

Accelerating the Development and Increasing the Competitiveness in Underdeveloped Regions through the Empowerment of Nature Tourism

Soehardjoepri¹, Mamak M. Balafif², Anak Agung Sagung Alit Widyastuti³, Muslichah Erma Widianana⁴

{djoepri.its@gmail.com¹, mamakbalafif15@mail.com², sagonalit@unipasby.ac.id³,
erma@ubhrara.ac.id⁴}

Institut Teknologi Sepuluh Nopember Surabaya¹, Universitas Bhayangkara Surabaya^{2,4}, Universitas PGRI Adi Buana Surabaya³

Abstract. Problems of poverty, social inequality, scarcity of fishery resources, social conflicts between groups of marine fish craftsmen, and ecosystem damage. Criteria for underdeveloped areas: community economy, human resources, facilities and infrastructure, regional financial capacity, accessibility, and regional characteristics. Spurring the growth of a region or country highly depends on the advantages or competitiveness of the region's economic sectors. In the primary sector, which is the main determinant in triggering the economic growth of a region or country, there are also competitive advantages possessed by each industry. The approach that is often used to measure competitiveness is one of the indicators, namely competitive advantage. A region can market its products outside its territory. Equitable development needs to be carried out, especially for people in disadvantaged areas of the research, namely Bangkalan and Situbondo, as coastal areas.

Keywords: brand strategy, global economy, underdeveloped regions.

1 Introduction

Based on Presidential Regulation number 131 of 2015 on the Determination of Underdeveloped Regions in 2015-2019, the underdeveloped regions in East Java are 1. Bondowoso Regency; 2. Situbondo Regency; 3. Bangkalan Regency; and 4. Sampang Regency. In spurring the growth of a region or country, it is very dependent on the quality or competitiveness of the regional economic sectors. One indicator of approach often used to measure competitiveness is a competitive advantage, which is the regional ability to market its products outside its region [1].

It is necessary to carry out equitable development, especially for people in underdeveloped regions such as Situbondo and Bangkalan, located in coastal areas. They are the most reactive agents of development to environmental changes. The marketing context of a region, city, and country has become very dynamic, competitive, and most talked about lately. Cities, parts, and

countries realize the need for a brand strategy to provide many advantages and benefits for the region.

A brand is a name, term, sign, symbol, design, or combination expected to identify the goods or services of one seller or group of sellers and differentiate the goods and services of competitors' products [2]. Brands contain the company's promise to consistently deliver specific features, benefits, and services to buyers [3]. These brands usually give a positive impression to customers of the brand [4].

Based on the problems and previous studies that have been explained, the researchers plan to research modeling: Construction of Nature Tourism Empowerment Through Positioning-Based "Online Marketplace" for Accelerating Development and Increasing Competitiveness of Industry 4.0 in Underdeveloped Regions of Coastal East Java.

2 Research Methodology

This study used several stages, including:

2.1 Approach Method

A qualitative approach was used to test the model obtained, and the model was tested on other tourist attractions and recommended to the relevant agencies and local government.

2.2 Location

The research site is in coastal nature tourism in Situbondo and Bangkalan.

2.3 Unit of Analysis

The unit of analysis in this study used the purposive sampling technique.

2.4 Data Collection Techniques

This study uses focus group discussion, observation, and documentation.

2.5 Data Analysis Techniques

The researchers interpret the data by combining certain concepts/theories to understand reality. The results are made to build a model for accelerating development and increasing the competitiveness of Industry 4.0 on empowering natural tourism in the coastal areas of Situbondo and Bangkalan.

2.6 Measurable Outcomes Indicators

Determination of the model, availability and relevance of data, the data obtained are relevant and related. The concept was piloted as the basis for the appropriate agency/stakeholder policy.

3 Discussion

As a large country in the world, Indonesia is measured by its area, demography, an abundance of natural resources, and human resources. It has undoubtedly been straightforward to improve its economy. Indonesia has thousands of islands, diverse cultures, and languages. In 2019, it was reported that Indonesia has a population of around 265 million, with a young and productive population structure. Indonesia has diverse traditions and cultures, natural wealth, and vast beaches. These are all huge capitals in moving the people's economy through the natural tourism sector, beaches, and creativity to manage marine and forest products owned by the government and the community. The tourism sector in Indonesia has the potential to be developed as a driver of the national economy. Therefore, economic growth, national income, and people's per capita income can increase.

However, worldwide economic activity, including Indonesia, is experiencing and facing the COVID-19 pandemic, which has hit the economy and market activity hard. According to Bloomberg, economic growth in emerging markets and developing economic countries, including Indonesia, in 2020 decreased by – 3,0 %, and in advanced economic countries in the same year, it decreased by – 8.0 %. Meanwhile, in 2021, it is estimated that the world economy will rise with economic growth of 5.9% for the group of emerging economic countries, including Indonesia. This economic growth is higher than the advanced financial group of 4.8%, meaning that economic acceleration in Indonesia has a faster chance of rising. The integrated tourism sector is a sector that is relatively more resistant and insensitive to crisis shocks and the COVID-19 pandemic. Therefore, the government must develop this sector as a driver in generating increased economic activity in the region through products produced by small and medium-sized micro enterprises (MSMEs).

Related to the development of the integrated tourism sector, it is necessary for the government, through the Ministry/Minister of tourism or related ministries, to immediately issue policies and legal regulations that facilitate the entrepreneurs and investors to invest in the integrated tourism sector to encourage accelerated growth of the integrated tourism sector in the regions. The central government or the ministry of tourism and creative economy is expected to be able to provide direction and attention to Situbondo and Bangkalan regencies to develop the tourism sector as a driver of the regional economy.

Speaking about marketing strategy, of course, we cannot forget about what methodology is used. There are so many ways and data that are used. However, not all of them effectively promote nature tourism, which is considered difficult to do online. However, several alternative methodologies can be applied, among others are:

Approach: Applicative and multidisciplinary

Analysis: the role of the economic sector and triangulation. Triangulation is conducting interviews and observations and collecting data or information from several nearby communities or respondents.

Marketing of tourist destinations must be sustainable by taking advantage of technological developments through social media and online advertising, such as Instagram, Facebook, and website [5], [6].

3.1 Bangkalan Regency

In this study, we chose the area of the Bangkalan Regency, commonly known as the city of cow racing (*Karapan Sapi*). The researchers have several reasons for choosing Bangkalan as a tourist destination, including the close distance of tourist attractions to Surabaya, cheap travel costs, beautiful and comfortable tourist attractions because not many people know about it, visiting the center of Bangkalan batik craft and culinary specialties, such as Sinjay duck, and utilizing limestone tourism.

Bangkalan Regency has the following data:

Progressive Sector: Electricity and Gas Procurement, Water Procurement, Waste Treatment and Recycling, Construction, Wholesale and Retail Trade, Warehousing and Transportation, Education Services, Enterprise Services, Health Services, and others.

Backward Sector: Agriculture, Forestry and Fisheries, Mining and Quarrying.

Sluggish Sector: Manufacturing Industry, Accommodation and Food and Beverage providers, Financial and Insurance Services and Government Administration, Defence and Social Security.

3.2 Situbondo Regency

Situbondo is geographically located in the north coast region. It was stretched and bordered by Probolinggo Regency in the West and Banyuwangi Regency in the East. Situbondo region practically has a reasonably large beach and sea area and has the potential as an integrated tourist destination. Situbondo Regency has many tourist destinations, including beach tourism, ecotourism, and religious tourism. Many existing Islamic boarding schools with a distinctive Madurese language have become a tourist attractions.

Situbondo Regency is known as the city of Santri (Islamic boarding school students) because there are many Islamic boarding schools in Situbondo.

Developing Sector: Water Procurement, Waste treatment and Recycling, Construction, Education Services, Health Services, and Social Activities.

Progressive Sector: Mining and Quarrying, Manufacturing Industry, Electricity and Gas Procurement, Warehousing and Transportation, and Information and Communication.

Backward Sector: Accommodation and Food and Beverage providers, Financial and Insurance Services, and Corporate Administration.

Sluggish Sector: Agriculture, Forestry and Fisheries.

Data collection and data processing of natural tourism in Situbondo and Bangkalan regencies use the purposive sampling technique. The model for the Construction of Nature Tourism Empowerment is obtained through a Brand Strategy based on an "Online Marketplace" to accelerate the development and increase the competitiveness of industry 4.0 in an underdeveloped region of the coastal areas of Situbondo and Bangkalan. The construction of Natural Tourism Empowerment Through the online Marketplace can be seen below:

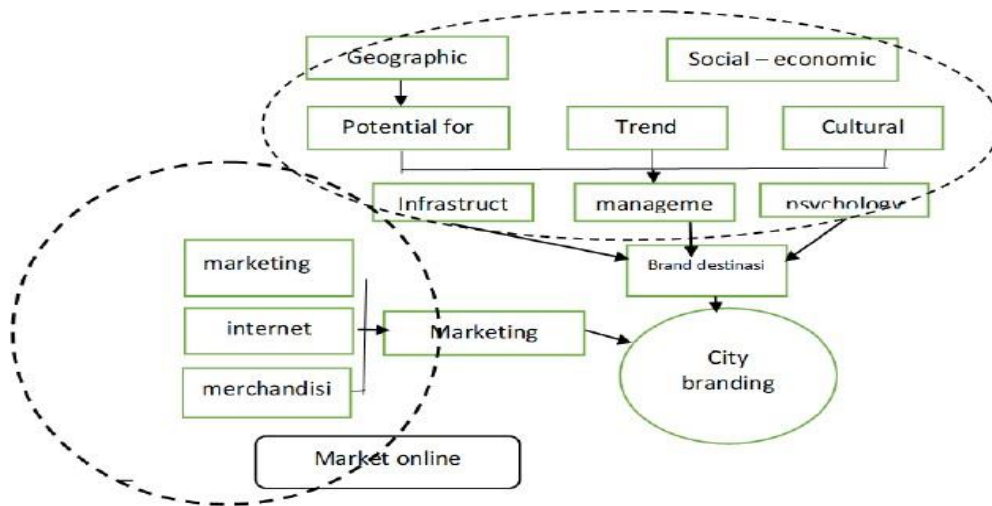


Fig 1. Construction of Nature Tourism Empowerment Through Online Marketplace

4 Conclusion

Accelerating the Development and Increasing the Competitiveness in Underdeveloped regions through the Empowerment of Nature Tourism with natural, cultural, and economic potential in Situbondo and Bangkalan Regencies. Natural potential with different characters, Situbondo district, is more to the beauty of the beach, while Bangkalan district's natural potential is more to limestone mountains. The cultural potential in Situbondo and Bangkalan District also has different Characteristics. All of them are very supportive of the development of the community's economic potential. An online marketplace in great demand and has been used in Situbondo, and Bangkalan Regencies are Instagram, Facebook and website. The relationship between the natural, cultural and economic potential that are interrelated and mutually supportive can be seen in figure 2.

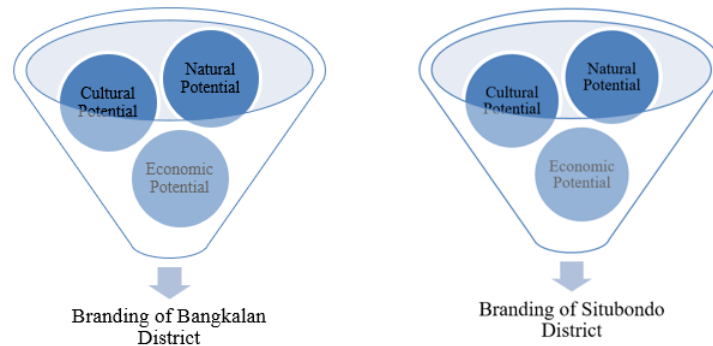


Fig 2. Elements of Tourist Area Branding

Acknowledgment

This Research is founded with Master contract no. 008/E5/P6.02.00PT/2022, March 16, 2022 and contract derivatives no. 1578/PKS/ITS/2022, March 17, 2022.

References

- [1] B. Jannah, Z. Arifin, and A. Kusumawati, "Pengaruh City Branding Dan City Image Terhadap Keputusan," *J. Adm. Bisnis*, vol. 17, no. 1, pp. 1–7, 2014.
- [2] A. Huzaini, "Strategi humas pemerintah kabupaten bangkalan dalam membangun citra bangkalan kota dzikir dan sholawat." Universitas Muhammadiyah Malang, 2017.
- [3] P. R. Isnaini and Y. Abdillah, "Pengaruh Citra Merek Destinasi Terhadap Keputusan Berkunjung dan Kepuasan Pengunjung serta Dampaknya pada Minat Kunjungan Ulang (Survei pada Pengunjung Taman Rekreasi Selecta Kota Batu yang termasuk dalam Kategori Generasi Millennial)," *Adm. Bisnis IJAB*, vol. 55, no. 2, pp. 122–129, 2018.
- [4] R. Afriansyah, A. Wicaksono, and L. Djakfar, "Penentuan prioritas pengembangan jaringan jalan pendukung kawasan strategis di pulau sumbawa," *J. Rekayasa Sipil*, vol. 6, no. 3, pp. 214–225, 2012.
- [5] E. Y. et al. NIKOLSKAYA, "Improvement of Digital Technology in the Tourism Sector.," *Journal of Environmental Management and Tourism*, vol. 10, no. 6, pp. 1197–1201, 2019.
- [6] Soehardjoepri et al, "Natural Tourism Empowerment Construction through Brand Strategy Based Online Marketplace to Accelerate the Development and Enhancement of Industrial Competitiveness 4.0 in Undeveloped Areas of the Coast of East Java," *Journal of Environmental Management and Tourism*, vol. XI, no. 48, 2021.