural exhibitions	0.022
A6	Preserving and introducing local values and norms to tourists	0.005
A7	Introducing the attitude of cooperation and a sense of family in maintaining marine tourism for both the community and tourists.	0.016
B1	Improving the quality of clean water and proper sanitation in marine tourism areas	0.02
B2	Realizing the development of health services to maintain health in the marine tourism area.	0.024
B3	Realizing quality educational conditions to educate coastal communities.	0.029
B4	Realizing an effort to increase the number of visits but still protect the environment by providing sanctions if violated.	0.119
B5	Realizing clean energy in the marine tourism area that maintains environmental quality.	0.01
C1	Realizing efforts to improve infrastructure that facilitates access to tourist destinations.	0.22
C2	Realizing the existence of environmentally friendly modes of transportation used to facilitate movement from one tour to another.	0.026
C3	Realizing attractive promotions by involving travel agents	0.059
C4	Realizing the optimization of parking lots so that tourists do not park in any place.	0.062

D1	Realizing community empowerment through education and training to be able to create an independent economy and reduce poverty.	0.047
D2	Realizing investment development through government intervention and investors to support a sustainable economy.	0.043
D3	Realizing the provision of fiscal stimulus and MSME business assistance to realize the quality of goods and services in the marine tourism area.	0.126
D4	Realizing inter-regional cooperation in marketing the products of the community around the coast	0.023
D5	Realizing institutional development to be more structured with the aim of better services	0.046
D6	Realizing a friendly attitude of the community and good communication in serving tourists	0.045

Inconsistency:0.02

Source: Primary Data (processed data, 2023)

Based on Table 6, it can be seen that the alternative with the highest weight is C1 or the alternative "Realizing efforts to improve infrastructure that facilitates access to tourist destinations" with a weight of 0.220. This means that the alternative is the most priority alternative in the Jepara Regency marine ecotourism development strategy, then the second highest is D3 or the alternative "Realizing the provision of fiscal stimulus and MSMEs business assistance to realize the quality of goods and services in the marine tourism area" with a weight of 0.126, which means that the alternative is the second priority alternative after the priority, and the third highest is B4 or the alternative "Realizing an effort to increase the number of visits but still protecting the environment by providing sanctions for violations." with a weight of 0.119, which means that the alternative is the second priority after the priority. With a weight of 0.119, which means that this alternative is the third priority after the second and priorities. As for the last alternative, namely alternative A6 or "Preserve and introduce local values and norms to tourists" with a weight of 0.005.

Based on these results, the development of marine ecotourism in Jepara Regency gets three priority policies, namely the first to realize efforts to improve infrastructure that facilitates access to tourist destinations, the second to realize the provision of fiscal stimulus and MSMEs business assistance to realize the quality of goods and services in the marine tourism area, and the third to realize efforts to increase the number of visits but still protect the environment by providing sanctions for violations.

The priority is to realize efforts to improve infrastructure that facilitates access to tourist destinations. This research is supported by previous research, namely (Hayati, 2022) Infrastructure in facilitating access to destinations, one of which is road infrastructure, which has benefits as accessibility, namely to make it easier for an area to interact with other areas through a transportation network. In addition, according to (Niode & Johny, 2022) one of the government's efforts in implementing policy strategies for marine tourism is to pay attention to infrastructure conditions for the convenience of tourists traveling.

The second priority is to realize the provision of fiscal stimulus and MSME business assistance to realize the quality of goods and services in the tourism area. The existence of tourism activities is inseparable from the circulation of tourist money in the intended tourist destination. Tourism activities are inseparable from souvenirs or souvenirs from these tourist areas, therefore the provision of fiscal stimulus and MSME business assistance is expected to be able to make the community increase workers and be able to manage souvenirs or souvenirs from tourist areas to be better known and have a wider impact on the community. The priority of this strategy is supported by research conducted by (Bagus et al., 2018) The existence of tourism development has an influence on the MSME sector where tourists who arrive result in more money being spent on the tour. Meanwhile, according to (Halim, 2021) in his research, the provision of financial assistance and assistance to the MSMEs sector can have many effects, especially on income in the MSMEs sector.

The third priority is to realize an effort to increase the number of visits but still protect the environment by providing sanctions for violations. The large number of visitors is one of the characteristics of tourism activities that will have other effects. According to (Nikolla & Miko, 2013) and (Naseem, 2021) research the number of visitors affects the conditions of economic growth in an area. In this study, one of the prioritized strategies is to increase the number of visitors accompanied by environmental maintenance, because usually, the

large number of visitors will have an impact on the poor quality of the tourism environment due to the absence of sanctions given. In line with previous research, namely research conducted by (Lawang, 2015) and (Saputra, 2017) attention to tourism objects is an important aspect where tourism is a national asset and contributes to national development and economic activity.

With the results of the policy priorities obtained, it is hoped that policymakers will focus more on the criteria with the highest weight, namely community empowerment compared to other policies, but that does not mean other policies are not important, because every policy taken by the government will still have an impact, both positive and negative. Because basically the results obtained from this research are used as support for decision-making, not as a final decision.

CONCLUSION

The development of Marine Tourism in Jepara Regency, especially on the eight beaches, has an economic impact on the surrounding community, especially the coastal areas. The economic impact is felt in the form of increased income, opening new business opportunities, improved community living standards, increased labor absorption, improved infrastructure, and encouraged tourists to spend their money while in the tourist attraction area.

The development of Maritime Tourism in Jepara Regency, especially on eight beaches, has a social impact on the surrounding community, especially coastal areas. The social impact felt is in the form of increasing self-confidence and pride in the region, establishing relationships between tourists and the community, improving communication skills, increasing mutual cooperation and a sense of kinship, and creating new norms and values. However, the impact of reducing unemployment is still not felt.

Based on calculations using the AHP (Analytical Hierarchy Process) method, the most prioritized policy strategy or one that must be prioritized is strategy C, namely by looking at the "Accessibility / Accessibility" factor in Ecotourism-Based Marine Tourism Development. especially alternative C1, namely "Realizing proper Highway Development in the Marine Tourism area". The second is strategy D or looking at the "Additional Services/Ancillary" factor in Ecotourism-Based Marine Tourism Development. Especially alternative D3 or realizing the provision of fiscal stimulus and

MSMEs business assistance to realize the quality of goods and services in the marine tourism area. The third priority is strategy B or looking at the "Facility / Amenity" factor in Ecotourism-Based Marine Tourism Development, especially alternative B4, or realizing an effort to increase the number of visits while still protecting the environment by providing sanctions if violated.

The existence of a coastline in Jepara Regency makes the government supposed to develop it even better by working together through various parties, one of which is the Public Works Office, the Office of Cooperatives, Small and Medium Enterprises and Trade as well as the Environmental and Forestry Service to build proper infrastructure in the area to the beach, mentoring MSMEs and providing stimulus and also paying attention to the environment in the marine tourism area. In addition, although the beach belongs to the village, the central government should further direct it by making regulations that can be used as a reference. In addition to the central government, the village government has a master plan about what work programs it wants to carry out and it needed and coordination with the central government regarding the master plan.

For the community, it should participate especially for young people who still do not have a job. In addition, the community is required to play a role to improve their economic and social conditions in terms of increasing income, employment and care about the potential of their region, especially in marine tourism areas.

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