

STRENGTHENING OF FISHERMAN'S SETTLEMENT POTENTIALS IN MANGROVE TOURISM AREA

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Abstract: The fishermen's settlement at the East Coast Surabaya, has a strategic role to develop and support the existing tourist attraction of the area. From the identification of potential of this area obtained: natural landscape, socioeconomic condition and built environment, where the settlement area "Gunung Anyar Tambak" can act as the gate and become a unity with the Anyar Mangrove Tourism area. In addition, the potential of existing areas still need to be strengthened through both top down and bottom up approach that are based on community participation and combined with the Surabaya city government program. Potential strengthening focuses on providing attractions, amenities, accessibility and ancillary. Which aims to change the image of the area in order to improve the branding of new tourism and the area as well

Keywords: Strengthening The Potential, Potential Of The Area, Fishermen's Settlement.

I. INTRODUCTION

Only in recent years, the government has paid serious attention to the marine aspects, the processing of marine products and the area around the sea including the settlement of fishermen. In fact, in Indonesia, there are still many potential coastal areas such as settlement of fishermen has not been managed properly. This is because the community tends to prioritize the cultivation of agrarian products and the processing of the land area. In the past, political will of the government has not emphasized coastal attention, this may be one of the untapped factors of coastal potential for the national economy in general and in particular the local coastal areas. Whereas the sea has a strategic role, namely in addition to having a promising economic value. As part of the coastal area, settlement of fishermen have been often associated with a simple environment, less developed, and even slum areas. This paper sees the potential of settlement of fishermen in Gunung Anyar Tambak Surabaya which is expected to support tourist attraction in Surabaya. The concept of strengthening the potential of the settlement of fishermen in Gunung Anyar Tambak is to optimize the potential of the area into a natural area with respect to the character of the landscape is still dominated natural impression maintained, the social economic life of society in the form of local culture and customs, as well as adjusting to the development of mangrove tourism that has been planned. The area of fishermen's settlement can be developed optimally, if it involves all stakeholders such as municipalities, local and fishing communities, pond farmers, local small entrepreneurs, women business organizations and local youth organizations.

The existing condition of this fisherman settlement has many potential worthy of development include:

first is the innate aspect derived from nature such as a strategic location and the existence of a small river that is used as a fishing boat traffic to the sea, berths and at the same time drop off the catch from sea. Second is the attitude of people who are still traditional minded and have not been able to quickly accept changes and new things to manage the area as a tourist area of mangrove. They also have a unique lifestyle as a traditional fisherman who still retains the habits and cultures that have been inherited from generation to generation. Thirdly, physically, in this settlement of not yet fulfilled facilities with adequate city utilities such as: drinking water system, drainage and garbage disposal facilities. In the area of "Gunung Anyar Tambak" although there is an access road to mangrove tourism but the condition is still relatively minimal both in terms of quality and quantity required by the visitors / tourists, as well as the availability of parking and information direction at this area. Strengthening of potentials of this area is needed in all aspects, include strengthening in social, economic, physical and environmental aspects. The purpose of strengthening this area in the long run is the creation of settlement of fishermen "Gunung Anyar Tambak" into Eco-Friendly settlement, creating harmony, balance between people living in the area with the environment. As for the current condition, there is already a social activist who helps to provide assistance to increase public awareness about cleaner and healthier life and able to maintain the environment in the surrounding area to settlement of sustainable fisherman where the local economy is expected to grow well, and in the end society becomes more prosperous.

II. MATERIALS AND METHODS

The potential of the region or tourist attraction according to Medlik, 1980 (in I Gusti Bagus Rai

Utama, 2017) suggests that there are four components that must be owned by a tourism destination: attraction (in the form of natural attraction, artificial attraction, and cultural attraction), accessibility (transportation facilities and infrastructure, access roads to the settlement of fishermen so that visitors feel safe and comfortable), amenities (amenities needed visitors such as health facilities, worship facilities, restaurants, shops, guest house and toilet), and ancillary (institutional availability that takes care of operationalization, planning and arrangement of activities and facilities in the settlement of fishermen area for service and ease that will affect the length of stay of the visitors).

Focussed Group Discussion (FGD) is one of the participatory methods of gathering information about a problem and the need for development of the communities conducted through a joint discussion by some members of the local community (representatives from various community elements or stakeholders) facilitated by the moderator an issue, a case, an event as a discussion, then the participants themselves who raised the problems and needs and to see the potential of the region by using 4A indicators as follows: Amenity, Accesibility, Ancillary, and Attraction.

III. RESULTS AND DISCUSSION

Physically, the location of fisherman settlement is can be used as a gateway of mangrove tourist area. This settlement area can be processed into a pleasant welcoming place for tourists by exposing the activities and traditional local culture as well as providing physical facilities of buildings and the environment is distinctive and interesting.. In socio-cultural behavior is shown through the existence of several special characters namely: 1). Conventions or agreements often occur in the fishermen community, ranging from the level of buying and selling of fish, the use of boats, linkages with the level of community leadership is also related to the agreement of the division of fishing areas. Thus the groupings that occur in the environment of fishermen will be very strong because based on the existence of these agreements. 2). The interaction for high group is due to the long life span of the boat as well as the challenges of life both in the sea and on the mainland, so the attachment and dependence of the community is very high. 3). The bonds of kinship that formed to give a characteristic in the arrangement of settlement. The kinship formed based on the regional bonds is the basis of the settler's origin, the livelihood link is the specification as a fisherman, as a craftsman of the small fishing industry, the bond of diversity, and the bond of the psychological condition. The kinship ties lead to the tendency of grouping between of units settlement and the need for space of activity. In the economic aspect, the behavior of the fishing community is identified with the limited knowledge,

skill and attributes that are still attached to fisherman difficult to enter in the formal economic pattern. This is becoming increasingly isolated fishing grounds. The chain of community economic activity, both in the form of basic livelihoods and side livelihoods through small businesses and home and traditional industries, creates the need for transitional spaces against spatial patterns of the region. The implications of such social and economic behavior will lead to the formation of housing structures. Strengthening of existing of the settlement can be done in various ways that will improve the family-based economy: such as selling products from the processing of marine products for food and crackers in the household scope. For the development of this area there are some activities that can be done is the sale of fish either raw or cooked with various types of seafood or seafood menu is delicious by opening a restaurant and coffee shop along the edge of the river. Tourists can get a menu of marine cuisine by buying at a small restaurant located in the settlement of Fishermen "Gunung Anyar Tambak". Incidental activities can be festivals or traditional ceremonies that can be packaged to be interesting. Among them are Attractions: There is a harvest for milkfish, there are rituals and fish picking ceremony and auction of milkfish before the Islamic holiday. The results of ponds conducted that can be used as an attraction and alms of the earth. There are fishing activities, there are in the pond and in the sea. Habits are done on a yearly basis and the implementation is 1). Fish Eating Festival is a community activity around the area to enliven the area attract tourists and become a thanksgiving event for local residents and it is open to the public. 2). Floating Boat Festival, invites fishermen or residents who have a boat to decorate it with a good and full color, this festival is watching a variety of boats are decorated. The program is open to the public and a competition for fishermen to be interested and motivated.

Ammenity is an all-in-one facility that caters for travelers for any needs during their stay or visit in a tourist destination, such as hotels, motels, restaurants, cafes, souvenir shops.

Included in the tourist facility is a supporting facility for tourist activities of a daily visitor or tourists. Lawson and Baud-Bovy (1998: 24) divide ancillary facilities: 1) Accommodation (hotels, motels, cottages, apartments, and others). 2) Eat and drink (restaurant, coffe shop, snack bar, and others). 3) Sanitation. 4) Accessibility (access road, trails, entrance / main gate and parking lot.

Active facility is a facility that serves as one of supporting activities that can be done by visitors or tourists, such as office buildings / administration, security posts, coast guard posts, and others.

Availability of public facilities, places of worship, tourism center, showrooms, provision of providing infrastructure: paths, rain and heat visitors tepap comfortable. Landfills, markers and prohibition

notices and directions decorate or provide beauty-cian to provide regional branding to have a new image of the area from settlement of fishermen and mangrove anyar tours. Setting physical elements such as: setting tree. gate settings, nameplate settings, location maps that can be found everywhere to make it easier for visitors.

Setting the required physical elements such as: setting the tree. gate settings, nameplate settings, location maps that can be found everywhere to make it easier for visitors in the Fishermen's Settlement Area. Provision of tourist routes and the means of transportation both near and long distance such as urban transport, special cars and vehicles to travel around the area.

Figure-1: Indicators for Strengthening Area Potential Settlement Fisherman's

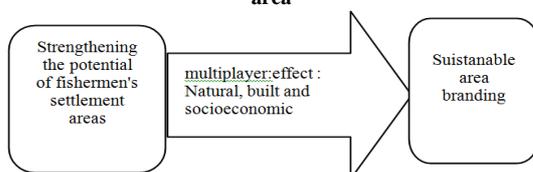
Indicator	Variable	Reasons for Selecting Variables
Attraction	Typical attractions of fishermen's settlements	•The typical culture of fisherman's settlement is the main dish in mangrove tourism destination so it is necessary to know the typical culture
	Unique tradition and culture	
Accessibility	Distance to nearest existing attractions	•Sightseeing that already exist around the fishermen's settlement
	Provision of transportation equipment	
Anciliaty	Types of daily activities of unique and characteristic fisherman	•Types of community activities are needed as a major attraction
	Availability of managers in the area	Settlement fisherman area management
	Customary community system fisherman	Fully functioning system in settlements fisherman
	Community and grup participation settlements fisherman	Involvement and participation of communities and groups of settlement fishermen
Amenity	Availability of basic facilities and infrastructure that support settlement area of fishermen	Availability of facilities and infrastructure for tourists
	Availability of lodging facilities	Availability of supporting facilities
	Availability of souvenir shops	The availability of typical cullinary places to eat
	Availability of food stalls and restaurants	

Source: processed by the author

Furthermore, when the model (design, strengthening of the potential of the region) applied Branding area about tourism and strengthening the potential of fishermen's settlement area for its image to be positive, as Figure 2

Figure-2

Branding as a product of Strengthening the potential of the area



Source: processed by the author

In figure 2, this settlement is intended as a settlement of the tourist destination and is not only an ordinary fishermen settlement which activities are limited to the catching and processing of marine wealth but also has multiplayer effects (both natural, built environment and socioeconomic activities) resulting in the branding of a settlement of Fisherman which has humanist character, friendly and sustainable. Like the theory which mentions: the existence of 8 elements of urban design, each urban design should take into account the elements of existing design so that later the city will have a clear characteristic. According to Hamid Shirvani in his book "Urban Design Process"(Hamid Shirvani, 1985), there are eight elements that form a city, namely Land Use, Building and Mass Building, Open Space, Parking and Circulation, Signages, Pedestrian Ways, Activity Support, and Preservation.

Meanwhile, according to Novaria Rachmawati, 2017, the development of regional branding covers various issues that can change the image of the region according to market taste and done in the form of a series of promotional and environmental actions that enable the branding of tourism products, identity brand and community involvement, destination marketing, tourism exhibition and partnership in tourism, among others, tourists can see the activities of citizens who mostly become fishermen, as well as close look at the way of processing fish and processed products of seafood in the form of crackers are usually done until the consumer. In addition, in the household fishing settlement of will be built floating tourist attractions as a sustainable development as Tourism "Anyar Mangrove Tambak"

CONCLUSIONS

Fisherman's settlements have often been linked to simple, underdeveloped, and even gritty environments. A well developed coastal area is usually a special tourist area built for hospitality and beach tourism. The fishing settlements of Gunung Anyar, originally thought to be a 'backyard' that only serves to produce marine products for nearby tourist areas, now views are being revamped and developed by strengthening the region's potential.

This change will have an impact on the new imagery so that the area can be better known by the tourists and become the Mangrove Tour Gate in East Coast Surabaya. This can be achieved if the bottom up and top down approach can be done on an ongoing basis.

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