



## Economic Life of Coastal Communities: A Study of Meleura Beach Tourism Objects

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### Abstract

*This study aims to determine the impact of the Meleura Beach attraction for the economic life of the Lakarinta Coastal community, Lohia District, Muna Regency. This research was conducted using qualitative methods or purposive sampling techniques. The results showed that the local community felt a positive impact on the existence of this beach area, especially those directly involved with the development of Meleura beach tourism objects both economically. The development of Meleura Beach also has an economic impact, in the form of changes or shifts in the livelihoods of most Lakarinta villagers, from farmers to traders and service providers. Changes and/or transitions like this are followed by changes in community income which also shows an increasing trend. If before the beach was developed, the majority of residents who had jobs as farmers were only able to receive between Rp 1,000,000-5,000,000 per year, now on average they are able to receive more than Rp 10,000,000 per year, even some of them can receive more than Rp 100,000,000 per year. The need for solid government funding and community institutions to help improve the economic life of the community and help provide solutions that benefit the community.*

## Introduction

Impact or impact is defined as the existence of a form between two interests, namely the interests of development and the interests of environmental conservation efforts. The impact is interpreted from the conflict of interest and it is still not quite right because what is reflected from the conflict is only an activity that will cause a negative impact (Paulraj, 2009). In its development, the term impact is not only interpreted as a negative impact but positive for project management and environmental preservation. Impacts are evenly defined impacts are any changes that occur in the environment due to human activities (Dayanto, 2016).

The impact of tourism in the area of study that receives the most attention in the literature, especially the impact on local communities related to the environment (Green et al., 1990; Davenport & Davenport, 2006). This impact will be very broad and significant in economic development, efforts to preserve natural resources and the environment, and will have an impact on the social and cultural life of the local community. In addition, the development of tourism areas is able to contribute to local revenue, opening business opportunities and employment opportunities as well as functioning to preserve and preserve natural and biological wealth. The development of tourism is also expected to be able to encourage the development of sharing other sectors such as transportation, education, services, and

infrastructure. Tourism development must be based on sustainability criteria which means that development can be supported ecologically in the long run while at the same time be economically feasible, ethically, and socially fair to the community.

As one of the attractions in Muna Regency, Meleura Beach has been developing from year to year marked by the addition of various supporting facilities such as gazebos, parking lots, public toilets, cleaning facilities, and lodging. The addition of these facilities is expected to become a tourist attraction that can attract tourists both local, regional, and foreign tourists. Sooner or later tourist visits will bring positive and negative impacts, or directly or indirectly on the socio-economic local community. Impacts like these appear to have not been noticed by the Muna Regency government and other tourism stakeholders. This prompted researchers to examine the impact of the Meleura Beach tourist attraction on the economic life of the people of Lakarinta Village, Lohia District.

## Methods

The type of data used in this research is descriptive qualitative. Qualitative descriptive is a research procedure that uses descriptive data such as written or oral words. Data collection techniques carried out by observation, interview, and documentation. Forecast qualitative descriptive impact that is analysis looking for the magnitude of the impact. The magnitude of the impact is obtained from the comparison between before and after the activity, in this case, the social and economic conditions of the community in accordance with the variables studied, namely social interaction, customs, changes in community attitudes, livelihoods, and income. The data were tabulated according to the tendency of the answers from respondents based on the aspects studied then presented descriptively so that the socio-economic conditions of the community in Lakarinta Village.

## Results and Discussion

Before, Meleura Beach tourism object developed, the majority of respondents worked as farmers, as many as 11 respondents (52.38%). Meanwhile, the profession that was the least acted by respondents was fishermen namely only 1 respondent (4.76%). After the tourist attraction developed the type of community livelihood changed, even some of the respondents switched to other types of livelihoods.

Table 1. Livelihoods of Lakarinta Villagers Before and After the development of Maleura Beach

No.	Livelihood	Before	After
1.	Farmers	11	-
2.	Construction workers	2	-
3	Trader	4	13
4.	Sarong Weaver	3	-
5.	Parking attendants	-	2
6.	Provider of buoy used tires	-	4
7.	Fisherman	1	-
8.	Chat / Katinting Provider (Boat)	-	-
<b>Total</b>		<b>21</b>	<b>21</b>

Source: Primary data of Lakarinta Village 2019

Before the Meleura Beach tourist attraction developed, most people of 52.38% received Rp. 1,000,000 - 5,000,000 per year, 19.04% of respondents received between Rp. 5,000,000 - 10,000,000 per year and only

28.57% only receive Rp. 10,000,000 - 50,000,000 per year. After the Meleura Beach tourist attraction develops community income increases due to some respondents switching livelihoods so this affects the level of income of citizens.

Table 2. Income of Lakarinta Villagers Before and After Development of Maleura Beach

No.	Income Level (Rp/year)	Before	After
1	1.000.000 – 5.000.000	11	-
2.	> 5.000.000- 10.000.000	4	-
3.	> 10.000.000 - 50.000.000	6	11
<b>Total</b>		<b>21</b>	<b>21</b>

Source: Primary data of Lakarinta Village 2019

### Livelihood

Livelihoods or jobs are the basic activities of the community for their survival. Whether it's for the survival of one's own or the continuity of the exchange or traded with others. Studying the problem of poverty, of course, livelihood is a part that must be studied. Livelihoods affect a person's level of income and are also influenced by patterns of decision making in choosing or changing livelihoods. The ability to choose and these changes can be influenced by community values, added insight, and experience and efforts to improve the situation (Yuslita, 2014).

Based on the results of interviews with several respondents that the form of livelihood of the people of Lakarinta Village before the tourism object develops generally are livelihoods as farmers, fishermen, construction workers, traveling bread sellers, and sarong weavers. From 31 respondents who work as farmers, there are 11 people, 2 construction workers, 4 traders, 3 sarong weavers and 1 fisherman. But along with the passage of time and the attention of the government to see the potential of the Meleura Beach tourist attraction can be used as a tourist area, the government is developing the Meleura Beach tourist attraction so that the development carried out brings changes to people's livelihoods.

After the tourism object developed, respondents who previously worked as farmers mostly shifted their livelihoods as traders and buoy service providers and parking attendants. Respondents who have a livelihood as farmers who originally amounted to 11 people now switch to livelihood as traders as many as 8 people and as providers of lifebuoys as many as 3 people. Then the respondents who made a living as a sarong weaver who originally numbered 3 people are now switching livelihoods as 2 traders and 1 parking attendant. Likewise with respondents whose livelihoods as construction workers initially amounted to 2 people now switching livelihoods as 1 person parking attendant and 1 person boat/katinting provider. Finally, respondents whose livelihood as fishermen initially 1 person switched to livelihood as a provider of boat/katinting, respondents as a traveling bread trader 1 person switched professions to become a buoy tire provider while the other 3 respondents remained as traders around the coast both before and after a tourist ojek developed. There are several reasons for respondents choosing to switch their livelihoods especially from farmers to traders because some respondents can no longer carry out farming activities due to their aging age and the wages they earn are only able to meet their daily needs, therefore they choose the profession to

become a trader because trading is considered an easy thing to do without having to work hard like when farming.

This happens because more and more visitors are coming from outside the Lakarinta Village to the tourist attraction of Melura Beach so that it directly has a positive impact on the trading business and the need for services. Like the research conducted by Madona et al, (2014) that with the development carried out in the Tiram Beach tourist attraction able to provide employment opportunities, not only labor in the tourism sector is absorbed, the increase in sales turnover experienced by traders in line with the increase the number of visitors forces business owners to add to their employees. The existence of community employment opportunities turned out to have a positive impact on economic conditions.

### **Income**

Income is the amount of money received by someone or someone as a result of business activities. Based on the results of the study, before the Meleura Beach tourist attraction developed, as many as 10 respondents received or earned Rp 1,000,000-5,000,000 per year which amounted to 10 respondents. Those who are in this group are now mostly farmers as farmers, where their agricultural products rely solely on corn and cassava. We all know that these two plants have quite a long time in the process of harvesting. Corn is only harvested 2 times a year and cassava that takes 8 months can only be harvested. This makes it difficult for farmers to have a large acceptance because only the dominant crop can be planted on their farms. In addition, the geographical location of Lakarinta Village is also relatively hilly so farmers have difficulty in obtaining fertile land and usually the sale proceeds are only sufficient for their daily needs.

As for respondents who have an income of Rp 5,000,000-10,000,000 per year, they are dominated by typical Muna weavers. Whereas income that reaches Rp 10,000,000-50,000,000 per year is dominated by respondents who have the livelihood of traders and construction workers with a total of 6 respondents.

After the tourist attraction developed, the acceptance from each respondent experienced a fairly high increase. This is caused by the large number of people switching livelihoods followed by an increasing number of tourists visiting Meleura Beach. Like respondents whose initial job as a farmer switched jobs to being a trader with small kiosks at the location of a tourist attraction, becoming a service provider of lifebuoys, talks, and parking attendants. At present, their revenues are increasing each year. As perceived by respondents, WD. Niamba, whose income before the tourist attraction develops, can only reach Rp. 4,800,000 per year, so now its income has increased to Rp. 55,000,000 per year, so that a comparison of revenues before and after tourism can develop as much as 48: 550 per year. Then the respondent named Suharni, who previously worked as a Muna Sarong weaver, is currently a parking attendant. Before the Meleura Beach tourist attraction developed, the amount of income was Rp. 7,200,000 per year, but after switching livelihoods as a parking attendant, his income experienced a significant increase, namely for income every year, amounting to Rp. 48,800,000 per year, so you can see the comparison of income before and after the object. tourism develops 72: 488 per year. Likewise, respondents who before and after tourism objects develop their livelihood as traders also have greatly increased incomes. For example Wa Ode Samuda respondent before the tourism object grows, the income obtained is Rp 2,380,000 per year, after the tourism object grows, the income received is Rp 136,850,000 per year. year.

The increase in income as above is caused by the large number of respondents switching livelihoods by utilizing existing employment opportunities and also being influenced by the increasing number of tourists visiting Meleura Beach. The number of visitors in early 2018 obtained from the Muna Regency Tourism Office that can reach  $\pm$  700 people per month only

for Sundays and Saturdays only so that it can be ascertained that in one year the number of visitors can reach  $\pm 8,000$  people per year.

The increasing number of tourists is beneficial for traders and service providers because they can receive the results of their business every time someone visits (Crouch & Ritchie, 1999; Goeldner & Ritchie, 2007).

Before the development of tourism objects, it was seen that the economy of the community was sufficient to meet their needs, but with the development of economic attractions, the Sermo community was classified as better and more prosperous and Waterboom Tourism had experienced an increase in people's income, especially the people living around Waterboom (Destaria) et al., 2017). The community was once only a housewife and only received money from her husband, but after the founding of a Waterboom, the mothers took the initiative to sell in the Waterboom area, with their income, it could help their husbands in meeting their daily needs and children's education costs.

## Conclusion

The development of Maleura Beach also has an economic impact, in the form of changes or shifts in the livelihoods of most Lakarinta villagers, from farmers to traders and service providers. Changes and/or transitions like this are followed by changes in community income which also shows an increasing trend. If before the beach was developed, the majority of residents who had jobs as farmers were only able to receive between Rp 1,000,000-5,000,000 per year, now on average they are able to receive more than Rp 10,000,000 per year, even some of them can receive more than Rp 100,000,000 per year.

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