

Article

Ungapan Beach: Partner Based Management to Improve a Sustainable Economy

Sumarmi Sumarmi ¹ * , Sri Untari ² 

¹ Departement of Geography (Universitas Negeri Malang), Malang, Indonesia; ORCID: 0000-0002-3102-0376; E-mail: sumarmi.fis@um.ac.id

² Departement of Civic Education (Universitas Negeri Malang), Malang, Indonesia; ORCID: 0000-0003-4956-3800; Email: sri.untari.fis@um.ac.id

*Correspondence: (+62 812-3107-453); E-mail: sumarmi.fis@um.ac.id

ABSTRACT

The study aimed to determine: (1) the physical condition of Ungapan Beach, (2) partnership of LMDH, POKDARWIS, and local communities in managing Ungapan Beach, (3) harmonization of partnerships between LMDH, POKDARWIS, and local communities in managing Ungapan Beach, (4) the management based on community partnerships of Ungapan Beach for sustainable community economic improvement. This research design used qualitative and quantitative research (mix method). Data collection was carried out by in-depth interviews, observation, semi-open questionnaires, and documentation. This study indicated that Ungapan Beach has a unique physical condition between estuary of Panguluran river and the sea. The partnership of Ungapan Beach management is carried out by Perhutani partnered with LMDH, and POKDARWIS carries out activities related to the events. The harmonization of the partnership between LMDH, POKDARWIS, and local communities has been shown from various joint management activities at Ungapan Beach in South Malang. LMDH manages beaches, manages parking, tickets, while POKDARWIS manages events for community activities such as shop owners, boat rentals, ATVs, lodging, outbound facilities, and camping equipment rental. The management based on partnership in Ungapan Beach can improve a sustainable economy.

Keywords: physical condition, partnership, sustainable economy.

RESUMEN

El estudio tuvo como objetivo determinar: (1) la condición física de la playa Ungapan, (2) la asociación de LMDH, POKDARWIS y las comunidades locales en el manejo de la playa Ungapan, (3) la armonización de las asociaciones entre la LMDH, POKDARWIS y las comunidades locales en la gestión de Ungapan Beach, (4) la gestión basada en asociaciones comunitarias de Ungapan Beach para la mejora económica comunitaria sostenible. Este diseño de investigación utilizó investigación cualitativa y cuantitativa (método mixto). La recolección de datos se realizó mediante entrevistas en profundidad, observación, cuestionarios semiabierto y documentación. Este estudio indicó que la playa Ungapan tiene una condición física única entre el estuario del río Panguluran y el mar. La sociedad de gestión de Ungapan Beach es realizada por Perhutani en asociación con LMDH, y POKDARWIS realiza actividades relacionadas con los eventos. La armonización de la asociación entre LMDH, POKDARWIS y las comunidades locales se ha demostrado en varias actividades de gestión conjunta en Ungapan Beach en South Malang. LMDH administra playas, estacionamiento, boletos, mientras que POKDARWIS administra eventos para actividades comunitarias tales como dueños de tiendas, alquiler de botes, vehículos todo



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terreno, alojamiento, instalaciones de salida y alquiler de equipo de campamento. La gestión basada en la asociación en Ungapan Beach puede mejorar una economía sostenible.

Palabras clave: condición física, asociación, economía sostenible.

1. Introduction

Tourism is an industry that is very important to be developed because it impacts various economic sectors in society (Kumar 2015). The tourism sector can drive economic change, create job opportunities, increase income, and improve the life quality for local communities (Zamzami et al., 2021). One of the developments and planning approaches used in tourism studies is a community-based approach model. It is based on an approach to the local community's connection to preserve its local culture and increase well-being (Ardianto 2012; Ernawati, Sanders, & Dowling 2017).

Indonesia has massive potential for marine resources, both biological and non-biological (Baransano & Mangimbulude 2018). This potential can be used to enhance the national economic opportunities and welfare of coastal communities. However, poor management of natural resources can result in environmental destruction (Pintos & Olvera 2020). Therefore, strategies and policies for managing natural resources are required. Effective natural resource management can ensure that environmental conditions are maintained while considering the community's welfare.

The partnership in management needs to be supported by all parties. Several studies have been conducted on integrated coastal zone management (ICZM), such as Cuba's legal system has helped in managing coastal areas and small islands (Batista, Pereira, & Botero 2019). In addition, geomorphological and human factors are important variables in area management. ICZM in Taiwan began to develop a decision support system (DSS), which focused on the driving forces of an area, local conditions, and various response indicators that integrate all supporting factors (Tan et al. 2018). Meanwhile, the development of the ICZM model was analyzed in Ecuador and Galapagos ten elements: Community participation, education, government policies, regulations, information, instruments, organizations, resources, strategies, and management systems (Mestanza-Ramón et al. 2019). Ecuador's success in managing coastal areas is due to training support and international financial support. The Japanese Coast has also implemented an integrated ICZM of three approaches, namely Satoumi (the concept of Japanese society in socio and environmental management), an ecosystem services approach, and an inclusive wealth inventory (Uehara & Mineo 2017). While Algeria implements 7 parameters: data, community participation, regulations, capacity building, cross-sectoral cooperation, management awareness, and finance (Khelil et al. 2019).

Previous research stated that integrated coastal area management could unite the government, society, and the public sector for sustainable coastal area management to improve community welfare (Jarvis, Stoeckl, & Liu 2016). According to the Ministry of National Development Planning, Integrated Coastal Area Management integrates the management of coastal zones by incorporating economic, social, environmental, and technological factors (Darajati 2004). This strategy should be able to overcome the various obstacles that have recently surfaced in coastal areas. The ultimate goal of the Integrated Coastal Zone Management concept is to achieve short-term economic growth and ensure economic growth to be enjoyed fairly by all stakeholders. Therefore, the essential elements of the Integrated Coastal Zone Management concept are cohesiveness and coordination. Every policy and strategy in the utilization of coastal resources must be based on: (a) a good understanding of natural (eco-hydrological) processes, (b) the economic, socio-cultural, and political conditions of the community (c) current and future needs (Zamzami et al., 2021).

General Directorate of Regional Development states that development policies and resource use in coastal areas must be implemented: (a) to increase community income and welfare, (b) to increase community participation, and (c) to increase the community's income (Pekab Malang 2016). According to (Cheung 2014), there are 3 (three) integrated strategic policy components in developing coastal areas, namely: (a) economic policy, (b) natural resource policy (c) institutional development policy aimed at providing legal assurance.

There are numerous types of partnerships that may be used to establish community-based empowerment models, one of which is expanding marketing and accessibility and boosting service quality and availability through human resource upgrades (Goodwin 2002; Haywood 1988; Timothy 1999). Another important thing in managing coastal is the manager, such as local communities, institutions, or the government. It is also expected that a relationship between those parties to run continuously.



Beaches in Malang Regency that have been developed are: Lenggoksono Beach, Sipelot Beach, Sendiki Beach, Ungapan Beach, Bajul Mati Beach, BatuBengkung Beach, Nganteb Religious Beach, Selok Beach, Kondang Merak Beach, Banyu Meneng Beach, Ngliyep Beach, Tambakasri Beach, Tamban Indah Beach, Parang Dowo Beach, Ngudel Beach, TanjungSirap Beach, Bantol Beach, and others (Pemkab Malang 2016). The key success factors for coastal development are the potential for natural tourist attractions, local government policies, community participation, facilities and infrastructure, security, spatial planning for tourism, promotion and marketing, institutional capacity, attraction management, and partnerships between community groups and local governments. This study aimed to determine: (1) the physical condition of Ungapan Beach, (2) partnership of LMDH, POKDARWIS, and local communities in managing Ungapan Beach, (3) harmonization of partnerships between LMDH, POKDARWIS, and local communities in managing Ungapan Beach, (4) the management based on community partnerships of Ungapan Beach for sustainable community economic improvement.

METHOD AND RESEARCH AREA

This research combined qualitative methods and quantitative methods or known as mixed methods (Johnson & Christensen 2013). This research is located at Ungapan Beach in Gajahrejo Village, Gedangan District, Malang Regency, East Java. Qualitative methods were used to identify the partnership of LMDH, POKDARWIS, and the community in managing Ungapan Beach, Malang Regency. In addition, it is also to identify the harmonization of partnerships from managers. Qualitative data were obtained through observation, in-depth interviews with the main board of LMDH, the core board of POKDARWIS, and several communities using interview guides related to the partnership between LMDH, POKDARWIS, and the community in the management of Ungapan Beach. Literature and documentation methods are used to collect important information. The maps of Ungapan beach is shown in the following figure 1.



Figure 1. the maps of Ungapan beach

Quantitative methods are used to determine the increase in the community's economy. The population of this research is the community around the Ungapan beach tourism location. Quantitative data collection was carried out through structured questions in



semi-open questionnaires distributed and asked directly to respondents. questionnaire was used to gain detail and accurate information. The following table showed the research variables and indicators used in questionnaire.

Table 1. The research variables and indicators

Research Variable	Indicators in the questionnaire
Community participation in the management of Ungapan Beach	Community participation in Ungapan beach management Ungapan beach management system and strategy
Harmonization in Ungapan beach management	Profit sharing system in Ungapan beach management Policy in Ungapan beach management
The contribution of Ungapan beach management in improving community's welfare	Development of supporting facilities for Ungapan beach tourism objects Increasing income level of the Ungapan Beach community

Source: Author elaboration based on research data, 2020

Interactive analysis models developed by (Miles & Huberman 2002; Moleong 2004) are used to analyze qualitative research data. The researchers collected data in the field after developing interview guidelines. Data were gathered from informants considered to have mastered and understood the management and actual conditions of the Ungapan coastal area. Interviews were conducted to answer the questions asked. The primary data collected from each informant was then organized in a conversation transcript so that the data could be easily classified based on the variables asked. The primary data is examined further. The analysis consists of three stages, namely: (1) data reduction, the process of selecting, simplifying, abstracting, and transforming the rough data obtained from the field, (2) presenting the data, the data are then grouped according to the topic and subject to facilitate interpretation, (3) draft conclusions, verification of any data that has been collected to get accurate conclusions based on the research problem. Discussions were conducted to support qualitative data with government officers in Gajahrejo Village, Gedangan District. Quantitative data analysis used quantitative descriptive analysis of frequencies and percentages.

RESULT AND DISCUSSION

Physical Conditions of Ungapan Beach

Ungapan Beach is located in Gajahrejo Village, Gedangan District, Malang Regency, East Java, about \pm 64 km from the city of Malang. This beach displays a wonderful natural charm, and the estuary of the Panguluran River empties into the beach and holds very interesting tourism potential. The river water is brackish, flowing calm waves from the direction of the sea and breaking a few meters at the mouth of the estuary. The volume of water in the estuary is not too large, even during the rainy season. The depth of the river bed is only about 2 meters, and the estuary's width is less than 100 meters. There is a difference in the color of the water in this area. The water in the river estuary is greenish, while the water on Ungapan Beach is blue. Ungapan Beach has quite big waves, especially in the morning.

The results showed that Ungapan Beach has very good tourism potential, due to: (1) the level of ecological suitability of Ungapan Beach, the confluence of the Panguluran river estuary, and the sea is very suitable for beach recreation so that children can swim, play sand, ride boats, playing rowboat (figure 2a). (2) the availability of adequate tourism facilities and infrastructure, such as the East Java Southern Crossing Route (Jalur Lintas Selatan) passing just above the river mouth, adds to the beauty of this tourist spot (figure 2b), and (3) the existence of a good area carrying capacity, the tourism management system is managed in collaboration with LMDH (Forest Village Community Institution) and POKDARWIS, and the community (figure 2g).



Figure 2a. The Panguluran River on Ungapan Beach



Figure 2b. The Southern Crossing Route that crosses over the Panguluran River Estuary and Ungapan Beach



figure 2c. the estuary of Panguluran river



figure 2d. camping area in Ungapan beach



figure 2e. east side of Ungapan beach



figure 2f. west side of Ungapan beach



Figure 2g: Map of Gajahrejo Village

a. The partnership of LMDH, POKDARWIS, and local communities in Ungapan Beach Management

Partnerships in coastal management have frequently been formed by the community. The partnership has been known for centuries with terms, such as community service, mutual cooperation, *sambat sinambat*, *mapalus*, participation, forest village community partners, environmental partners, and others. However, a broader partnership is considered as cooperation that has several criteria, as carried out by several parties with individual needs, but agree to achieve the vision and goals to increase capacity (Graci 2013). The partnership is seen as a collaboration, also has strategic forms and values to realize the success in implementing modern management, including in tourism development (Untari & Suharto 2020; Wahyuni 2016). Community participation in the South Malang Regency tourism area is closely related to 2 main institutions, namely Perhutani KPH Malang and the Malang Regency Tourism Office. Based on the interview result with the Head of Promotion, Mr. PD Jasa Yasa, it is known that there is an agreement on tourism management and partnerships between the community and several parties. The partnership in the management of Ungapan Beach is divided into 2, namely between the community collaborated with the Malang Regency Government through the POKDARWIS (Tourism Awareness Group) institution and the community partnered with Perhutani KPH Malang through the LMDH (Forest Village Community Institution). A bigger role is managed by LMDH, while POKDARWIS has a role in the events being held.



Communities are involved in forums and provide ideas for tourism development. The community also participates in managing tourism as a tax collector, parking attendant, security guard, or tour guide. Community participation in Ungapan Beach tends to be dominated by the functional participation model. This model allows the community to develop, advise and plan tourist destinations as an appreciation for the existence of local community institutions. However, Perhutani still dominates the decision-making.

b. Harmonization of Partnership between LMDH, POKDARWIS, and Local Communities in Ungapan Beach Management

Based on the interview results, it was concluded that partnership-based management in the tourist destinations of the South Coast of Malang Regency showed from the distribution of roles and management results stated in the Memorandum of Understanding (MoU). Tourist management was managed by Perhutani and Malang Regency Government, specifically the Malang Regency Tourism Office. Perum Perhutani manages 16 beach tourism destinations or about 90% of the beaches in Malang, including Ungapan Beach. Meanwhile, Malang Regency Tourism Office only manages two coastal tourism destinations, namely Balekambang Beach and Ngliyep Beach. Based on the interview data, the revenue distribution of tourist destinations management is shown in the following table 2.

Table 2. Revenue Distribution of Tourism Destination Management

Stakeholders	Percentage
Perhutani	35
Regional Government of Malang Regency	20
LMDH	30
Village government	5
District Leadership Conference (Musyawarah Pimpinan Kecamatan)	5
Community (POKDARWIS)	5

Source: Author elaboration based on research data, 2020

Based on table 2, it can be seen that the most prominent revenue received by Perhutani is 35%, but 20% of revenue was given to the Malang Regency Government as tax payments. Furthermore, LMDH received about 30%, and the rest was for management partners such as villages, District Leadership Conference (Musyawarah Pimpinan Kecamatan), and the community, each received 5%.

Tourism management has a complex problem. Beach tourism is a mainstay in Malang Regency because it has quite a lot of beach tourism. A transparent partnership needs to be established with a Memorandum of Understanding (MoU) between the village government and PERHUTANI to create a win-win solution among those parties. Malang Regency Government can support tourism development by improving infrastructure and other supporting facilities. This partnership could be a policy innovation in building tourism on the coast of South Malang. The study results indicated that a contract or collective work agreement is needed between the government, the private sector, and the community. Partnership problems that have not yet been developed are the distribution of roles, assets, revenues, and risks that are not evenly distributed (Ramanda, Hakim, & Pangestuti 2020).

Ungapan Beach tourism managers are divided into three groups: POKDARWIS, LMDH, and KTH. The local government must take care of this tourist management. Some research found that the government has insufficient capacity to manage the tourism sector, so partnerships with the public and the private sector are needed (Ezreth 2014; Menon & Edward 2014).

Additional facilities, such as restaurants, public restrooms, accommodation, and parking lots, are required to accommodate the tourist's needs. The condition of the facilities at Ungapan Beach is getting better from year to year. Tourist facilities need to be improved according to the 4A standard: attraction, amenities, accessibility, and ancillary service (Um & Chung 2021). This improvement in management standards must be considered for sustainable tourist management.

The partnership model in Ungapan beach management is appropriate to develop tourist destinations in Malang Regency. Involving LMDH, POKDARWIS, and local communities into the partnership makes sense. This partnership aims to foster consensus and cooperation, resulting in new economic opportunities and innovative solutions. Collaboration between supervisors can result in a



good service for tourists. Meanwhile, as more tourists visit the Ungapan beach area, which includes hotels, restaurants, and local stores, the community's financial income rises (Untari & Suharto 2020). In addition, this partnership has not fulfilled the partnership element by (Graci 2013) which stated that the key elements of a partnership are: a) stakeholders have an interdependent relationship, b) solutions arise from constructive thinking of differences, c) joint ownership of the decisions involved; (d) stakeholders take collective responsibility for the future direction, and (c) partnerships remain productive.

A harmonious partnership between LMDH, POKDARWIS, and local communities needs to be enhanced through local government policy interventions. The development of local social institutions needs to be continuously improved to become the driving force for the management of existing tourist destinations (Sumarmi et al. 2021). Partnerships between communities also need to be organized by increasing social networks in villages (Zamzami et al., 2021). Partnerships supported by a commitment to environmental law and ethics can lead to sustainable coastal management (Pintos & Olvera 2020). The result showed that the agreement among the Ungapan Beach management has not been clear. Therefore, agreements and policies are needed between the government and forest management (Perhutani).

c. Contribution of Partnership Based Management to improve a Sustainable Community Economy

The strategy for developing Ungapan coastal tourism areas are: a) identifying coastal tourism objects and attractions, b) determining human resources to support tourism, and c) determine tourism support facilities. Tourism development in Gedangan District (which Pantai Ungapan is included) showed in the following table 3.

Table 3. The Number of Beach Tourism Objects in Gedangan District

NO	VILLAGE	YEAR				
		2016	2017	2018	2019	2020
1	Tumpakrejo	1	1	1	1	1
2	Sindurejo	1	1	1	1	1
3	Gajahrejo	1	1	3	3	3
4	Sidodadi	0	0	0	0	0
5	Gedangan	0	0	0	0	0
6	Segaran	0	0	0	0	0
7	Sumberrejo	0	0	0	0	0
8	Girimulyo	0	0	0	0	0
TOTAL		3	3	5	5	5

Source: Central Bureau of Statistics (BPS) Malang Regency, 2020

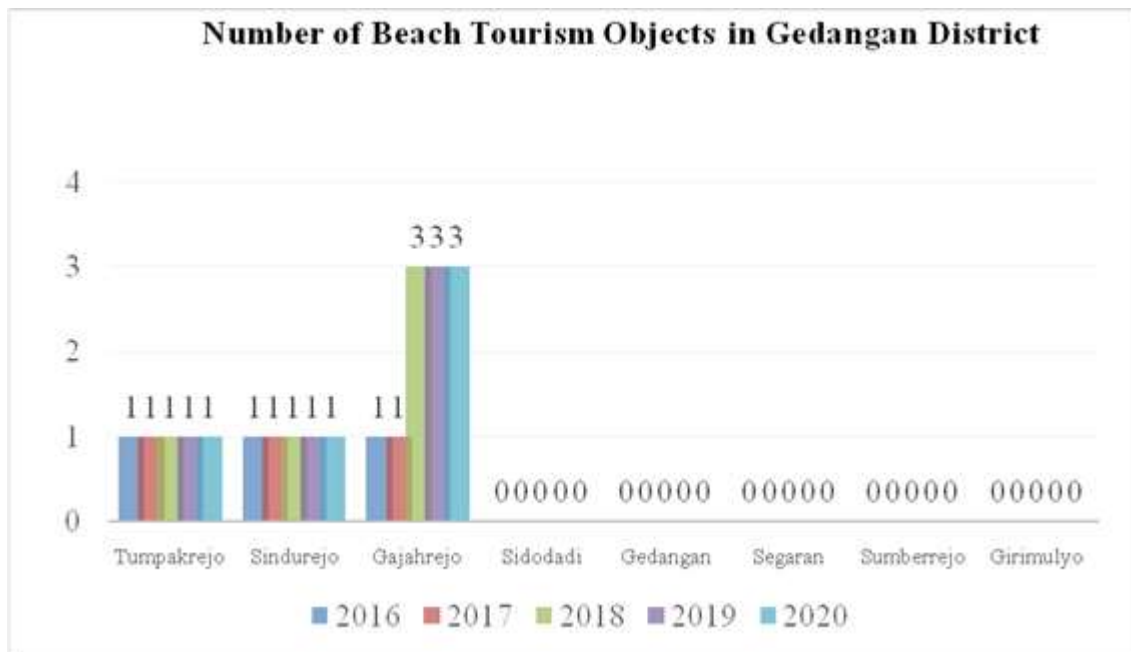


Figure 2. Graph of the Number of Beach Tourism Objects in Gedangan District

Figure 2 showed an increase in the number of beaches in Gedangan District, which previously amounted to 3 beaches in 2016 to 5 beaches in 2020, specifically in Gajahrejo Village with three beaches (Bajulmati Beach, Ungapan Beach, and Karang Dowo Beach). It has a positive impact on tourism support businesses, such as restaurants, kiosks, and others. The growth in the number of restaurants in Gedangan District showed in the following table 4.

Table 4. Number of Restaurants/Kiosks in Gedangan District

NO	VILLAGE	YEAR				
		2016	2017	2018	2019	2020
1	Tumpakrejo	19	19	19	20	23
2	Sindurejo	13	13	13	15	19
3	Gajahrejo	23	23	23	27	32
4	Sidodadi	16	16	16	22	22
5	Gedangan	29	29	29	40	40
6	Segaran	16	16	16	21	21
7	Sumberrejo	26	26	26	33	33
8	Girimulyo	19	19	19	20	20
TOTAL		161	161	161	198	210

Source: Central Bureau of Statistics (BPS) Malang Regency, 2020

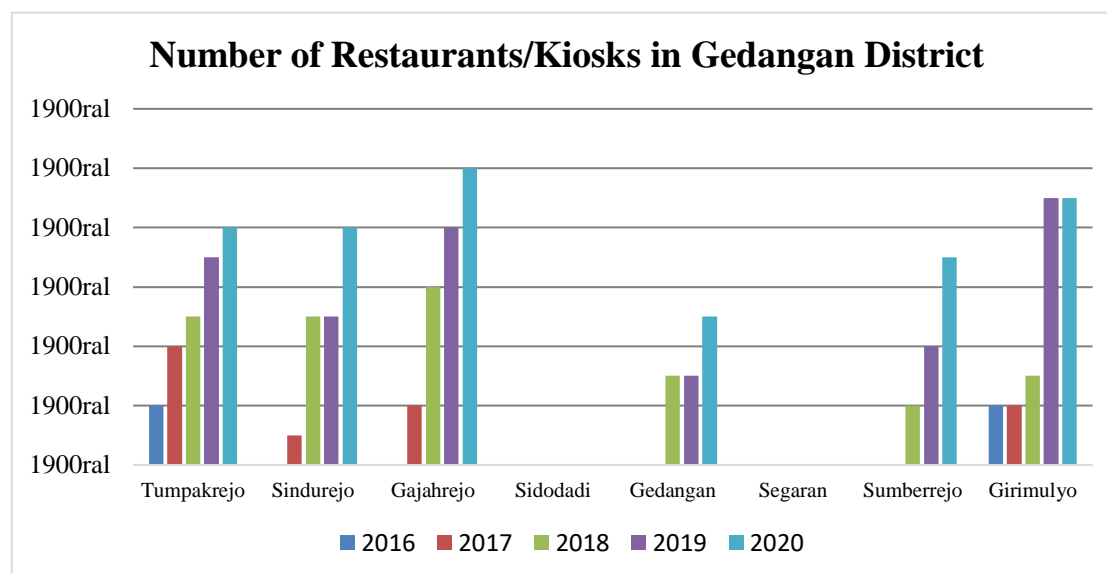


Figure 3. Graph of Number of Restaurants/Kiosks in Gedangan District

Figure 3 showed the development of the number of restaurants/kiosks in Gedangan District in 5 years. The most significant number is in Gajahrejo Village, including Ungapan Beach. It is shown that Ungapan Beach can improve the economy of the surrounding community.

Besides, other sectors also experienced an increase, such as hotels/inns. The number of hotels/inns in Gedangan District showed in the following table 5.

Table 5. Number of Hotels/Inns in Gedangan District

NO	DESA	TAHUN				
		2016	2017	2018	2019	2020
1	Tumpakrejo	2	4	5	7	8
2	Sindurejo	0	1	3	5	8
3	Gajahrejo	0	2	6	8	10
4	Sidodadi	0	0	0	0	0
5	Gedangan	0	0	3	3	5
6	Segaran	0	0	0	0	0
7	Sumberrejo	0	0	2	4	7
8	Girimulyo	0	0	0	0	0
JUMLAH		2	2	3	9	9

Source: Central Bureau of Statistics (BPS) Malang Regency, 2020

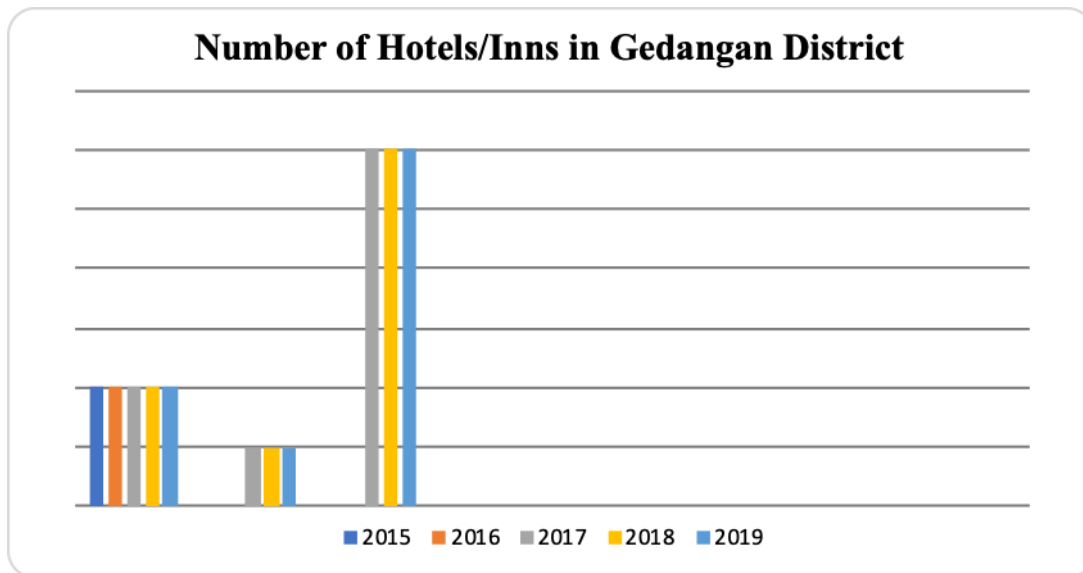


Figure 4. Graph of Number of Hotels/Inns in Gedangan District

Figure 4 showed the increase in the number of hotels/inns in Gedangan District. The most significant growth occurred in Gajahrejo Village, including Ungapan Beach. It is shown that Ungapan Beach has an impact on improving the economy and welfare of the surrounding community (Sumarmi, Kurniawati, & Aliman 2020). Therefore, the impact of tourism occurs on social, economic, and natural activities (Åberg 2013)

According to the interview results, the average net income of a local kiosk is IDR 50,000/day, while the average net income of a souvenir and snacks kiosk is IDR 35,000/day. According to local businesses, more visitors came to this area after the roads on Ungapan Beach were repaired. The average boat rental is IDR 30,000/day; the average ATV rental is IDR 30,000/day (boat and ATV rentals are busiest on Saturdays and Sundays); and the average accommodation is IDR 75,000/day. Many small inns in this area already use online booking services like Traveloka, Booking.com, and others. Due to the convenience with which tourists can book rooms when using the online applications, advertising costs can be minimized and the number of accommodation visits increased. Meanwhile, the average monthly revenue of outbound facilities is IDR 2 million, which is typically crowded during the school holidays.

The development of tourism on Ungapan Beach also affects other business owners, such as shop owners, boat rentals, ATVs, outbound, toilets, and others. It also increased people's perceptions of Ungapan Beach. It is expected that the activities could encourage the Malang Regency Government to support the economic growth of coastal communities, especially in Ungapan Beach.

CONCLUSION

The results showed that Ungapan Beach has a unique physical condition because it confluences between a river mouth and the sea. The management of Ungapan Beach is managed by PERHUTANI in partnership with LMDH, while POKDARWIS carries out the events. The harmonization of the partnership between LMDH, POKDARWIS, and local communities showed in the distribution of roles in the management of Ungapan Beach in South Malang. The distribution is: a) LMDH manages beaches, parking, and tickets, b) POKDARWIS manages events and activities, while c) The community provides businesses such as restaurants, lodging, boat rental, ATV, outbound, and camping equipment. Partnership-based management on Ungapan Beach can improve a sustainable economy. The research implication found that an agreement in MoU is needed between the government and forest management (Perhutani). Also, the management of Ungapan Beach should involve private party to invest in developing supporting facilities. Some topic for further research may explore the marine resource and estuary ecosystem in coastal area for edutourism purposes.



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