

Analysis of the Influence of Marine Tourism on Coastal Development in Serdang Bedagai Regency (Mirror Beach District Case Study)

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Abstract

The purpose of this study is to analyze the influence of marine tourism business factors on the income of marine business actors in Pantai Cermin District of Serdang Bedagai Regency and the Impact of the Covid 19 Virus Pandemic on the income of marine business actors in Pantai Cermin District of Serdang Bedagai Regency. The research was conducted in Serdang Bedagai Regency on the analysis of the influence of marine tourism on the development of coastal areas in Serdang Bedagai Regency (Case study of Pantai Cermin District). The analytical methods used in this study are multiple regression analysis and test analysis different t with the number of respondents as many as 82 people. The results of the study obtained that capital factors, the number of workers, places of business, formal education, informal education, and the legality of business entities simultaneously affect the income of marine business actors in Pantai Cermin District. Partially variable capital, and the number of workers shows a significant influence on the income of marine business actors in Pantai Cermin District. While the dummy variables of business premises, formal education, informal and legality of business entities do not show a significant influence on the income of marine business actors in Pantai Cermin District. The Covid 19 pandemic shows a negative impact, namely a decrease in the income of marine businesses.

Keywords

Marine tourism; business income; the Covid 19 virus pandemic



I. Introduction

Serdang Bedagai regency has many potential attractions such as marine and natural attractions that are quite interesting that can be relied upon to be developed as tourist attractions, such as coastal areas. Efforts to realize the vision and mission of the Regional Government of Serdang Bedagai Regency in the field of tourism, the Government of Serdang Bedagai Regency has carried out several steps of tourism development strategy, including conducting tourism market analysis studies, formulating marketing strategies and tourism promotion in collaboration with travel agencies, carrying out events and entertainment at potential tourist sites. The most important development of attractions is to create greater benefits by using fewer resources, as well as reducing unwanted impacts. So it is expected to influence regional development policies that are more concerned with the preservation of nature by reducing the negative impact caused including regional tourism activities.

In essence, tourist attractions are closely related to the socio-economic community because the purpose of tourism development concerns improving the welfare of the community. The development of the marine tourism sector in Pantai Cermin District of

Serdang Bedagai Regency will stimulate the development of the region's economy. Another impact it causes is the opening of wide employment opportunities for the surrounding community, other employment sectors related to the tourism sector will grow and develop. The development of marine tourism in Pantai Cermin District of Serdang Bedagai Regency will encourage an increase in community income which in turn will encourage the improvement of community welfare. Along with that, the development of marine tourism in Pantai Cermin District of Serdang Bedagai Regency will directly or indirectly encourage the growth and development of the region, both physically (such as the emergence of hotel buildings, cottages, restaurants, transportation facilities and infrastructure and so on), as well as socially, culturally and economically.

According to Waryono (2000) Indonesia's tourism development continued and improved through the development and utilization of national tourism resources and potential, becoming the most reliable economic activity, as a source of foreign exchange receipts, expanding and equitable opportunities, and employment, especially for local communities, encouraging regional development and introducing the nation's nature, values and culture. The development of marine tourism in Pantai Cermin District of Serdang Bedagai Regency is expected to be an added value that can be felt for the surrounding community economically, so it is important to make efforts that are able to improve the welfare condition of the community by participating in utilizing the availability of local attractions. But with the pandemic outbreak of the Covid 19 virus has an impact on the income of business actors.

II. Review of Literature

2.1. Regional Planning

Riyadi and Bratakusumah (2003) define regional planning as a development planning process intended to make changes towards better development for a community, government, and environment within a particular region, by utilizing or utilizing various existing resources, and must have a comprehensive, complete orientation, sticking to the principle of priority. To level the development, a regional or regionalization approach must be used, namely the division of national areas in geographical units, so that each part has certain characteristic properties (can also be according to the regional unit of praja or administrative area). In addition, decentralization is required, which is the wisdom decided by regional and local governments. In decentralization, there must be good coordination. Sirojuzilam (2005) fattens that on the other hand the main concern in the framework of regional planning is a culture base that refers to values that develop and are rooted in the context of community life. In order to achieve the development goals, it is necessary to think about the components of development consisting of natural resources, human resources, capital and technology.

The planning process is a model of repeated decision-making that can further be pushed on a review of the previous level (evaluation) or repetition of the entire process. The process here is the supervision and evaluation of the impact of planning or programs that can cause new problems that become stimulus (feedback) for the new planning process so that it is continuous. The main components in the comprehensive planning process are as follows:

1. Diagnosis of problems (data collection-identification of problems)
2. Articulation of goals (preparation of goals)
3. Predictions and Projections
4. Alternative "Design" (alternative development)
5. Planning Test (alternative selection)
6. Evaluation (monitoring-control)
7. Implementation

2.2. Tourism Sector

The development of the tourism sector is aimed at improving the quality of life and welfare and can provide benefits to the fulfillment of community needs. Tourism is a trip that is carried out for a while that is organized from one place to another, with the intention not to try or make a living in the place visited, but solely to enjoy travel for sightseeing or recreation and to cover diverse needs. The success of tourism development is determined by 3 factors, as stated by Yoeti (1996), as follows: 1). The availability of tourist attractions and attractions, 2). The existence of accessibility facilities are facilities and infrastructure, thus allowing tourists to visit an area or tourist area, and 3) The occurrence of amenities facilities is the target of tourism that can provide comfort to the community.

Tourism is an industrial sector which is currently got a lot of attention from many countries in the world. The tourism sector is believed to have the ability to increase economic growth (Maciej Debski 2013). Moreover, the tourism sector is positively encouraged to be able to replace the oil and gas sector which has been the main capital in the country's foreign exchange earnings (Siswanto 2007). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism. (Amin, M and Priansah, P. 2019)

Law No. 10 of 2009 concerning Tourism Chapter I Article 1; Tourism is a travel activity undertaken by a person or group of people by visiting a particular place for recreational purposes, personal development or learning the uniqueness of tourist attractions that visit in a temporary period of time. Based on the explanation above, basically the tour contains elements, namely: (1) Travel activities; (2) Done voluntarily; (3) Temporary; (4) the trip is entirely or partially aimed at enjoying the objects and attractions of the attraction. Understanding the attraction of tourism according to Law No. 10 of 2009 is all that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture and man-made products that are targeted or tourist destinations.

Tourist attraction is a place that becomes a tourist visit because it has interesting resources, both natural, and man-made, such as natural beauty / mountains, flora and fauna beaches, zoos, historic ancient buildings, monuments, temples, dances, attractions and other distinctive cultures (Adisasmita, 2010). A tourist attraction according to Yoeti (1996) must meet three requirements, namely: The area must have what is referred to as "something to see". In the area there must be what is called "something to do", and in that area there must be what is called "something to buy".

2.3. Regional Economic Development

Regional economic development (Tarigan, 2006), states that development is an increase in overall community income that occurs in the region, namely the increase in all added value that occurs. Development is not merely an economic phenomenon. In the most basic sense, development must include material and financial problems in human life. Development should therefore be investigated as a multidimensional process involving the reorganization and reorientation of all economic and social systems (Todaro, 1998). Based on its scale, development can have a national, regional or local scale (Jayadinata, 1992).

Development is a broad process that concerns the social, economic, physical, political, cultural and so on dimensions. But of these dimensions the most influential is the economic dimension. Economic progress is an essential component of development, although not the only one. Therefore development is usually defined as economic development, which is defined as a process that causes the per capita income of the population to increase in the long term (Sukirno, 1985).

III. Research Method

This research according to the type of data and analysis can be grouped into two main things, namely qualitative and quantitative data. This type of research is explanatory, i.e. analysis of data using inferential statistics, with the aim of knowing the degree of relationship and form of influence between free variables and bound variables (Lubis, 1987). This research was conducted in The Mirror Beach District of Serdang Bedagai Regency which has a marine attraction. The analytical methods used in this study are multiple regression analysis and test analysis different t with the number of respondents as many as 82 people.

IV. Result and Discussion

4.1. Influence of Capital Factors, Number of Labor, Place of Business, Formal Education, Informal Education, and Legality of Marine Tourism Business Entities on The Income of Business Actors in Pantai Cermin District

Testing to find out the factors that affect the income of business people in the tourist attraction area of Pantai Cermin District is done with multiple regression analysis. Regression analysis is carried out to find out the strength and direction of the relationship between dependent variables, namely the income of business actors in the mirror beach district tourist attraction area with independent variables: capital factors, the number of workers, places of business, formal education, informal education, and the legality of business entities.

a. Capital

The capital used by Business Actors has a positive and significant effect on the income of Business Actors in the Mirror Beach District Tourist Attraction Area. These results show that with high capital it will increase the amount of production, because in the production process it takes costs used for the purchase of materials, equipment and paying employee salaries. The relationship of capital and income of MSMEs states that business capital has a significant influence on the development of MSME business.

b. Total Labor

The number of workers has a positive and significant effect on the income of business actors in the Mirror Beach District Tourist Attraction Area. This result shows that the increasing number of workers, the income of business actors in the Mirror Beach District Tourist Attraction Area will increase. This result is in accordance with Cobb-douglas's theory that production output is influenced by labor.

c. Place of Business

The place of business used by Business Actors has a positive and insignificant effect on the income of Business Actors in the Mirror Beach District Tourist Attraction Area. These results show that business premises that have legality will increase the income of Business Actors in the Mirror Beach District Tourist Attraction Area, but have not been able to affect the income of Business Actors in the Mirror Beach District Tourist Attraction Area significantly. In general, Business Actors in the Beach District Tourist Attraction Area who do not have a business license are micro business actors who are identical to field creative traders (STREET VENDORS) so that efforts are needed by the Serdang Bedagai Regency Government to be able to organize and relocate micro-businesses that do not have business licenses in order to cause public appeal to be able to buy micro business products.

d. Formal Education

Formal education has a positive and insignificant effect on the income of business actors in the Mirror Beach District Tourist Attraction Area. Education is a form of investment in the field of human resources that plays a role in spurring economic growth.

e. Informal Education

Informal education has a positive and insignificant effect on the income of business people in the Mirror Beach District Tourist Attraction Area. These results show that informal education conducted in the form of training will increase the income of Business Actors in the Mirror Beach District Tourist Attraction Area, but has not been able to affect the income of Business Actors in the Mirror Beach District Tourist Attraction Area significantly.

It has not significantly affected informal education on the income of business actors in the Beach District Tourist Attraction Area because business actors who participated in training as many as 27 respondents (32.90%) are lower than those who do not participate in training as many as 55 respondents (67.10%), so it takes efforts of the Serdang Bedagai Regency Government to socialize in training. Improving the quality of human resources through training is necessary to improve the competitiveness of micro-businesses towards greater business scale, with better management. The types of training are management and entrepreneurship training.

f. Legality of Business Entities

The legality of business entities has a positive and insignificant effect on the income of business actors in the Mirror Beach District Tourist Attraction Area. These results show that the legality of business entities that have permits will increase the income of business actors, but has not been able to affect the income of business actors in the Mirror Beach District Tourist Attraction Area significantly. It has not significantly affected the legality of business entities on the income of business actors due to business actors in the Beach District Tourist Attraction Area of Cermin which has the legality of business entities as many as 42 respondents (51.20%) while those who do not have the legality of business entities as many as 40 respondents (48.80%), So that efforts are needed by the Government of Serdang Bedagai Regency to socialize and facilitate Business Actors in the Mirror Beach District Tourist Attraction Area in managing licensing, this is because without having evidence of business legalization in the form of small micro business licenses (MSMEs) MSMEs cannot get special treatment from banks when they want to apply for capital such as People's Business Credit (KUR). The legality of business entities can facilitate market access and capital.

4.1. Impact of Covid 19 Virus Pandemic on Marine Business Income in Pantai Cermin District of Serdang Bedagai Regency

The results showed that the average income of marine businesses after the impact of the Covid 19 virus pandemic was lower than the average income of marine businesses before the impact of the Covid 19 virus pandemic. This means that the impact of the Covid 19 virus pandemic in the tourist area of Pantai Cermin District has a negative impact on the income of marine businesses. Based on data processed by P2E LIPI, the impact of the decline in tourism on MSMEs engaged in micro food and beverage business reached 27%. While the impact on small food and beverage businesses by 1.77%, and medium-sized businesses at 0.07%. The effect of the Covid 19 virus on craft units from wood and rattan, micro-businesses will be at 17.03%. For small businesses in the wood and rattan sector 1.77% and medium enterprises 0.01%. Meanwhile, household consumption will also be corrected between 0.5% and 0.8%.

V. Conclusion

- 1) Capital and the amount of labor have a positive and significant influence on the income of tourist businesses in Pantai Cermin District.
- 2) Business premises, formal education, informal education, and legality of business entities have a positive but insignificant effect on the income of tourist businesses in Pantai Cermin District.
- 3) Capital, the number of workers, places of business, formal education, informal education and legality of business entities together have a positive and significant effect on the income of tourist businesses in Pantai Cermin District.
- 4) The Covid 19 pandemic shows a negative impact, namely a decrease in the income of tourist businesses.

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