

Influence of Development of the Bantayan Coastal Area On the Level of Community Welfare: A Case Study at Bantayan Beach, North Aceh Regency

Muhammad Ali*, Mursalin, Deddi Satria M

Malikussaleh University, North Aceh, Indonesia

*Corresponding author: muhammadali@animal.ac.id

ABSTRACT

Bantayan Beach tourist attraction in Gampong Bantayan, Seunuddon Subdistrict, North Aceh Regency is becoming an Islamic tourist destination. This is an area that has received more attention from the North Aceh District government. Given that this area is included in the eastern coastal area of North Aceh Regency. The development of coastal areas is the concern of various parties to create and make good changes such as decorating parks, creating relaxing places and making every coastal context a particular attraction for visitors. As well as what the government has done through the North Aceh Youth, Sports and Tourism Office (Disporapar), it has also built supporting facilities such as two food outlets, prayer rooms, and bathing and washing facilities. The village government began to realise that its area was a place of visit for every citizen in various life events, for example every weekend and the day facing the fasting month of Ramadan to carry out activities to enjoy the beauty of the beach with family with the term in the village called 'Meuramin', this is a good and constructive momentum to create economic potential in the local area. Based on this, researchers are interested in further examining the effect of the development of the coastal area of bantayan beach on the level of community welfare. The research method used is descriptive qualitative with the sample being community members who are in the coastal area near the bantayan beach. Data collection techniques using questionnaires and location surveys. This research proposal has a high novelty, because similar studies have never been carried out, especially the study of the coastal area of Bantayan Beach in North Aceh Regency. The benefit of this research is to provide a concrete basis of information and data analysis for policy makers, especially related agencies and stakeholders relevant to this study. In addition, the benefits of this research also increase knowledge and insight and become a reference for further researchers who are concerned with tourism in coastal areas.

Keywords: *coastal area, bantayan beach, tourist attraction, economic empowerment*

1. INTRODUCTION

Development can be carried out when all agreements gather in a decision on village government, this can be done because all components of society agree and strive to develop developments in their area of life, as well as the Bantayan village wants this because the area is a coastal area adjacent to the beach with part of the community's livelihood relying on the benefits of the surrounding nature, namely working as fishermen. Recently the development of this village is trying to develop the field of tourism, where this activity makes the beach situation more attractive, unique and comfortable for visitors and likes the beach as a medium for family recreation and together in enjoying the sea view and watching the phenomenon of the beach that entertains the heart and feelings that are sad, by enjoying this beach, some feelings of sadness and stress become better and entertained.

The development of this coastal area has become a concern for residents to create and make good changes such as decorating parks, creating relaxing places and making every coastal context a certain attraction for visitors. The bantayan village government has begun to realise that its area is a place of visit for every citizen in various life events, for example, every weekend and the day facing Ramadan fasting they are with their families to carry out activities to enjoy the beauty of the beach with their families with the term in the village called Meramin, this is a good and constructive opportunity to create economic potential in the local area.

According to [1] Fadel Muhammad (2009), "Currently, there are still many fishermen living below the poverty line, we are trying to improve their welfare with the regulation on fishermen." This statement is in accordance with the condition of fishermen on the coast, who are still struggling with poverty. The income earned by fishing labourers and small fishermen cannot meet their daily needs. In addition to the consumptive culture, the small

income has caused them to be entangled in a circle of debt. Their biggest expenses are used to pay off debts, buy daily necessities and pay school fees. Income from fishing runs out immediately, so they go into debt again and find it difficult to get out of poverty. Referring to the above opinion, residents with seriousness and develop the potential of the coastal area into a community tourist spot, so that the community can take advantage of the natural opportunities of the coast to create an environmental area into a tourist spot which will have a positive impact on local community members can sell and develop other potential besides continuing to go to sea as well as on holidays can sell and open a food business on the sea coast.

Coastal areas and their natural resources are important for the economic development of Indonesia, especially for the people of the bantayan coastal area. The average livelihood of the community is dominated by fishing and other businesses selling, pond labour, carpentry and government employees. As a coastal area, Gampong Bantayan tries to develop itself into a potential area for community economic development programmes, so a strategic and comfortable marine tourism business is made. In addition to aquatic marine products, coastal marine products are also developed in the form of reviving and empowering the potential of coastal natural tourism. The sea is the main source of livelihood for coastal communities who live from marine products and tourism products, it can even be said that the economic basis of coastal communities is the fisheries sector and coastal tourism.

Bantayan Beach tourist attraction in Gampong Bantayan, Seunuddon Subdistrict, North Aceh Regency is becoming an Islamic tourist destination. This is an area that has received more attention from the North Aceh District government. Given that this area is included in the eastern coastal area of North Aceh Regency. The development of coastal areas is the concern of various parties to create and make good changes such as decorating parks, creating relaxing places and making every coastal context a particular attraction for visitors. As well as what was done by the government through the North Aceh Youth, Sports and Tourism Office (Disporapar) also built supporting facilities such as two food outlets, prayer rooms, and bathing and washing facilities (MCK).

The village government has begun to realise that its area is a place of visit for every citizen in various life events, for example every weekend and the day facing the Ramadan fasting to carry out activities to enjoy the beauty of the beach with the family with the term in the village called 'Meuramin', this is a good and constructive momentum to create economic potential in the local area.

Based on the description above, the researcher is interested in examining further the influence of the development of the coastal area of bantayan beach on the level of community welfare. The research method used is descriptive qualitative with the sample being community members who are in the coastal area near the bantayan beach. Data collection techniques using questionnaires and location surveys. This research proposal has a high novelty, because similar studies have never been carried out, especially the study of the coastal area of Bantayan Beach in North Aceh Regency. The benefit of this research is to provide a concrete basis of information and data analysis for policy makers, especially related agencies and stakeholders relevant to this study. In addition, the benefits of this research also increase knowledge and insight and become a reference for further researchers who are concerned with tourism in coastal areas.

2. MATERIALS AND METHODS

2.1 Research Type and Approach

This study uses descriptive qualitative research. Bogdan and Taylor as mentioned by Moleong (1997: 3) [2] and Denzin & Yvonna (2009: 5) [3] said that qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people and behaviour that can be observed. While the approach used is descriptive qualitative which is commonly used in social research. Descriptive qualitative is a written description of social organisations, social activities, symbols and materials as well as the characteristics of a group's interpretation practices. Descriptive qualitative is also research on the way of life of the community (Duranti, 1997 and Spradley, 1997) [4].

2.2 Research Location

The research location focused on coastal communities in North Aceh at the sub-district level within the province, namely the coastal community of Gampong Bantayan, consisting of village officials and community groups living in the coastal area.

2.3 Research Informants

The research informants to be interviewed are Geuchik or Gampong officials and local community leaders who represent the community against the answers given. Where each of them is also an implementer of coastal potential empowerment activities to improve their standard of living.

2.4 Data Collection Technique Observation

Observation is direct observation that allows researchers to understand complex situations and in certain cases, communication techniques are not possible, so this data collection technique is very useful (Moleong (1997: 125) [2]). Observations made explore information data from the media sourced from online media, print, social media. In addition, observations were also made on related documents and the current situation in running the wheels of government at various levels, each with related tupoksi.

2.5 Interview

This technique will be used to obtain data from key informants, geucik and community leaders both as village officials and people who are directly involved as coastal workers, both as peddlers of bantayan beach permaitna, children's floats, The interview technique itself is used to strengthen questionnaire data and documents. Interviews are questions and answers between researchers and respondents to obtain the data needed (Supranto, 1997: 68). In addition, this technique can also directly check the truth of any data submitted by informants when interviews are conducted (Moleong, 1997: 125) [2].

2.6 Document Study

The fourth technique is document study in social research and descriptive qualitative studies, the use of documents is quite important to support other techniques. The documents in question are; diaries, daily journals, autobiographies, statistical data, activity reports, newspaper clippings and all documents related to the theme being studied.

2.7 Data Analysis Technique

Data analysis is an attempt to give interpretation to the data that has been entered and then arranged in a certain sentence. Data analysis is the process of organising and sorting data into patterns, categories and basic description units (Moleong, 1997: 103) [2]. More than that, all data obtained from observations, interviews and document studies were analysed by triangulation, namely matching each other from the various data collection techniques above. The overall data that has been collected and obtained in the previous various data collection techniques will be analysed using stages based on Nazir (1985: 406) [5] and Miles and Huberman (1984: 82) [6], namely as follows: First, editing, which is a process that is the initial stage carried out before data analysis begins. The aim is to check the completeness of all data that has been collected in the field, both the clarity of writing, ideas, consistency and uniformity. The point of this editing process is that the data becomes clean, in order to eliminate errors and doubts in its interpretation. Second, data reduction, which is this activity, the data that has been obtained in the field is re-selected, simplified and categorised and the raw field data is transformed into abstractions. From this activity, it appears that data reduction activities have begun to involve the process of analysis, because after all, without regular and serious analysis it would not be possible to select, simplify, categorise and transform data into various abstractions. Third, data presentation is intended as a simpler organisation of data into matrices, schemes, tables, or charts. By presenting data in such forms, it is hoped that all forms of complexity of the relationship between various characteristics or certain variables can be visualised in a very simple, yet systematic form.

3. RESULTS AND DISCUSSION

3.1. Geographical Conditions

Bantayan Beach is located in Gampong Bantayan or precisely in the waters of the Malacca Strait, Seunuddon District, North Aceh Regency. Bantayan Beach was named because of its location in Bantayan Village, Seunuddon District, North Aceh. From the city centre, the distance is only about 10 kilometres. The location of the beach, which is not too far from Lhoksukon Airport, makes the tourist destination wanted by tourists. Although it is quite far from the airport and city centre, the beach access is quite easy. Bantayan Beach or also known as UleeRubek Beach. From a distance, this beach is brownish in colour. The shady pine trees there, as if hypnotising visitors to linger on the beach.

The beauty of the beach should be used as a natural tourist destination that is proud of. Unfortunately, the natural beauty of the beach seems to be eliminated by some bad memories that occur on this beach, because of that the beach is often closed. Visitors can also use conventional or online taxi services to get to the location faster. Because Bantayan Beach is quite famous. So the taxi driver will immediately drive to the destination with the best road route.

Users of private vehicles can use directions from Google map. So that the risk of getting lost is reduced. The best route to Bantayan Beach is via the PanteuBreuh junction. The route is located in Baktiya District, precisely on the lip of the national road. By exploring the road, it will be easy to find the destination. Because the road penetrates towards Bantayan Beach.

3.2 Bantayan Beach Development

Bantayan is one of the villages along the coast of the Malacca Strait in Seunuddon District, North Aceh Regency, Aceh Province. Previously, the area was a traditional tourist spot that was only visited by local residents every weekend. The beach in Gampong Bantayan, Seunuddon District, North Aceh, is indeed a destination that we must visit. Several years ago this beach was closed. This was because it was feared that this beach could have a bad influence.

In early 2022, the Bantayan community began to improve the place and transformed it into a modern tourist spot, so that it would be visited by local and foreign tourists. Young pine trees lined up in long rows make the sea rides comfortable and not too hot. After being repaired and beautified, this area was reopened to the public. This beach is now a well-known sharia tourist destination. Sharia here is not shown to limit visitors to only certain groups. However, the word sharia here is more interpreted as a polite thing.

Everyone can come and have a holiday in this area, with a note to keep wearing polite and closed clothes. Not a few tourists who come to visit this beach come from outside the city. They come indeed to see and witness the beauty of this one beach. On weekends, visitors to this beach will be more than usual.

The sea breeze blows between the shady trees. Not only is it a modern tourist spot, several outdoor cafe shops right on the seafront make Bantayan beach even more beautiful. Some cafe shops with outdoor nuances in Bantayan also spoil visitors to the beach. Coupled with the beach atmosphere is comfortable and shady with fir trees lined up. These cafes have their own characteristics that can make visitors captivated. There are several cafe shops that look luxurious and modern on Bantayan beach, including:

3.2.1. Sidiq Kafe Bantayan

This café is the most visited. Because this Café has a different design semi-outdoor. This café has two floors, the first, floor visitors sit on chairs that are based on sea sand and decorated with pine trees. While the second floor is a lesehan made of wood with the colour Garden Teak or teak wood colour makes this café eccentric and aesthetic. In addition, Sidiq Cafe Bantayan also made a cone house for visitors to take pictures. Besides being a place to gather for coffee and chat, the cafe is also used for taking pictures.



Figure 1. SidiqKafe Bantayan

3.2.2. *PandawaKafe Bantayan*

This cafe is almost entirely open without a roof and walls, only the barista and cook's place is made in the form of a box building. With an outdoor feel and decorated with small lights hung on pine trees, the atmosphere becomes cosy especially coupled with the wind and the sound of waves from the beach.



Figure 2. Pandawa Kafe Bantayan

3.2.3. *D'cartel*

This café also adopts the same style as Pandawa, which is outdoor, flanked by pine trees left and right. In the centre are rows of visitor chairs. Visitors will feel the sensation of hanging out while enjoying the breeze and the roar of the waves on the Malacca Strait Beach.



Figure 3. D'cartel Bantayan Cafe

Bantayan Beach has its own characteristics, on the coastline there are also shady and green trees arranged neatly. A stretch of white sand roared here and there. Occasionally, the waves break the silence around it. Aside from the wide beach and a stopover to enjoy a variety of dishes, it is perfect for a stroll along the coast while watching the sun return to its resting place. To enter the bantayan beach area, it is free of charge, only enough to pay a parking fee of around five thousand rupiah per vehicle. So many tourists visit to enjoy the place.

The atmosphere of the roaring wind was so cool that it was even more comfortable to enjoy it. It meant that the place was welcoming. Occasionally the rippling waves roll up to be broken on the coast. Changing the atmosphere of silence into noise, but the sound is not at all disturbed by the comfort in enjoying the quiet atmosphere on the coast. From the corner, there were many children running around on the beach, occasionally chasing the waves, but they were not separated from the supervision of each of their parents.

One of the visitors that researchers interviewed was Alfin (2022) [7] said:

"In the past few months, Bantayan beach has been visited by many people, because the atmosphere is different from other places. especially with the fir trees that line the coast, of course it adds to the exotic scenery and the white sand, which is very good for photo spots."

From the side to the end of the coast, visitors were seen enjoying the atmosphere accompanied by food and drinks, occasionally chatting with fellow friends. Various foods and drinks are sold on the coast, of course at cheap and friendly prices, including grilled meatballs, ice cream, roasted corn, boiled peanuts and various other snacks. While in the coffee shop with outdoor nuances provides a variety of appetising food and drinks, one of which is fried noodles, french fries, geuprek chicken rice, as for drinks there are various fruit juices, young coconut, and various other drinks. This is inseparable from the affordable price.

According to Alfin (2020) [7]:

"Our hope for the future is that this beach can be maintained together for its existence, so that it is better known by people outside the region."

Not only to enjoy the blue sea, but also rides are provided, one of which is an ATV motorbike, a relaxing swing, a car for walking around the beach area, and others. Meanwhile, there is also a bathing place, namely a mini waterboom for children to bathe, as a result this beach is very suitable to be visited with family, couples, and friends. Unnoticed, the sun began to recede and leaned towards the west, it was time to enjoy the beauty of the sunset on the beach, but it was time to leave the place and return home.

Visitors to Bantayan beach come from local to outside Aceh. They come to this place with family, couples, and close relatives every weekend (*Weekend*). The route to Bantayan beach passes through the Seunuddon junction three through several villages, but visitors do not need to be afraid of getting lost. Because along the way to the beach there are signposts leading to Bantayan Beach. Upon arrival at Bantayan Beach, visitors are charged an entrance fee per vehicle, for two-wheeled vehicles it costs Rp. 5 thousand while for four-wheeled vehicles it costs Rp. 10 thousand, this beach offers economical tourism that is comfortable in the pocket so that visitors are interested in travelling to Bantayan beach.

Here are some of the café spots and views in the beach area, namely:



3.3 Social Conditions of the Community Around Bantayan Beach

Bantayan beach is one of the north coast beaches connected to the Malacca Strait. The beach is located in Gampong Bantayan, Seunuddon District, North Aceh Regency with a coastal length of approximately ± 2 km. Since the development of the beach with the addition of cafes along the coast and also connected to the entrance road to the beach makes it easier for visitors to do tourist destinations and explore the natural beauty around.

In general, the social conditions of the community around the coast, especially the residents of Gampong Bantayan, are partly working to catch fish or fishermen, selling on the coast to visitors, and there are also cafes or stalls owned by local residents built in the coastal area. In addition, a group of fishing communities is certainly the most important element for the existence of coastal communities. They have a big role in encouraging regional economic activities and shaping the socio-cultural structure of coastal communities. Although the fishing community has an important social role, other community groups also support the socioeconomic activities of the community.

Bantayan Beach as one of the objects that affects the socio-economic conditions of the surrounding community also affects the livelihoods of the community, namely, as fishermen and selling. In addition to fishermen, some of the livelihoods of the people around Bantayan beach, with the existence of these attractions are able to increase the economic level by selling at these attractions. Along with the development of human life, the use of natural resources and environmental services is increasingly diverse, including the use of the beauty of Bantayan beach. The utilisation of beach tourism has been developed by the community around the beach. An example of the utilisation of Bantayan beach tourism is by making this beach a tourist spot, a place for sports, enjoying the beauty of nature.

The beauty of this tourist beach is able to attract tourists to visit this beach. In terms of tourism, there are three things that must be owned by every tourist spot, namely. *Something to see*, namely something that can make visitors attracted by the beach scenery that is different from other beaches. *Something to do*, namely the people around the beach do things that can attract visitors, one of which is by holding an orchestra around the beach so that visitors can not only see the beautiful beach scenery but also listen to music that can beautify the beach atmosphere. *Something to buy*, namely the community around the beach makes cindramata which can be used as an icon of the beach and then sold which is useful for improving the economy of residents around Bantayan beach.

3.4 Discussion

Based on the results of the study, it was found that with the development of the Bantayan coastal area in Gampong Bantayan, Seunuddon District, North Aceh Regency, the community's economy has increased, this can be seen from the human development index with benchmarks on the life expectancy component (health level), the literacy component, and the dimension of the level of real expenditure per household per capita seen from the average expenditure per capita of the community.

The level of public health in North Aceh Regency before the Bantayan coastal development programme, there was a decrease every year as seen from the number of Life Expectancy in 2013-2016 which decreased from 69.20 years to 69.07 years, every year it decreased. While the health condition after the Bantayan coastal area development programme with Life Expectancy in 2017-2021 has increased every year, namely in 2017, 69.52 rose to 69.96 in 2021. Increase every year.

The level of community education can be seen in the Literacy Rate before the Bantayan coastal area development programme decreased from 2013 by 77.59% to 75.61% in 2016. While the level of education after the Bantayan coastal area development programme in 2017 was 96.12%, there was also an increase after 4 years later in 2021 of 97.25%.

Likewise, the level of expenditure per capita of the community with the average expenditure per capita of the community. Before the Bantayan coastal area development programme, namely 2013-2016, that there was a decrease every year, namely in 2015, 613.41 (thousand rupiah) decreased to 609.01 (thousand rupiah). So after the Bantayan coastal area development programme in 2017-2021 there was an increase every year, from 617.05 to 625.15, this shows that there is an increase in the level of welfare described through an increase in the average per capita expenditure between before and after the Bantayan coastal area development programme in Gampong Bantayan, Seunuddon District, North Aceh Regency.

4. CONCLUSIONS

From the results of the discussion, the researcher can draw the following conclusions:

1. With the development of the Bantayan coastal area in Gampong Bantayan, Seunuddon District, North Aceh Regency, it can affect the level of community welfare. This can be seen from the human development index with benchmarks on the life expectancy component (health level), the literacy component, and the dimension of the level of real expenditure per household per capita seen from the average expenditure per capita community increased from before.
2. The concept of Bantayan beach development carried out by the Geuchik Gampong Bantayan with a self-management model under the responsibility of the village. Each community group takes turns and takes turns every week, per month or per season to get a management auction offered by the Geuchik Gampong to the community or community group.
3. The community's views regarding the development of the Bantayan coastal area received a positive response and support from local residents to improve the level of welfare and economic empowerment of small communities to support households.

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