

STRATEGIES TO INCREASE INFORMAL SECTOR INCOME IN THE TELUK LOVE BEACH TOURISM AREA BASED ON ECO TOURISM

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Abstract: Teluk Love is a tourist attraction located in the Payangan Beach area, Sumberejo Village, Ambulu District, Jember Regency. This tourist attraction has the advantage of a very beautiful panorama and adequate facilities initiated by local residents. However, after the Covid-19 pandemic, the number of visits has decreased significantly so that solutions are needed that can be developed during the Covid-19 pandemic. The purpose of this research, namely (1) analyzing the internal and external potential of Teluk Love (2) analyzing using SWOT analysis (Strength, Weakness, Opportunity, and Threats) (3) strategies to improve human resources around Teluk Love (4) strategies Teluk Love tourism development. The results showed that Teluk Love has internal and external supporting potential that can be developed using a SWOT analysis. The results of the analysis show strategies that can be done to improve the surrounding human resources and strategies in developing Teluk Love. Efforts to improve human resources around Teluk Love can be carried out by a strategy, namely soft skills training and organizational training. To develop Teluk Love tourism in terms of tourist management, managers can carry out various strategies, namely emphasizing health protocols, educational tours of waste management as souvenirs, and creating social media accounts and websites to promote Teluk Love.

Keywords: Strategy, Informal Sector, Tourism, SWOT, Teluk Love

I. INTRODUCTION

Indonesia is one of the largest archipelagic countries in the world. According to the Central Statistics Agency (2017), the country consists of 17,504 large and small islands with a land area of 1,913,578.68 km². These geographical conditions make Indonesia have biodiversity and non-biological diversity, as well as natural beauty that can be found so that it can be developed into a tourist attraction that will boost the country's foreign exchange. According to Arief Yahya at the 2018 Year-End Press Conference (JPAT) based on data from the World Travel and Tourism Council (WTTC), Indonesia's tourism sector growth reached 25.68% by being ninth in the world, third in Asia, and number one in the world. Southeast Asia. However, at the end of 2019 the world was shocked by the arrival of the corona virus.

Corona virus or severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is an infectious virus that attacks the human respiratory system by transmission through droplets of infected sputum. However, it is currently known as Covid-19 because it was first discovered in Wuhan City in December 2019. This virus can attack anyone, such as the elderly (older groups), adults, children, and infants, including pregnant women and children. breastfeeding mothers. Therefore, it spreads very easily and quickly so that it infects almost all countries in the world. Even in January 2020, WHO has declared the world to be in a global emergency regarding the virus. This is an extraordinary phenomenon that occurs on earth in the 21st century or can be likened to World War II. In Indonesia, the government has issued a disaster emergency status as of February 29, 2020 regarding this virus pandemic. Dominating 2020, the Covid-19 pandemic has challenged the world in a way that has never been done before, in fact almost all sectors are affected. However, according to UNWTO, tourism is one of the hardest hit industries (Dolnicar & Zare, 2020; Gössling et al., 2020). The Covid-19 pandemic has caused tourism growth to stop (Nurrahma, 2021) and economic collapse in various countries, one of which is Indonesia.

According to the World Travel and Tourism Council (2020), Indonesia's tourism contribution to GDP was 5.9% in 2019 and decreased to 3.2% in 2020. In addition, the contribution to the workforce decreased from 13,180.4 in 2019 to 11,803.2 in 2020. Not only a decrease in the contribution to GDP and labor, but also a significant decrease in international tourists, namely Rp. 259,817 billion in 2019 and Rp. 56,083.1 billion in 2020. The decline on a national scale was due to a decrease in scale which is smaller, namely the area. Various tourism objects in the affected areas, one of which is Teluk Love.

Teluk Love is located in the Payangan Beach area, Sumberejo Village, Ambulu District, Jember Regency. The word "Love" is taken from English which means love which is symbolized by the shape of a heart. The shape of the bay resembles a heart which makes the bay named Teluk Love (Susanti, 2018). Tourists who want to see the lips of the sea that are like a symbol of the heart can climb the Lamb Hill first. From this location, tourists can see Teluk Love clearly. Supported by a soothing panorama and a serene atmosphere, tourists are happy to linger enjoying the atmosphere from the top of the hill.

Before the Covid-19 pandemic, the Teluk Love tourist attraction was one of the favorite tourist attractions. Tourists are attracted to visit because of their curiosity about the shape of the bay that resembles a heart. In addition, this tourist attraction is still natural and there is no construction of an artificial tourist attraction. Not only offering natural beauty, but also culinary tourism with fresh seafood, such as crab, octopus, fish, and lobster to attract tourists. This bay has a fairly high level of tourists so that it has a positive impact on the surrounding community. Employment opportunities in the informal sector are increasingly open which in turn will encourage the income of people who have low consumption. However, after the Covid-19 pandemic, the number of visits has decreased significantly. Therefore, it is necessary to conduct a SWOT analysis (Strength, Weakness, Opportunity, and Threat) as a

solution so that Teluk Love can develop during the Covid-19 pandemic which will have a positive impact on increasing informal sector income for the surrounding community. Based on this description, this issue has become a focus that has attracted the attention of the author so that he is compelled to do further research on, "Strategies for Increasing Informal Sector Income in the Teluk Love Beach Tourism Area Based on Ecotourism"

II. STATE OF THE ART

Tourism

Tourism comes from the words 'Pari' and 'Tourism.' Pari has the meaning repeatedly, while tourism means traveling or traveling. Therefore, tourism is an activity in the form of a trip by someone to another place that is temporary (Wahid, 2015). This activity is done consciously as an effort to get happiness. The informal sector takes advantage of the large number of visitors who come to Teluk Love beach by preparing various foods and drinks. The favorite drink at this tourist spot is Es Degan which is drunk directly from the fruit without using a glass or the like. The variety of foods offered by the prima donna are grilled fresh fish, grilled squid, grilled shrimp and crab. In addition to heavy meals, snacks offered include cilok, various crackers, various fried foods, sweet salad, meatballs and other foods.



Informal Sector Workers

An informal sector worker is someone who works with a relatively lower level of productivity and uses simple technology than formal sector workers. According to Hart developed by the International Labor Organization (ILO) in research in eight Third World cities (19), someone who works in the informal sector is dominated by low education, capital, low business, wages received are below the minimum wage so that they are vulnerable to poverty. . As a marginalized economic sector, the informal sector has actually made extraordinary achievements during the economic crisis. This is reinforced by Priyono (2002), Isti Fadiah et.al (2019) that the results of a study on the Role of the Informal Sector in Crisis Times show that the economic crisis has absolutely no implications for the high unemployment rate; the most obvious impact of the economic crisis on the labor market is the decline in real income, especially for those who are employees; and in times of crisis, the workforce performs an adjustment mechanism by looking for a side job. This clarifies the significant role of the informal sector as a buffer in the economy, even in times of crisis.

III. RESEARCH METHOD

This type of research is qualitative descriptive by describing in depth the object under study. The type of data used is primary data from in-depth interviews with key informants. Data collection techniques by means of in-depth interviews with several informants in Teluk Love, namely managers and the informal sector, namely food and beverage traders, bathroom providers and parking providers. Data analysis using SWOT Analysis (Strength, Weakness, Opportunity, and Threat). SWOT analysis is a method for identifying factors in formulating strategies for organizations. This analysis is based on maximizing internal factors in the form of strengths and weaknesses and external factors, namely opportunities and threats (Rangkuti, 2013).

IV. RESULTS AND DISCUSSION

Tourism Potential in Love . Bay

The tourism potential of Teluk Love can be identified into two, namely:

Internal Potential

Teluk Love is one of the favorite tourist attractions visited in Jember Regency. This bay has internal potential that supports, namely the quality and condition of tourist attractions.

1) Quality of Teluk Love Tourism Attraction

The quality of tourist attractions in Teluk Love, namely:

- a) Information about Teluk Love is quite complete on the internet and social media so that tourists who have never visited can find it easier to find the location of this bay.
- b) Tourists are interested in coming to visit because it can be accessed by two wheels or four wheels. This is also supported by good roads and not far from the center of Jember City, which is 38 kilometers.
- c) An interesting and unique panorama because it presents the beauty of the sea and white sand and a heart-shaped bay.

- d) Adequate facilities, such as bathrooms, prayer rooms, food stalls, and places to relax.
- e) The condition of the bay is clean and there is no trash scattered with the support of many available trash cans in various corners.

2) Conditions of Teluk Love Tourist Attractions

Conditions of the Teluk Love tourist attraction, namely:

a) Natural Condition

Teluk Love is one of the tourism icons in Jember Regency. Teluk Love has its own uniqueness compared to other bays, which is heart-shaped. In addition, the panorama that is presented spoils the eyes with the beauty of the blue sea and white sand so that many tourists are interested in visiting Teluk Love. This is also supported by many facilities in the form of trash cans so that cleanliness is maintained and the beauty of the bay is maintained.

b) Social Condition

Teluk Love is managed by the local community, not the government, so tourists who want to see and take pictures with the Teluk Love background must pay a fee of IDR 5,000 which will later be used to fix and add tourism support facilities. In addition, the local community has also provided food stalls for tourists by selling a variety of fresh seafood, such as crab, octopus, fish, and lobster. The existence of business actors will increase income or income for the surrounding community to meet their daily needs.

External Potential

Teluk Love is one of the favorite tourist attractions visited in Jember Regency. This bay has external potential that supports, namely accessibility and facilities and infrastructure.

1) Accessibility

Teluk Love is located in the Payangan Beach area, Sumberejo Village, Ambulu District, Jember Regency. The distance of this bay from the center of Jember City, which is 38 kilometers. Access to the location of the bay is good with the support of a good highway. In getting to Teluk Love, tourists can use travel services, bring or rent private vehicles, both two-wheeled or four-wheeled vehicles.

2) Facilities and Infrastructure

Teluk Love has provided various tourism support facilities managed by the surrounding community, such as bathrooms, prayer rooms, food stalls, and places to relax as well as supporting facilities, such as trash cans so that tourists can vacation comfortably.

Teluk Love SWOT Analysis

1) Strengths

Strength is an internal factor that can support the achievement of goals. These factors can be in the form of resources, advantages, and attractiveness to the target organization. The strengths of the Bay of Love, namely:

- a) The facilities are adequate, such as bathrooms, prayer rooms, food stalls, and places to relax so that tourists feel comfortable visiting.
- b) It has clear sea and white sand.
- c) The bay is unique because it is heart-shaped.
- d) Easy to reach by tourists because it is located not far from the center of Jember City.
- e) Access to tourist sites is good.
- f) The information is quite complete on the internet and social media.
- g) Culinary tourism with fresh seafood.
- h) Affordable area entrance fees.

2) Weaknesses

Weaknesses are internal factors that can hinder the achievement of goals. This factor can be in the form of incomplete facilities, as well as a lack of funds and human resource expertise. Weaknesses of Teluk Love, namely:

- a) Management is still not optimal because it is managed by the surrounding community, not the government or the private sector.
- b) There is no public transportation available to tourist sites.
- c) Street vendors are not yet fully orderly.
- d) The parking area has not been managed properly so that the surrounding community fights for tourists to park on their land which has an impact on tourists feeling afraid and uncomfortable.
- e) Human resources around are not aware of tourism so they do not understand how to make tourists feel safe, comfortable, and satisfied when visiting.

3) Opportunity

Opportunity is an external factor that can support the achievement of goals. This factor can be in the form of innovations in policy and technology changes as well as efforts to improve relations with target organizations. Opportunities from Teluk Love, namely:

- a) Adding facilities as a form of complying with health protocols, such as thermoguns, hand sanitizers, and sinks so that tourists are more interested and feel comfortable to visit
- b) Innovate by adjusting to the current trend.
- c) Cooperating with stakeholders in developing Teluk Love
- d) Creating job opportunities for the surrounding community.
- e) Has a potential attraction to be developed.
- f) Holding virtual tour activities as a solution to promote during the Covid-19 pandemic.
- g) Utilizing social media as a means of promotion.
- h) Creating online ticket booking media.

i) Educational tours related to waste management as souvenirs.

4) Threats

Threats are external factors that can hinder the achievement of goals. These factors can include slow market growth and policy changes. Threats from Teluk Love, namely:

- a) The decrease in the number of tourists due to the Covid-19 pandemic which will have an impact on reducing the income of the surrounding community.
- b) The government has not paid attention so that the management has not been maximized.
- c) Tourists are dominant to visit on holidays so that it has the potential to cause crowds.
- d) Limited funds are available in developing supporting facilities because the funds only come from visitors.
- e) Tourist anxiety in traveling during the Covid-19 pandemic.
- f) There is no bright spot related to the end of the Covid-19 pandemic.

Strategy to Improve Human Resources Around Teluk Love

Teluk Love has incompetent human resources in the tourism sector because the community around the bay has an informal sector livelihood background, such as fishermen with an average of elementary and junior high school graduates. Therefore, it is necessary to carry out a strategy to increase human resources around Teluk Love which will have a positive impact on increasing income. There are strategies that can be done in improving human resources around Teluk Love, namely:

1) Soft skills training

Teluk Love has human resources which are dominated by fishermen so they do not understand and are competent in the field of tourism. This training is related to training in providing services, such as 5S training (Greetings, Greetings, Smiles, Polite, and Touch) and tourism awareness training so that the people around Teluk Love will understand the meaning of tourism so that they can provide the best service to tourists which will have an impact on increasing image and tourists will come back so that the income of the surrounding community increases.

2) Organizational Structure Training

A good organization is an organization that has a structure. The organizational structure is important to be arranged so that the division of tasks between one another is clear and each member feels responsible for the tasks assigned to him so that the goals of the organization will be achieved.

Teluk Love Development Strategy

Teluk Love has good potential and a strategy is needed to develop it so that it is increasingly known by the public. The strategies that can be carried out in developing Teluk Love are:

1) Improving tourist management.

The manager applies a daily visitor quota by dividing it into online and offline ticket booking quotas. In addition, conducting socialization related to online ticket bookings and limiting the number of visitors. This is important to do so that the number of tourists who come is not excessive and reduce the crowd so as to prevent the spread of the Covid-19 virus.

2) Emphasize health protocols.

Tourists who visit are checked for body temperature first by officers using a thermogun. After that, tourists wash their hands in the sink that has been provided. Tourists who have finished washing their hands are given a brief education about the importance of wearing masks, keeping a distance, and not crowding as a form of preventing the spread of Covid-19 in tourist areas.

3) Educational tourism on waste management becomes a souvenir.

Tourists who visit not only enjoy the natural charm and seafood, but can also add education by participating in making souvenirs from waste. Each tourist has the opportunity to make their own handicrafts as desired and then can be taken home by tourists as souvenirs.

4) Create social media accounts and websites to promote Teluk Love.

Currently, Teluk Love is still being promoted by tourists and visiting media crews and does not yet have their own promotional account. Therefore, the manager creates social media accounts and websites as a means of promoting Teluk Love to be better known by the wider community.

V. CONCLUSION

Based on the results of previous research, it can be concluded that Teluk Love has two potentials, namely internal potential and external potential. Supporting internal potential, namely the quality and condition of tourist attractions and supporting external potential, namely accessibility and facilities and infrastructure. Both of these potentials can increase tourist visits which can be developed using a SWOT analysis which includes: (1) Strengths (strengths), namely internal advantages that support the achievement of goals, such as adequate facilities, attractive natural conditions, easy to reach, and affordable (2) Weakness (weaknesses), namely internal weaknesses that hinder the achievement of goals, such as lack of facilities, human resources, and accessibility (3) Opportunity (opportunities), namely external factors that support the achievement of goals, such as innovation of online ticket ordering, increasing facilities related to health protocols, educational tours, promotions with social media, and virtual tours (4) Threats (threats), namely external factors that hinder the achievement of goals, such as the decline in the number of tourists, lack of attention from the government, limited funds, and the absence of bright spots regarding the end of the Covid-19 pandemic. In improving human resources around Teluk Love, it is necessary to carry out a strategy, namely soft skills training and organizational training, while in developing Teluk Love tourism, managers can carry out various strategies, namely improving tourist management, emphasizing health protocols, educational tourism on waste management as souvenirs, and create social media accounts and websites to promote Teluk Love.

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