

## THE IMPACT OF THE DEVELOPMENT OF THE INA MARINA BEACH TOURISM AREA ON THE SOCIOECONOMIC LIFE OF THE SURROUNDING COMMUNITIES

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### Abstract:

The development of an area that has the potential to become a tourist area is a huge opportunity; not only can it beautify the face of the city, but it can also have an impact on the economy of the surrounding community and can improve the tourism sector in the area. The development of the Ina Marina beach area as a tourist area will have a positive impact not only on regional income but also on the economy of the surrounding community. This research aims to determine the impact of developing the Ina Marina Beach tourist area on the socioeconomic life of the surrounding community and the strategies carried out. This research uses a qualitative descriptive research method. Data collection was carried out through literature study, observation, and interviews. Data were analyzed using the Miles and Huberman model analysis. The research results show that the impacts felt by the community related to the development of the Ina Marina Beach tourist area are changes in lifestyle, job diversification, economic improvement, and job opportunities.

**Keywords:** Development, Tourism, Socioeconomic impact



## INTRODUCTION

Maluku Province, as an archipelagic region, certainly has many coastal areas that have the potential to be developed into tourist areas. The development of an area that has the potential to become a tourist area is a huge opportunity; not only can it beautify the face of the city, but it can also have an impact on the economy of the surrounding community and can improve the tourism sector in the area. Central Maluku Regency, which is part of Maluku province, still has many natural resources that have been developed into tourist attractions, both managed by the government and the community itself, including Natsepa Beach, Hunimua Beach, Ora Beach, Pulau Tujuh, and many other objects that have the potential to be developed into a tourist attraction. One of the potentials that has been developed into a tourist area is Ina Marina Beach.

Ina Marina Beach is a beach located at the center of Masohi City, Central Maluku Regency. The local community initially used this beach as a rubbish dump, ultimately damaging the beauty of Masohi City's coast. Departing from these conditions, the Central Maluku Regency regional government has implemented a city spatial planning policy by Central Maluku Regency Regional Regulation Number 1 of 2012 concerning the 2011-2031 Central Maluku Regency Regional Spatial Plan, article 6 concerning the objectives of Central Maluku Regency Regional Spatial Planning, that the regional spatial planning of Central Maluku Regency aims to create safe, comfortable, productive and sustainable regional spatial planning through the development of marine and fisheries, agriculture, forestry, tourism, mining services by the regional carrying capacity and to realize a multi-gate system program in Central Maluku Regency which can open access to increased development in the Central Maluku Regency area. Based on this regulation, the Central Maluku

Regency Government has developed Ina Marina Beach, which was previously a rubbish dump, into a tourist area.

In essence, the tourism sector needs to be marketed well so that it is known to everyone and all tourists worldwide, both domestic and foreign tourists, to increase tourist visits. In several industries, human factors play an essential role and are critical success factors in tourism success. Setiawan (2016) stated that the success of tourism is very dependent on the existence of humans involved in managing tourism because the realization of tourism is an interaction of Human Resources in tourism development so that the human aspect acts as a driving force for the continuity of the tourism industry in a country.

Based on the statement above, the human resource factor, in this case, the surrounding community, must be proactive and participate in supporting tourism development programs planned or developed by the government so that tourist areas can be attractive to tourists. To achieve this goal, the community must participate more in development activities, including active involvement, carrying burdens and responsibilities, and reaping results and benefits (Tjokroamidjojo, 1995). This involvement is within the framework of maintaining the sustainability or sustainability of the functioning of Ina Marina Beach, the aim of which is the sustainability of community income or increasing the welfare of the surrounding community, business actors, and the development of Central Maluku district in general.

In developing tourist areas, it is highly hoped that there will be positive changes in the socioeconomic conditions of the community. Socioeconomic conditions are socially regulated and place a person in a particular societal position. The granting of this position is also accompanied by a set of rights and obligations that must be carried out by the bearer of the status (Sumardi, 2001). According to Sastropradja (2000), socioeconomic conditions are a person's condition or position in the society around him. Malo (2001) also provides limitations regarding socioeconomic conditions. Namely, it is a socially regulated position that places a person in a particular position in social society. The granting of a position is accompanied by a set of rights and obligations that the bearer of the status must carry out. Socioeconomic status is a condition or position that is socially regulated in a particular position in the structure of society. The granting of this position is also accompanied by a set of rights and obligations that are only fulfilled by the bearer of the status. For example, income, employment and education (Soekanto, 2003).

## METHODS

This research uses a descriptive method with a qualitative approach with the aim of examining whether the development of the Ina Marina Beach tourist area has an impact on socio-economic changes in the surrounding community, where the researcher will explain the socio-economic phenomena around the Ina Marina Beach tourist area by focusing on observations and conducting interviews. With people who carry out activities directly in the tourist area or those around the tourist area. Data collection methods through literature study, observation and interviews. The technique for determining informants in this research uses non-probability sampling with a purposive sampling technique. Determining informants to answer the problems in this research was carried out by selecting informants who had direct activities in the tourist area and several Central Maluku district government officials who contributed directly to the development of the Ina Marina Beach tourist area. The selection of informants was based on data from several considerations, namely (1) the selection of informants taken from the community who had direct activities in the tourist area because they were the ones who directly experienced the impact of the development of the area; (2) the selection of informants from government officials was because they

were the ones who planned and carried out the development of the Ina Marina Beach tourist area. Assuming that they are the ones who know about the tourism area development plans. All interview results were analyzed using Miles and Huberman analysis.

## RESULT AND DISCUSSION

The existence of the tourism sector will directly or indirectly influence the socioeconomic life of the surrounding community. The tourism sector plays a vital role in the economic growth of a region. The development of the Ina Marina Beach tourist area directly or indirectly impacts the community's socioeconomic life. In this research, the socioeconomic conditions of the community that arise due to the development of the Ina Marina Beach tourist area are changes in lifestyle, social status, job diversification, economic improvement and employment opportunities.

**Lifestyle changes.** The existence of the tourism sector in an area will indirectly influence the lifestyle of the surrounding community or tourists. Lifestyle considers certain factors that can influence a person's daily life. The development of the Ina Marina Beach tourist attraction has caused a shift in people's consumerist lifestyles, namely behavior or lifestyles that spend their money without careful calculation.

Based on the results of interviews, it was found that the existence of tourism causes consumer behavior. The habit of eating dinner, which used to be done every day at home, has changed to having dinner, which must be done once (1) time a week with the family. This also affects family finances, where spending must be more every weekend. Because the price of food at tourist attractions is much higher than that of eating at home, this condition is by the results of research conducted by Urbanus and Febianti (2017) that consumer behavior in society due to the development of tourism has had an impact on changing the values of human life where people's habits and lifestyles have changed towards luxurious living and tend to be excessive.

Apart from the consumption patterns above, the Ina Marina Beach tourist attraction also influences people's habits, such as sports. The area is used to exercise individually and in groups every morning and weekend, and the Central Maluku Regency Government generally organizes it. This means that the development of this tourist area has influenced people who previously rarely exercised to return to active sports. The Ina Marina Beach tourist attraction also influences the habit of immortalizing moments at this tourist attraction. Based on the observations and interviews, it was found that some people like to immortalize moments with family, friends, and co-workers by taking pictures or videos related to their activities at these tourist attractions.

According to Cooper et al. (1989 in Sunaryo. 2013), one of the tourism components, namely tourist attractions, includes uniqueness, culture, and nature. Sunsets and beautiful tourist area designs are unique to this tourist attraction. Every night, the Ina Marina beach area is always busy with visitors. Various attractions, such as culinary delights and children's games, can be seen. The lack of children's play facilities in Masohi City has caused many parents to use the Ina Marina Beach tourist area to entertain their children. Children's games on Ina Marina Beach can make children happy and even want to keep visiting Ina Marina Beach. According to WTO (1997), when someone goes on a tourist trip, there is always a motive behind it. Whether consciously or unconsciously, this is often associated with a plural conclusion, namely the existence of push and pull factors. Push factors relate to the influence of individual motivation, while pull factors relate to the uniqueness of a destination that can attract attention. What was conveyed by the WTO is by research results obtained in the field. Children's desire to go to Ina Marina Beach is to get entertainment, and the excellent condition of Ina Marina Beach makes people feel at home for a long time. A person's satisfaction with the attractions in Ina Marina Beach can influence motivation to visit again.

Based on the analysis above, the Ina Marina Beach tourist attraction impacts changing lifestyles, including consumer behavior, interest in exercise, and spending time with family while enjoying the sunset and evening atmosphere at Ina Marina Beach.

**Job diversification.** Job diversification is a livelihood strategy that relies on more than one source of income. Low finances and high levels of need encourage people to look for side jobs to meet family needs. Related to this diversification, the tourism sector is the leading choice for the community to serve as a source of backup income in addition to having other main jobs.

Based on the results of interviews conducted by researchers, it was found that these tourist attractions encourage job diversification, where people use tourist areas as a second source of income even though they already have jobs as farmers. This condition shows two important things. First, the income obtained from the agricultural sector cannot meet the family's needs, thus encouraging them to look for side jobs to earn additional income. Second, the exceptionally high needs of families with low-income levels encourage people to look for side jobs at the Ina Marina Beach tourist attraction. Based on these two things, low community income levels can drive community participation in tourist areas. People who have low incomes tend to look for side jobs to improve their economy. When connected to the results of this research with the results of research conducted by Safitri et al. (2012) and Amini and Yuliana (2015), it can be concluded that a person's income level tends to be used as a determining factor for someone to participate. This condition is based on Baiquni's (2004) statement that marine tourism can diversify residents' income, reducing dependence on natural resource-based livelihoods.

**Economic improvement.** The tourism sector is an activity that consists of various activity sectors. Tourism activities can cover all economic activities, especially the hotel, restaurant, service sector and industrial sectors, so that the role of tourism in the economy can cover all economic activities. The role of tourism in the economy must be played to see how it contributes to the economy and the impact of tourism development on the economic sector, which, directly or indirectly, is needed in tourism activities.

The existence of the Ina Marina Beach tourist attraction has indirectly impacted the improvement of the community's economy, both for those who carry out activities directly and indirectly in the tourist area. The attraction it has and the products it produces are of particular value for tourists who come. Tourists will feel happy and satisfied with what they feel exceeds expectations. These conditions will indirectly influence the motivation to visit again. The more tourists who come to eat, the higher the demand, which will also affect income levels.

The existence of the Ina Marina Beach tourist attraction has increased opportunities for the community to earn income by providing culinary delights and cafes to support tourism activities at the tourist attraction. This means that the development of tourist attractions has provided opportunities for people to increase their income through various sectors. Apart from providing culinary delights and cafes, this tourist attraction also encourages people to provide other services, such as children's games. The existence of tourist attractions provides opportunities for the community to increase their income by providing service products that tourists can enjoy. The results of this research are what was conveyed by Shah and Gupta (2000) that as the tourism sector develops in an area, there are increasing opportunities for households to gain profits (i.e., increase their income) through residential schemes. However, as this sector develops, inns and hotels often replace these homestay initiatives.

This means that along with the development of tourism, opportunities for the community to increase their income are not only by building homestays, accommodations or hotels but with the development of tourism, opportunities for the community to increase their income can be done in

various tourism supporting sectors such as providing culinary delights, providing services and providing other supporting facilities and infrastructure. This condition is by what was stated by Klytchnikova and Dorosh (2009) that the tourism sector has a more significant influence on income than almost all other sectors in the country, namely that work in the tourism sector will generate more benefits to household income than work in the tourism sector. Other.

The income you have also really depends on the attractions presented. If the attractions presented match or even exceed tourist expectations, this will affect the number of visits. If the number of visits is large, tourist demand will increase, indirectly affecting income. The increase in income obtained by active people in tourist areas depends on the attractions offered. If the attractions offered match or even exceed tourist expectations, this will affect increasing visitation rates, and vice versa. This condition is similar to what Fernandez-Moralez stated in Ashoer et al. (2003: 163), namely, that the tourism season can also affect income distribution. During the peak tourism season, income inequality (within sectors) tends to decrease, while during the holiday season, the low season income inequality tends to increase. Where the tourism sector offers a greater variety of products, income inequality tends to be lower than where the sector offers a more limited range of products.

In particular, development in the tourism sector must be connected to community participation and service to play an active role and support the progress of tourism in the region. Based on the interview above, the increase in income cannot be separated from the government's role in involving the community in developing the Ina Marina Beach tourist attraction. Community involvement is significant in supporting tourism activities. Community involvement in tourism activities means offering various culinary delights and services tourists need, indirectly impacting the economy. The increasing income is influenced by high tourist demand. The level of tourist demand influences the level of income. This condition is based on what was stated by Suwanto (2002), who stated that the criteria for tourism development must always involve local communities because the community has a vital role as hosts, so the development carried out can provide economic benefits for the community.

The increase in income experienced by the community is clear evidence that their involvement in the tourism sector is very influential in improving the economic sector. Tourism development impacts people who have direct activities in tourist areas and those who work as traders, livestock, planters, farmers, and fishermen. This is supported by the results of interviews with several sources who have direct activities in tourist areas who said that:

*"All the main raw materials related to the products we sell here are bought at the Masohi market, even sweet lemons, pineapple, and papaya, which we sometimes buy directly from the gardeners. We also buy the fish directly from the market. We never order from outside Masohi City. It is not just me but all of us who sell here; we shop in Masohi City"* (interview with mother D).

*"We buy all the main raw materials, such as chicken meat, directly from fresh-cut chicken producers in Masohi. Likewise, we get eggs directly from Masohi farms"* (interview with Mr. A).

The two interview results above are strengthened by the results of an interview conducted with one of the primary food traders at Masohi market, who said:

*"Several sellers at Ina Marina Beach have become my customers. They usually order by telephone, and the goods are delivered directly to their house"* (wawancara dengan ibu W).

Based on the three interview results above, the Ina Marina Beach tourist attraction causes money circulation for traders and planters in the market. This condition also indirectly impacts traders, livestock, planters, farmers and fishermen because they are direct market distributors. Conditions like this show that the impact of tourism development has a multiplier effect. The results

of this research are also supported by the results of research conducted by Abdillah et al. (2016) and Pratama and Herdiana (2022), who found that tourism development encourages business activities and increases people's income.

Based on the analysis above, tourism has and causes various economic impacts. The movement of tourists is the first phenomenon that triggers the required activities. Growing activity triggers growth in the movement of economic activity and its supporters. Tourist movements and activities contribute to an area's sales, profits, jobs, tax revenues, and income.

**Job opportunities.** Job opportunities are conditions or opportunities for someone to obtain work or employment in a particular industry or sector. Employment opportunities cover various jobs individuals with varying qualifications, skills, and educational backgrounds can take up. Job opportunities can arise from various economic, social, and demographic factors. This condition is what was stated by Steck et al. (2010 and Ashoer et al., 2021) that the direct impact of tourism influences the broader economy in 6 (six) main channels, including job creation, supply of goods and services, and direct sales. Goods and services, formation of tourism businesses.

The Ina Marina Beach tourist attraction has generated employment opportunities for the people of Masohi City based on their abilities and skills. Community activities in the tourism sector are varied, such as selling various culinary delights, parking services, cafes, kiosks, children's games and other services. Community activities with the various products offered must be connected to the role of government by involving local communities. People who are active in selling on Ina Marina Beach feel fortunate, as expressed by Mrs. D in the following interview:

*"In the past, I was only a housewife whose job was to care for children at home. However, I can free up time to sell here with this tourist attraction. Yes, at least it can help my husband earn a living. Moreover, family needs are increasing."* (interview with mother D).

Based on the interview results above, the increasing demands of family needs make people look for side jobs to fulfill family needs. This condition is based on the results of research conducted by Pratama and Herdiana (2022) and Wulandari (2019), who found that the impact of tourism development is increased business and employment opportunities, apart from being supported by the 2 (two) researchers. The results of this research are also supported by what was conveyed by Ashoer et al. (2021), who said that one of the impacts of tourism development is business opportunities, with tourism giving rise to local businesses. Tourism development will increase the development of micro, small and medium enterprises (MSMEs) such as food and beverage businesses, selling souvenirs, natural products, artisans, handicrafts, etc.

Based on the results of the analysis related to the impacts felt by the community related to the development of the Ina Marina beach tourist area, it can be concluded that the impacts felt by the community related to the development of the tourist area are changes in lifestyle, job diversification, economic improvement and job opportunities. Tourism has the potential to be an instrument in improving the quality of life of the community, especially those who live and are related to tourism around the destination. Tourism is not only about the material and spiritual welfare aspects but can also improve the host community's cultural and intellectual welfare aspects at a destination.

## CONCLUSION

The existence of the tourism sector will directly or indirectly influence the socioeconomic life of the surrounding community. The tourism sector plays a vital role in the economic growth of a region. The development of the Ina Marina Beach tourist area directly or indirectly impacts the community's socioeconomic life. In this research, the socioeconomic conditions of the community

that arise due to the development of the Ina Marina Beach tourist area are changes in lifestyle, social status, job diversification, economic improvement and employment opportunities.

**Recommendation.** The development of the Ina Marina Beach Tourism area has indirectly impacted the community's socioeconomic life and government revenues. For this reason, it is hoped that further research will be conducted on the impact of developing the Ina Marina Beach tourist area on regional income. Researchers feel that further research is needed to determine what the local government has done with the income obtained from developing the Ina Marina Beach tourist area.

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