



## INTERNATIONAL JOURNAL OF RESEARCH SCIENCE & MANAGEMENT STRATEGY FOR IMPROVING PERFORMANCE OF INFORMAL SECTORS BASED ON ECOWISATA IN WHITE SAND BEACH TOURISM IN SITUBONDO DISTRICT

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### Abstract

This research is more focused on an in-depth study of the fundamental problems faced by the Informal Sector in the White Sand Beach Area and the preparation of effective strategies for increasing income based on Ecotourism. This research uses a qualitative method approach. The qualitative approach is more focused on studying in depth the problems faced by the informal sector and alternative strategic models to improve performance through increased Ecotourism activities in the White Sand Beach. The results of the study indicate that the promotion of the existence of the White Sand Beach Tourist Attractions is not optimal done. Artistic attractions based on local culture and local wisdom and annual events that are able to attract tourists are not optimal in this place. The merchandise and services offered on the White Sand Beach of that type are just that, there are no significant additional innovations yet. Guidance and ongoing socialization about conservation of the White Sand Beach tourism is important to be done so that the beauty of the White Sand Beach can be enjoyed up to children and grandchildren and more interesting to visit while at the same time the income of the informal sector can be increased in line with the increase in visitors. Synergistic efforts are needed to design an integrated promotion to offer a combination of tour packages from several beach tours in Situbondo

### Introduction

The Informal Sector in the White Sand Beach Tourism Area is a business actor that is motivated to seek profits by distributing goods directly to end consumers or offering services directly to consumers. The Informal Sector in the White Sand Beach Tourism Area is one of the informal sector businesses that has proven to be more resilient to the economic crisis than medium scale and large scale businesses. Currently the tourist attractions are being promoted mainly based on ecotourism.

Along with the increasing population in the country of Indonesia, the labor force has also increased. While the available employment opportunities are very limited not balanced with the growth in the number of workers (Priyono: 2009). Such conditions encourage the government to focus more on labor policies in efforts to expand employment opportunities in various development sectors. One of them is an increase in development projects that absorb more labor (labor intensive). (Moh. Munir: 2005)

According to Ali Syahbana (2003: 7), "the informal sector can be used as a safety valve", in creating employment and alleviating unemployment and poverty in Indonesia. From this mindset it can be understood, that the informal sector is employment and at the same time the livelihoods of urbanites in urban areas.

The problem of the informal sector, however considered lack of contribution in increasing national income, becomes one of the considerations in labor policy. The informal sector in question are small-scale business units that produce and distribute goods and services with the main goal of creating employment opportunities for themselves and in their business, they are faced with various constraints such as physical capital as well as knowledge and skills factors (Priyono: 2009 )

Ecotourism and the informal sector of the local community collaborate and work together and complement each other and strengthen each other. The informal sector can run well if it is supported by attractive, comfortable and clean tourist places for taking photos. The ecotourism-based tourism environment will bring many visitors as well as bring fortune to the informal sector. In connection with this it is felt necessary to look at the problem



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of informal sector entrepreneurs in a more intrinsic context, namely as a matter of improving living standards, this is also in line with national development goals, namely improving the standard of living of the community fairly and equally.

Similar research related to informal sector performance research has been conducted by several researchers. Isti Fadah (2018) reviewed the performance of the informal sector in the form of street vendors in Jember Regency. Another researcher who studies the informal sector but with a different approach is Moh. Munir (2005).

This research is more focused on an in-depth study of the fundamental problems faced by the informal sector in the Pasir Putih Beach Ecotourism Area and the formulation of an effective strategy for increasing income in the informal sector in the White Sand Beach area based on ecotourism.

### Literature Review

Development in Indonesia still seems to be concentrated in urban areas, and tends to be less equitable and provides equal opportunities in rural areas. This shows that the number of investment industries and modern facilities is directed to cities. This situation provoked and gave the lure to rural communities to flock to move to the city in search of work and leave long and less promising jobs in the agricultural sector. In line with the opinion of Alisyahbana (2003: 25), "The impact of development, especially development in cities, is the movement of a portion of the population from rural areas to cities.

The emergence of the informal sector in Indonesia is closely related to the population and workforce as well as the imbalance between Java and outside Java which affects the imbalance of population distribution. Several labor studies in urban areas have found that factors such as labor capital and income have resulted in urban areas experiencing a rapid labor supply. According to Tajuddin Noer effendi in Isti Fadah et al (2017) the growth rate of employment opportunities in urban areas is not able to offset the swelling number of job seekers. As a result there is a tendency that those who cannot work are forced to become unemployed and participate in the informal sector.

According to Revrison Baswir (2008) the informal sector occupies a very important position in the Indonesian economy. This is especially evident in the large number of workers who depend their lives on this business sector. The number of workers who lived from the small business sector in 2000 (excluding the agricultural sector), was around 22.2% or 16.8 million. Most of them are engaged in trading, the number covers around 45%, the second and third positions are occupied by the industrial sector and the service sector.

### Methodology

The population of this research is the informal sector in the tourist area of Pasir Putih Beach. The research sample was taken by simple random sampling (simple random sampling technique). The informal sector in the white sand beach tourist area includes fried food sellers, chicken satay, ice degan, meatballs, salted fish, and fruits, soto rice, pecel rice and various services offered to consumers such as rental of tires, canoes and boats. This research uses a qualitative method approach. The qualitative approach is more focused on studying in depth the problems faced by the informal sector and alternative strategic models to improve performance through increased Ecotourism activities in the White Sand Beach. This study also features a quantitative descriptive approach using SWOT analysis. SWOT analysis emphasizes the study of strengths, weaknesses, opportunities and threats faced (Rangkuti: 2004)

### Results and Conclusion

Situbondo Regency is very strategic, which is located in the northern coast line connecting Anyer and Panarukan. This Regency has several very charming beaches, one of which is Pasir Putih Beach. This beach has underwater beauty like Bunaken in Manado. Beautiful coral reefs, colorful fishes, other marine life add to the beauty of this beach. At this location many activities such as snorkeling, swimming, boating while enjoying the beauty of the underwater, down the beach by canoeing, and fishing on the pier.



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White sand beaches also prepare hotels or lodging for visitors to stay, Sido Muncul I and II hotels are BUMD, Bhayangkara Hotels owned by the Police, there are also Foresta hotels owned by Perhutani and there are also several other hotels. At the moment a star hotel belonging to the Situbondo regency is being built, which also opens opportunities for the community as car park guards so that they can increase their economic output.

Boat tour services or can be known as ojeg boat every day operates to take tourists around the beach while enjoying its beauty. There is an officer who specifically drives the boat and another person helps direct the way the boat. And of all of these tour boat services, the majority of workers come from residents of Situbondo Regency who are not far from the Pasir Putih beach tourism site.



Other types of work are found around tourist objects, street vendors along the beach and sellers / hawkers rarely found, but will increase when there are busy tourist visits such as school holidays or during the new year. Most street vendors sell food and drinks (young coconut, instant noodles, meatballs, coffee, satay, etc.). In addition there are also selling various salted fish that have been neatly packaged making it easier to take home by visitors as souvenirs.

Another job that we can find around the white sand tourism is Souvenirs Kiosk. Souvenir stalls are the most dominant sector on the white sand beach. Souvenirs that are sold are the result of coral crafts from every day and handicrafts such as clocks from shells, decorations, ashtrays and other accessories.

### SWOT analysis

Based on the SWOT analysis conducted in a study with objects of the informal sector in the Pasir Putih beach tourism area of Situbondo Regency, various kinds of points were generated that fall into the category of strengths, weaknesses, opportunities and threats. Various points can be drawn in the form of a strategy that can be used as a development plan of the business itself.

### Strength

1. Food and drinks offered are of good quality, tasty and have a distinctive taste and are not found in other places, especially chicken satay.
2. Merchandise offered to consumers is very diverse so that all needs of the visitors can be fulfilled. These conditions make visitors feel comfortable to linger on the beach.
3. The price of merchandise offered is not expensive even though it is in a tourist area.
4. Distribution of food and beverage as well as other services needs of visitors offered by the informal sector is available evenly throughout the coastal area from one end of the beach to the other end of the beach.



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5. The number of visitors at the White Sand Beach is relatively large, especially on Saturday Sundays and Holidays.
6. The informal sector on the Pasir Putih beach is mostly very concerned about environmental cleanliness in the region.
7. There are a number of traders in the Pasir Putih Beach area which replant damaged coral reefs in order to preserve the beauty of the underwater panorama and improve the quality of shelter for fish and other marine animals and plants.
8. Panorama in the tourist area of the White Sand Beach is very beautiful and charming, ranging from a stretch of beautiful white sand, a beach that is not choppy very comfortable for bathing or playing water.
9. Underwater panoramas on the White Sand Beach is very beautiful with a stretch of coral reefs and colorful fish so pamper divers and tourists who like snorkeling activities.

### **Weakness and problems faced by the informal sector on the White Sand Beach**

1. White Sand Beach visitors are significantly reduced on Monday to Friday when not on vacation
2. Promotion of the existence of White Sand Beach Tourist Attractions is not optimal done.
3. Artistic attractions based on local culture and local wisdom and annual events that are able to attract tourists are not optimal in this place.
4. The merchandise and services offered at the White asir Beach of that type are just that, that there are no significant additional innovations yet.
5. There is no contemporary game in the White Sand Beach tourist areas such as Banana Boat or Flying Fox.
6. The durability of some products being sold is not long-lasting, resulting in being unable to prepare a supply that is too large, worried that it will not sell well and will be damaged.
7. The level of knowledge and skills of the informal sector in handling business is relatively weak so that its management is based on feelings and intuition as an entrepreneur and has not been professionally managed.
8. The informal sector on the Pasir Putih beach is a family business unit, has a very limited business network and low market penetration capability.
9. The informal sector is a private business or company that is closed in nature, which relies on capital from the owner who is very limited in number.
10. The informal sector has not carried out well-structured planning, recording and financial reporting which results in not being able to know the development of the business.
11. Minimal informal sector financial reports also make their businesses less bankable or difficult to access capital to banks.
12. The informal sector is often entangled with loans from loan sharks with huge interest, so the informal sector often digs holes to pay off its debts.

### **Opportunity**

1. The potential in the White Sand Beach is very possible to bring in more tourists both domestic and foreign tourists.
2. Situbondo area has a uniqueness and culture based on local wisdom that has not been managed optimally.
3. The local government and the Tourism office can work together and work hand in hand to promote the beauty of the White Sand Beach to attract more visitors.
4. Spot beautiful photos according to millennial tastes that are installed at several points have the potential to increase tourist visits, especially tourists from millennial
5. The richness of the eco-tourism which has the White Sand Beach in the form of white sand, the beauty of coral reefs and colorful fish and other biota in the future will attract more local and foreign tourists.



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### Threat

1. The emergence of other beach tourism in Situbondo Regency such as Kampung Kerapu Beach, Belkok Beach, Patek Beach and other Beaches in Situbondo Regency has the potential to become the main competitor for White Sand Beach Tourism.
2. The planned toll road from Probolinggo to Banyuwangi is expected to reduce the number of visitors coming to Pasir Putih Beach
3. At the height of the rainy season there is a threat of tides that are higher than usual reducing the number of visitors.
4. There is a small portion of the informal sector in the coastal area that does not yet understand the importance of environmental cleanliness, and the importance of preserving marine resources such as coral reefs, ornamental fish and other marine biota.

### Informal Sector Performance Improvement Strategy Model

There are several alternative strategies that can be done to improve the performance of the informal sector in the Pasir Putih Beach resort area of Situbondo Regency, namely the WO strategy, SO strategy, WT strategy and ST strategy.



### WO Strategy

1. Need active and massive promotion through online media such as face books, instagram, and wa to increase the number of visits both families and millennial both local and foreign tourists.
2. Need intensive and continuous guidance to the informal sector in the coastal area related to business management, marketing management, financial management and personnel management.
3. Local indigenous culture based on local wisdom needs to be explored to be scheduled as an annual or even monthly event to increase the number of visitors.
4. It needs to be added by contemporary games such as flying fox banana boat, beautiful spots for selfie visitors to boost the number of visits to the White Sand Beach

### SO Strategy

1. Sustainable guidance and outreach on ecotourism-based White Sand Beach conservation is important. If this awareness is embedded in the informal sector and visitors, the beauty of the White Sand Beach will be enjoyed by children and grandchildren and it will be even more interesting to visit.
2. Need cooperation and coordination with the central government related to policies related to the Leces-Banyuwangi toll road development plan. It takes a priority toll gate that is located close to the location of the White Sand Beach so that toll road users are interested in stopping at the White Sand Beach.
3. Serious efforts from the Situbondo Regency Government are urgently needed, the Fisheries and Maritime Service, the Industry and Trade Office and the Tourism Office need to sit together to synergize in advancing the White Sand Beach marine tourism while increasing the income of the informal sector in the tourist area.

**WT Strategy**

1. Need to provide continuous education about the importance of cleanliness and sustainability of marine life to avoid irresponsible actions that want to damage coral reefs for a moment's personal benefit.
2. Need to add instagramable photo spots and add water games, add tourist attractions, hold an annual event to attract toll road users to rest on the White Sand Beach before continuing the trip to Banyuwangi Regency and to the Province of Bali.
3. Need to increase the knowledge and skills of the informal sector related to business management, especially skills related to the preparation of financial reports in order to improve access to capital to banks to fund their business.

**ST Strategy**

1. The beauty of the White Sand Beach that is very charming and the beauty of the underwater that is not owned by other beaches need to always be promoted its beauty through online media both face book, Instagram and WhatsApp to increase the number of visits.
2. The emergence of new beaches both in Situbondo Regency and outside Situbondo Regency will be the main competitors of the White Sand Beach, facing this it requires a synergistic effort to design an integrated promotion to offer combination tour packages from several beach tourism is in Situbondo.
3. There needs to be ongoing socialization and motivation for the informal sector and tourists to always maintain cleanliness, maintain the preservation of coral reefs and the importance of replanting damaged coral reefs to maintain the beauty and balance of life at sea.

**Conclusion**

1. Problems faced by the informal sector in the White Sand Beach area are: visitors are significantly reduced on Monday to Friday when not on vacation, the promotion of the existence of White Sand Beach Attractions is not optimally done. Art attractions based on local culture and local wisdom and annual events that are able to attract tourists are not optimally held at this place. And the merchandise and services offered on the White Sand Beach of that type are just that, that there are no significant additional innovations yet.
2. Strategies for improving the performance of the informal sector based on SWOT analysis include

Guidance and ongoing socialization about the preservation of the White Sand Beach eco tourism is important so that the beauty of the White Sand Beach can be enjoyed by children and grandchildren and is increasingly interesting to visit. synergistic efforts are needed to design an integrated promotion to offer a combination of tour packages from several beach tours in Situbondo

**Suggestion**

The Related Offices in Situbondo District which include the Fisheries and Maritime Affairs Office, the Industry and Trade Office and the Tourism Office need to sit together to synergize in advancing the White Sand Beach marine tourism while increasing the income of the informal sector in the tourist area. the fisheries and maritime department, the industry and trade department and the tourism department need to sit together to synergize in advancing the White Sand Beach marine tourism while increasing the revenue of the info sector

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