

The Existence of Semilir Beach Tourism on The Feasibility of Small Traders' Income in Socorejo Village, Jenu District, Tuban Regency

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ABSTRACT

Sektor pariwisata di Indonesia merupakan bagian yang tidak bisa terpisahkan dari perkembangan pembangunan nasional. Berkembangnya pariwisata di suatu daerah akan mendatangkan banyak manfaat bagi masyarakat, yakni secara ekonomis, sosial dan budaya. Tujuan dari penelitian ini adalah untuk mengetahui Seberapa besar tempat wisata berkontribusi terhadap pemberian tempat bagi pedagang kecil (kios) di pantai Semilir desa Socorejo dan Pendapatan yang dihasilkan pedagang kecil apakah sudah di atas UMK atau dibawah UMK. Metode Analisis data yang digunakan oleh peneliti adalah analisa data kualitatif Miles and Huberman. Dalam pelaksanaan penelitian lapangan dilakukan data primer merupakan sumber data yang diperoleh secara langsung dari aslinya, yaitu dapat berupa data hasil dari observasi, kuisisioner, wawancara dan yang diperoleh secara langsung dari tempat pengamatan. Pelaksanaan penelitian dilakukan oleh peneliti pada tanggal 21 Mei 2024 Pariwisata pantai semilir memberikan manfaat dan juga memberikan kontribusi terhadap masyarakat Desa Socorejo/memberikan kesempatan untuk berdagang/membuat kios dagangan. Pendapatan yang telah didapat dari para pedagang adalah Rp. 38.400.000,- selama 1 tahun dan kalau dihitung perbulan adalah pendapatan selama 1 tahun/12 bulan sama dengan RP. 38.400.000,- / 12 yaitu Rp. 3.200.000,- kemudian dikurangi biaya sewa sebesar Rp. 125.000,- per bulan. Sama dengan Rp. 3.075.000,- sedangkan UMK Kabupaten Tuban adalah Rp. 2.739.224,88. Dari perhitungan di atas dapat diartikan pendapatan pedagang di pariwisata pantai semilir Socorejo tergolong diatas UMK, pendapatan sering diatas UMK kadang juga lebih pada saat hari liburan atau hari besar dan hari libur Nasional.

Kata Kunci: Pariwisata, Pantai Semilir, Kelayakan, Pendapatan

ABSTRACT

The tourism sector in Indonesia is an inseparable part of national development. The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally. The purpose of this study was to find out how much tourist attractions contribute to providing a place for small traders (kiosks) on Semilir Beach, Socorejo Village and the income generated by small traders whether it is above the UMK or below the UMK. The data analysis method used by the researcher is Miles and Huberman's qualitative data analysis. In the implementation of field research, primary data is a source of data obtained directly from the original, namely data from observations, questionnaires, interviews and those obtained directly from the observation site. The research was carried out by researchers on May 21, 2024. Semilir Beach tourism provides benefits and also contributes to the people of Socorejo Village/provides opportunities to trade/make kiosks. The income that has been obtained from traders is IDR. 38,400,000,- for 1 year and if calculated per month is income for 1 year/12 months equal to RP. 38,400,000,- / 12 which is RP. 3,200,000,- then reduced by rental fee of RP. 125,000,- per month. Equal to RP. 3,075,000,- while UMK of Tuban Regency is RP. 2,739,224.88. From the calculation above, it can be interpreted that the income of traders in Semilir Beach tourism in Socorejo is above UMK, income is often above UMK sometimes also more during holidays or big days and national holidays.

Keywords: Tourism, Semilir Beach, Feasibility, Income

1. INTRODUCTION

The tourism sector in Indonesia is an inseparable part of national development. The tourism sector has grown into an economic driver that plays a role in national development efforts in Indonesia. The development of the tourism industry will encourage development in other sectors, such

as: tourist visits, the creative economy, opening up jobs, and reducing unemployment, if all of these potentials have been managed properly and optimally. (Ali and Shaleh, 2021). The East Java Culture and Tourism Office shows that it has various very special natural and cultural riches, one of which is in Jenu District, Tuban Regency, making it attractive for the public to visit.

(Bahiyah and Hidayat, 2018). Tourism has been proven to have a positive impact on the economic life of the community such as: creating new jobs, increasing business opportunities, increasing local community income, increasing regional income through levies and taxes and so on (Santoso, 2022). Of the many beaches in Tuban Regency, they do have their own appeal for tourists both from within and outside Tuban Regency, for example Sowan Beach located in Bancar District, white sand beach tourism in Jenu and Kelapa Beach tourism in Palang District and others. (Ismowati and Avianto and Sulaiman Aisi and Firmansyah, 2022). Meanwhile, uncontrolled utilization of natural resources can endanger the coastal and marine natural resource ecosystems to meet the needs of the community and support regional development activities. (Nurhayati and Oktavia, 2022). These activities occur because of the utilization of natural resources related to the balance of the ecosystem, while based on the concept of sustainable development, natural elements and human elements are implied where the two cannot be separated. (Nurhayati et al, 2022). The transition between land and sea in coastal areas has formed a diverse and highly productive ecosystem and provides extraordinary economic value to humans. Tuban Regency is one of the coastal cities in the North Coast (Pantura) area with a coastline of 65 KM (Mattiro and Reski, 2021). The five sub-districts are producers of the fisheries sector, both capture fisheries, aquaculture, and fishery product processing. In addition, the coastal areas in the Bancar, Tambakboyo, Jenu, Tuban and Palang sub-districts have mangrove forests, coral reefs, and sea grass as potential coastal resources. (Musrifah, 2020). The Coastal Area has a fairly large link to the surrounding area. This area is also an alternative vacation for the community. Both weekend holidays and major or national holidays. (Fajriah and Mussadun, 2014). This potential is in the form of natural resources such as coral reefs, mangrove forests, sandy beaches, or artificial resources such as ponds, tourism areas, industrial areas and transportation. Considering the above, it is necessary to make efforts to develop alternative livelihoods as one of the methods that must be prioritized. (Kristiyanti, 2016).

Coastal communities, treat in knowing the empowerment of communities given to coastal rural communities, namely: Empowerment of coastal rural communities has been implemented well by creating

opportunities to improve the economy Community empowerment is also inseparable from the protection carried out by the government, this protection is in the form of legal protection and protection of free creativity as long as it does not deviate from human values, the protection carried out by the government is not isolating which results in people being afraid to interact. (Asmas et al, 2022). Coastal and coastal tourism areas are one type of tourism that is growing rapidly and has a fairly large market share in the world. Coastal tourism is tourism that includes recreation and recreation-oriented activities that take place in coastal zones and offshore waters, including boating recreation, coastal and marine-based ecotourism, cruises, snorkeling and diving activities. (Fajriah and Mussadun, 2014) Management or what is often called management is generally often associated with activities in an organization in the form of planning, organizing, controlling, directing, and supervising. The term management comes from the verb to manage which means to handle, or regulate. From the definition above, it can be concluded that management is not only carrying out an activity, which includes management functions, such as planning, implementing and supervising to achieve goals effectively and efficiently. (Duyansah, 2020). To attract more tourists to visit and for a long time

Result and discussion

The population of small traders occupying the stalls provided by Yempat Wisata Pantai Semilir is 13 traders and is used as respondents as a whole.

1.1 Table of the number of respondents age and education

NO	NAMA	Ages	Education			
			SD/MI	SMP	SMA	SARJANA
1	Soraya Rafika	30				☐
2	Nuri	35			☐	
3	Nita	40		☐		
4	Ririn nur kayatun	29			☐	
5	Surwiningsih	35		☐		
6	Riska	23			☐	
7	DikrotulUlya	38		☐		
8	Dasripah	47		☐		
9	Eva Ermawati	36		☐		
10	Marfiah	37		☐		
11	Arif Fatoni	32		☐		
12	Mantin Rodiah	45	☐			
13	Ismail Rodiah	46	☐			

S Source: Secondary Research Data Results (2024)

can know what is sold by traders. Diagram B of 13 respondents regarding income results according to the UMK (District Minimum Wage) of Tuban, at Pantai Semilir. 54% SS and 46% S this can be classified as data that better describes sales income according to the UMK. Diagram C of 13 respondents regarding traders providing rental space for merchandise at Pantai Semilir. 8% S answered that the rental space was given to traders, 15% RG because many traders provide a place to relax for free, 77% KS because the location there is very large so there is no need for rental space for trading.

Table 3.3: Respondents' responses regarding income eligibility Variable Y (Consists of 4 questions. Each question represents variable Y)

NO	Pertanyaan	SS	S	RG	KS	TS	Jumlah
1	Trader income is less than UMK		-	5	5	3	13
2	Trader income is more than 2 UMK	2	6	2	2	1	13
3	Trader income is decent because 4 above UMK	4	2	2	2	1	13
4	Trader income is less decent 0 because below UMK		2	3	5	3	13

Source: Secondary Research Data Results (2024)

Table 3.2 Respondents' responses regarding the possibility of purchasing

No	Question	SS	S	RG	KS	TS	Total
1	Visitors always buy from small traders on Semilir Beach	9	4	-	-	-	13
2	Do traders get sales results according to the UMK?	7	6	-	-	-	13
3	Do traders provide rental of trading premises?	-	1	2	10	-	13

Source: Secondary Research Data Results (2024)

Data in the form of a pie chart can explain the respondents' responses which are described in a pie chart.

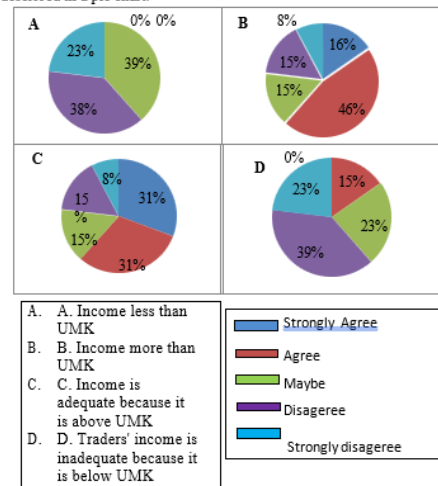


Figure 3.2: Respondent response diagram regarding Income Eligibility Source: Secondary Research Data Results (2024)

Based on the diagram above, it has the following description.

Description:

- Traders' income is less than the UMK (District Minimum Wage), traders in Semilir Beach tourism gave their responses 39% RG because the income they get is still considered less than the UMK, and 38% answered KS because the results they get sometimes exceed the UMK, 23% answered TS because on holidays or holidays the income exceeds the UMK the reason is that traders do not have records/average income.
- Traders' income is more than the UMK, 16% SS because on holidays or national holidays the income is often more than the UMK, 46% S, 15% RG, 15% KS, 8% TS

Data in the form of a pie chart can explain the respondents' responses which are described in a pie chart.

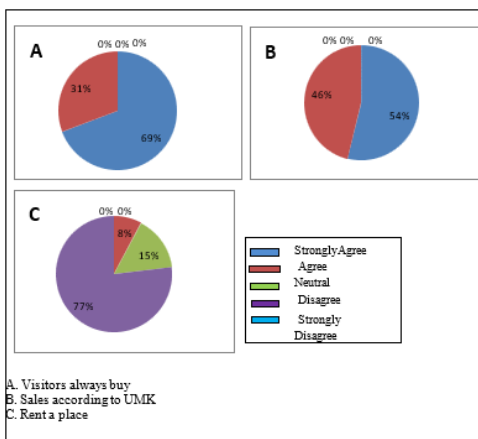


Figure 3.1 Respondent response diagram about Amimo purchase Source: Secondary Research Data Results (2024)

Diagram A of 13 respondents regarding the possibility of buying / buying enthusiasm, 69% SS and 31% S this can prove that visitors always buy, with the reason that traders provide offers and invitations to be polite and behave friendly to visitors so that they are influenced to buy, visitors

the reason is because the traders do not make records of average income.

- c. The trader's income is decent because it is above the UMK, 31% SS, 31% S, 15% RG, 15% KS, 8% TS, the reason is that the trader does not have details or income documents. D: The trader's income is less decent because it is below the UMK, 15% S, 23% RG, 39% KS, 23% TS, the reason is that the trader does not have detailed bookkeeping, so when asked, they do not answer firmly and definitely.

Diagram A which is the response of 13 respondents, questions related to the income of traders less than the UMK 39%, RG because the income they get is still considered less than the UMK, and 38% answered KS because the results they sometimes exceed the UMK, 3% answered TS because on holidays or holidays the income exceeds the UMK the reason is that traders do not have records / average income.

Diagram B is the percentage of responses from 13 respondents to the income of traders more than the UMK, 16% SS because on holidays or national holidays the income is often more than the UMK, 46% S, 15% RG, 15% KS, 8% TS the reason is because the trader does not make records of the average income for the same reason.

Diagram C shows the responses of 13 trader respondents regarding the income of traders is decent because it is above the UMK 31% SS, 31% S, 15% RG, 15% KS, 8% TS, the reason is that traders do not have details or income documents. They answered disagree because they stated that the income of traders is decent because their monthly income is above the UMK. Diagram D proves the responses of 13 trader respondents regarding, The income of traders is not decent because it is below the UMK by 15% S, 23% RG, 39% KS, 23% TS, the reason is because traders do not have detailed bookkeeping, so when asked they did not answer firmly and definitely.

Tuban District Minimum Wage (UMK) Data

Quoted from disnakertrans. Jatimprov.go.id, the UMK of Tuban Regency in 2024 was set at Rp. 2,739,224.88. And from the data that has been obtained, the income obtained from traders is Rp. 38,400,000 for 1 year

$$\begin{array}{l}
 \text{and if calculated per month} \\
 \text{is } \frac{\text{A year incomes } 38.400.000}{12 \text{ month}} = \text{Rp. } \frac{38.400.000}{12} = \text{Rp. } 3.200.000 - \text{rent per month Rp. } 125.000 \\
 \text{Tuban Regency is } \\
 \text{Rp. } 2.739.224,88.
 \end{array}$$

From the calculations above, it can be interpreted that the income of traders in the Semilir Socorejo beach tourism is classified as above the UMK, income is often above the UMK, sometimes even more because during holidays or big days or national holidays, income tends to increase according to the number of visitors who attend.

Conclusion

1. From the results obtained by researchers, Semilir beach tourism provides benefits and also contributes to the people of Socorejo Village/provides opportunities for trading/making kiosks so that the economy of residents around Socorejo Village becomes better with the existence of Semilir beach tourism. And from the data that has been obtained, the income obtained from traders is IDR 38,400,000 for 1 year and if calculated per month = Rp. 3.075.000 sedangkan UMK Kabupaten Tuban Is Rp 2.739.224,88. So it's still
2. feasible, because it's above the UM

$$\begin{array}{l}
 \text{Is } \frac{\text{A year income } 38.400.000}{12 \text{ Month}} = \text{Rp. } \frac{38.400.000}{12} = \text{Rp. } 3.200.000 - \text{rent per month } \\
 \text{Rp. } 125.000 \\
 \text{Is Rp. } 2.739.224,88. \text{ So it's still feasible, because it's above the } \\
 \text{Rp. } 2.739.224,88. \text{ Sedangkan UMK Kabupaten Tuban } \\
 \text{Is Rp. } 2.739.224,88. \text{ So it's still feasible, because it's above the } \\
 \text{Rp. } 125.000 \text{ UMK}
 \end{array}$$

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