

# Migrant Village Economic Development Strategy Through Tourism Development: Case study of Malang Regency of Indonesia

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## ABSTRACT

*Tourism is a source of income for developed and developing countries, especially the Indonesia-Malang Regency. This research was conducted in sub-districts that have tourism potential and are based on migrant villages. This study indicates that Malang Regency has high tourism potential but has not been widely used by rural communities. Eventually, many rural communities become migrant workers due to limited opportunities & work opportunities, income disparities, and less productive use of income. Especially in Malang Regency, in 2016, there was an increase in the number of migrants by 21.8%, in 2015 (1,947 migrants) and 2016 (2,490 migrants). So that a migrant village tourism development strategy is needed through the analysis as follows: Optimizing the condition of its natural potential, namely in the form of beautiful beaches and attractively packaged fish catches, to improve the quality and diversity of tourism products and increase the diversity of tourist attractions both within the attraction location. Tourism and raising the potential of natural resources that have not been developed and packaging them more attractively through tour packages, adequate facilities, homestay development, and developing cultural arts as tourism events to increase tourist attraction and face competition with similar tourist attractions.*

**Keywords:** Strategy, Migrant Villages, Tourism.

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## 1. INTRODUCTION

Malang Regency has high tourism potential but has not been widely used by rural communities. Eventually, many rural communities become migrant workers due to limited opportunities & work opportunities, income disparities, and less productive use of income. Especially in Malang Regency in 2016, there was an increase in the number of migrants by 21.8%, in 2015 (1,947 migrants) and 2016 (2,490 migrants), and Malang Regency had the most significant migrant rank in East Java province. Suppose the problem of immigrants mentioned above is not immediately found. In that case, it will impact the high number of migrants and the emergence of *trafficking in person*, family psychology, unprocedural migrants, and the increasing number of cases of migrant workers abroad.

Addressing the problem of migrant workers requires a solution by creating new job opportunities through Higher Education Applied Research (PTUPT) activities on Productive Migrant Village Management Models Based on Tourism Businesses to Create New Job Opportunities. The main objective of this study is to find a management model for Productive Migrant Villages based on tourism businesses to increase long-term and sustainable employment opportunities. The first research stage that has been carried out is a preliminary survey to find out social inequality in migrant villages (Limited employment opportunities and the use of unproductive income so that it triggers rural communities to work as migrants / TKI).

Analysis of Tourism Attraction Development Strategy Problems in Migrant Villages through the SWOT and EFAS-IFAS approaches. EFAS is an External Factors Analysis Summary, which is the conclusion of the analysis of various external factors that affect the sustainability of the tourism business. IFAS is the Internal Factors Analysis Summary, which is the conclusion of the analysis of various internal factors that affect the sustainability of the tourism business in Desmigratif.

Productive Migrant Villages are villages where most people work abroad, understand the system of placement and protection of workers both at home and abroad, and can build productive, independent businesses through the active role of the village government and other stakeholders [1]. Tourism is a variety of activities supported by various facilities and services provided by the community, business people, government, and local governments [9].

A *tourism business* is a business that provides goods and services to meet the needs of tourists and organize tourism [6]. Indonesian Workers, or called with migraines, are Indonesian citizens qualified to work abroad in the employment relationship for a certain period of pay.

## 2. RESULTS & METHODS

Malang much has the potential of tourism in every District and village that can be fostered develop it as in the following table:

**Table 1 Potential Districts Southern Region Malang Regency**

No	Districts	Name of Village	Tourist Attraction	Crafts & Culinary
1	Donomulyo	1. Tulungrejo	Ngliyep Beach	Crackers Samiler
		2. Banjarejo	Modangan Beach	
		3. Kedungsalam	Kondang Bandung	Ginger Ginger
		4. Tlogosari	Beach	Coconut Sugar
		5. Tempursari	Bantol Beach	
		6. Mentaraman	Kondang Iwak	
		7. Donomulyo	Beach	
		8. Purworejo	Jonggring Saloka	
		9. Sumberoto	Beach	
		10. Purwodadi	Gunung Kumbang	
2	Bantur	1. Bandungrejo	Balekambang Beach	
		2. Bantur	Kondang Merak	Dodol Salak
		3. Karang Sari	Beach	
		4. Pringgodani	Taman Ayu	Chipsbanana
		5. Rejosari		Milling Batu Putih
		6. Rejoyoso		
		7. Sumber Bening		
		8. Srigonco		
		9. Wonokerto		
		10. Wonorejo		
3	Gedangan	1. Gajah Rejo	Bajul Mati Beach	MonteBags
		2. Gedangan	Nganteb Beach	Pecel sauce
		3. Segaran	Wonogoro Beach	
		4. Sidodadi	Jelangkung Beach	ChipsMelinjo
		5. Sindurejo	ungapan Beach	Rengginang
		6. Sumberejo	Bengkung Beach	
		7. Tumpakrejo		
		8. Girimulyo		
4	Sumbermanjing Wetan	1. Argotirto	Sendang Biru Pulau	NecklaceSeasoning
		2. Druju	Sempu	BraceletSeasoning
		3. Harjokuncaran	Butik "Andis" Sutra	
		4. Kedungbanteng	Druju	Shredded Tuna
		5. Klepu	Goa China Beach	
		6. Ringin Kembar	Tamban Beach	
		7. Ringinsari	Perawan Sidoasri	Banana chips Sale
		8. Sekarbanyu	Batu Sekaming	
		9. Sidoasri		
		10. Sitarjo		
		11. Sumberagung		
		12. SumbermanjingWetan		
		13. TambakAsri		
		14. Tambakrejo		
		15. Tegalrejo		
5	Tirtoyudo	1. Gadungsari	Lenggoksono Beach	Robusta
		2. Tamankuncaran	Bowele Beach	
		3. Wonoagung	Bolu-bolu Beach	
		4. Tamansatriyan;	Banyu Anjlok Beach	
		5. Ampelgading	Wedi Awu Beach	
		6. Sukorejo;	Sipelot Beach	
		7. Tlogosari;		
		8. Jogomulyan;		
		9. Tirtoyudo,		
		10. Kapatihan,		
		11. Sumbertangkil,		

- |   |             |   |  |                                 |
|---|-------------|---|--|---------------------------------|
| 6 | Ampelgading | 12. Pujiharjo.<br>1. Argoyuwono<br>2. Lebakharjo<br>3. Mulyosari<br>4. Purwoharjo<br>5. Sidorenggo<br>6. Simojayan<br>7. Tamanasri<br>8. Tamansari<br>9. Tawangagung<br>10. Tirtomarto<br>11. Tirtomoyo<br>12. Wirotaman<br>13. Sonowangi | Licin Beach<br>Gunung Semeru<br>Agro Kesemek<br>Ranu Sosro | Salak Pondoh<br>Kopi Singo Edan |
|---|-------------|---|--|---------------------------------|

**Table 2 Analysis of Migrant Village Tourism Strategy**

Variables	Problems
<b>Tourism Attractiveness</b>	<ul style="list-style-type: none"> <li>● Decreased biodiversity of fishery resources due to the use of fishing gear that is less than optimal.</li> <li>● Lack of facilities and infrastructure as well as insight into the processing of marine fishery products in</li> <li>● the Sempu Island area which is still a conservation area.</li> <li>● Not yet optimal management in the tourism sector, especially in the Sempu Island area.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>● There is no public transportation that reaches the Village</li> <li>● Narrow and damaged roads hinder accessibility.</li> </ul>
<b>Variable</b>	Problems with
<b>Tourism Facilities</b>	<ul style="list-style-type: none"> <li>● Limited number of public toilets</li> <li>● Inadequate parking space</li> </ul>
<b>Village facilities and infrastructure</b>	<ul style="list-style-type: none"> <li>● Waste management in settlements is still partially disposed of or burned so that it disturbs environmental cleanliness</li> <li>● Only one telecommunications provider is able to reach Tambakrejo village, thus hampering visitor/tourist communication</li> </ul>
<b>Human resources</b>	<ul style="list-style-type: none"> <li>● Level education is still low The</li> <li>● Quality of the workforce in the tourism still low</li> </ul>
<b>Information and Promotion</b>	<ul style="list-style-type: none"> <li>● Sector is There is no management related to tourism Tourism</li> <li>● Service activities run naturally played by individuals.</li> </ul>

**2.1 SWOT and EFAS-IFAS**

Based on the IFAS and EFAS assessments, it can be seen that the position of the SWOT quadrant for Potential Development of Migrant Villages as a Tourism Village is in quadrant I Room B, namely *Stable Growth Strategy*, meaning that the strategy for stable growth and development is carried out in stages. The target is adjusted to current conditions. This is a favorable situation because it has considerable opportunities and strengths to achieve the tourism village development desired by the community.

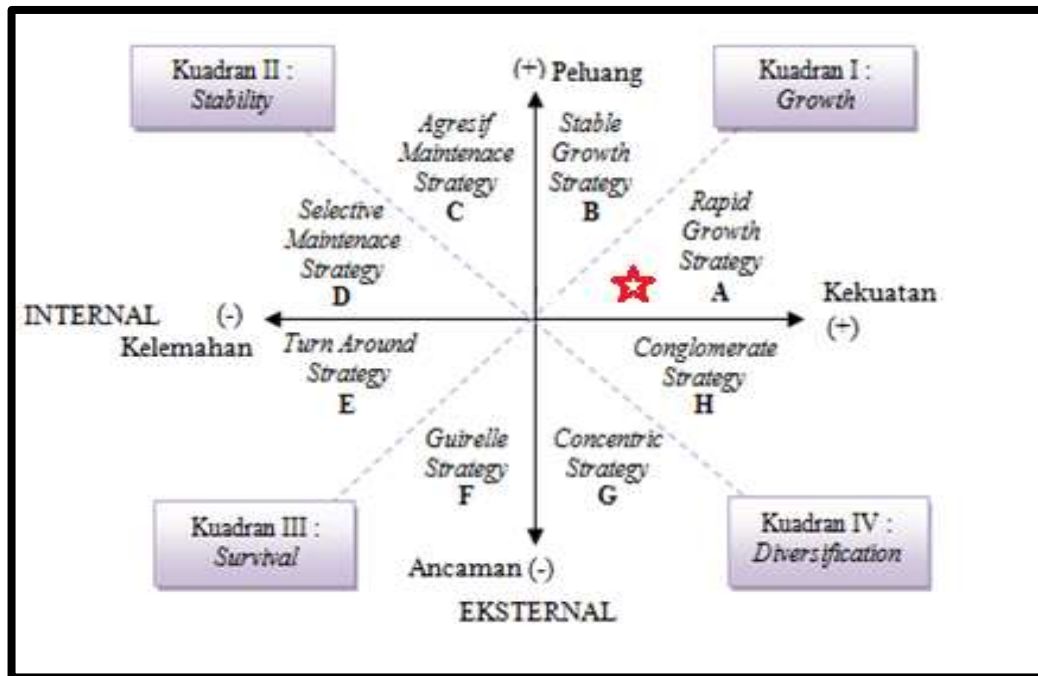


Figure 1 Position of the Migrant Village Development Strategy Quadrant The development

2.2 Strategy includes:

- a. Optimizing the condition of the natural potential possessed, namely in beautiful beaches and attractively packaged fish catches, improves the quality and diversity of tourism products [24].
- b. Increasing the diversity of tourist attractions both within tourist attraction locations as well as raising the potential of natural resources that have not been developed and packaging them more attractively through tour packages, adequate facilities, and homestay development as well as developing cultural arts as *events* tourism to increase tourist attraction and face competition with similar tourist attractions [25]
- c. Optimizing the role of management in developing equal potential in each hamlet and continuing development programs such as socialization, training, and capital assistance with more frequent and even intensity for the development of *homestays* and improving the quality of human resources.
- d. Improve service through the provision of facilities, infrastructure, and accessibility of adequate supported policies Malang regency related to the development of tourism in order to support the needs and comfort of tourists
- e. We utilize local labor availability and optimize community participation supported by local government policy to develop a tourist attraction and boost the local economy.
- f. There is a need for integrated waste management in Migrant Villages, especially in each tourist attraction.

Strategies in stabilization programs amenities(*amenities*)and spur increased support facilities(*ancillary service*)travel to provide travel services through the analysis of supply and demand in the migrant village, then the first mapping of the potential of tourism in the 6th District of the southern region based on the migrant village.

2.3 Description of Tourist Attractions Tourist

Attractions in Migrant Villages, Malang Regency, are divided into natural and cultural resources. These tourist attractions include: The natural beauty, of Migrant Village is a coastal village in the southern part of Malang Regency, which has a landscape of beaches and hills. So that makes this Migrant Village has a dazzling natural beauty and is used as an attraction. Sendiki Beach, is one of the beaches in the Migrant Village that is unspoiled, has cool air, has a relatively long stretch of white sand and high waves. Unfortunately, the beach's location is a bit hidden behind a hill, so to get there, you have to walk for 1 km, and the vehicle only arrives at the parking lot. Tamban Beach Tamban,

Beach has white and clean sand along approximately 1.5 km, the beach is excellent, and the waves are pretty calm because it is directly opposite Sempu Island. However, Tamban Beach is a bit empty of visitors compared to Sengki Beach; only a few visitors enjoy Tamban Beach and enjoy lunch at one of the grilled fish stalls. Sendang Biru Beach, Sendang Biru Beach is one of the tourist areas owned by Perum Perhutani and managed by Unit II. Sendang Biru has an exciting view: clean white sand, clear seawater, and colorful fishing boats leaning neatly on the beach. This beach is directly opposite Sempu Island, separated by the

narrow Sempu Strait and 4 kilometers long. The attraction of this beach is the fish market at the fish auction place (TPI) and diesel engine boat tours around the coast.

Teluk Asmara, Beach Teluk Asmoro Beach is a lovely and natural beach; several islands adorn this beach. As the name suggests, this beach forms a small bay with relatively calm waves and has quite clear seawater, coral reefs and rocks are visible, and beautiful small fish are roaming around. Teluk Asmara Beach is often referred to as the miniature of Raja Ampat. Sempu Island, Sempu Island has an alluring attraction, namely the Segara Anakan Lagoon, a beach on the island with a stretch of white sand and 4 ha. However, the tourist area of Sempu Island is predominantly overgrown by tropical trees covering an area of 877 ha; this is a nature reserve that is directly managed by the East Java Natural Resources Conservation Center (BBKSDA) and the Ministry of Forestry. Fishery products, The fishery sector is the primary sector in Migrant Villages; fish products are pretty abundant every year.

The fish products consist of tuna, tuna/skipjack, snapper, squid, and sardines. The fishery sector in the Migrant Village is also supported by adequate facilities, namely a fish market and TPI. The picking ceremony, Local wisdom in Migrant Village is a "Sea Picking" ceremony; this ceremony is a traditional ceremony held every year on September 27. During the "Petik Laut" activity, there are several sub-activities: a series of the "Petik Laut" ceremony procession; these activities are packaged into events conditional with cultural and religious nuances. This ceremony is held on the coast of Sendang Biru Beach and is preserved by the local community.

**Table .3 Directions for Development of Tourism Attractions in Migrant Villages**

<b>Tourist Attractions</b>	<b>Analysis</b>
<b>Something to Do</b>	<p>Camping is an activity that can be done by tourists who have a love for nature. Sendiki Beach and Sempu Island are available for tents.</p> <p>This area can be researched, especially those related to the socio-cultural community as well as those related to the environment.</p> <p>Visitors who like photography can take advantage of the natural conditions in the form of flower gardens or others in this village.</p>
<b>Something to See</b>	<p>High and beautiful waves can only be found at Sendiki Beach. The colorful beauty of fishing boats can be found at Sendangbiru Beach and Tamban Beach</p> <p>. Beautiful natural scenery can be enjoyed in all attractions, each of which has its own uniqueness.</p> <p>Fishermen's settlements can be found at Tamban Beach and Sendangbiru Beach, while other attractions are located far from settlements.</p> <p>The sea picking ceremony which is held every September 27 can be enjoyed at Sendangbiru Beach.</p>
<b>Something to Buy</b>	<p>Grilled fish is a typical food from Migrant Villages. Tourists who can buy souvenirs in the form of grilled fish are sold in several stalls. However, the grilled fish is only found in Tamban Beach, Sendiki and Sendang Biru</p> <p>Fresh fish of good quality can be obtained in Migrant Villages. Tourists who come can also bring home in the form of fresh fish that can be obtained at Sendang Biru and Tamban Beach.</p>
<b>Something to See</b>	<p>Sendiki Beach is unique in the form of fairly large waves, white sand, and unique play facilities (swings and wooden houses on</p> <p>Tamban Beach are unique in the form of fishing boats on the shoreline and food stalls that offer a place to eat overlooking the beach). to the beach.</p> <p>Blue Spring beach has a unique, scenery of fishing boats were great and the colors are leaning on the shoreline, the diversity of fresh fish, the TPI and the fish market</p> <p>Gulf Coast Asmara is a beach that is still relatively new, and recently opened by local residents. This beach also has its own uniqueness, namely it has small islands, often referred to as the miniature of Raja Ampat in Papua</p> <p>. Sempu Island is a conservation area and its own beauty; immediately saplings</p>

**2.4 Facilities And Infrastructure**

Accommodation (hotel/lodging) Hotel / Lodging in Migrant Village consists of, homestay, guesthouse, and treehouse. On Sendiki Beach has a unique inn, namely in the form of a treehouse. The price per night is Rp. 150,000. Places to eat and drink/stalls. In the Migrant Village, there are several stalls selling food, especially grilled fish stalls typical of the Migrant area. These stalls are located in each tourist attraction; only Sempu Island and Teluk Asmara are unavailable for food stalls.

Parking is one of the supporting facilities for tourism which is no less critical than other facilities. Each tourist attraction has adequate parking space. It is just that some parking lots do not have parking attendants, such as at Tamban Beach and Teluk Asmara, so they look untidy.

MCK/public toilets are essential infrastructure facilities to support tourism activities. Currently, there are MCK/public toilets at Tamban Beach, Sendiki, and Sendang Biru, while at Teluk Asmara Beach, it is still under construction. Places of worship in this Migrant Village have mosques and churches; the number of churches is more than mosques because most Migrant Village residents are Christians. In addition, there are several mosques and churches located in residential areas, and there are also prayer rooms at Tamban Beach and Sendiki Beach.

Security Post, the Migrant Village has several security posts, including in settlements, at Tamban Beach and Sendiki Beach. Cleanliness. Until now, cleanliness in the Migrant Village has been experiencing problems. Residents are starting to get overwhelmed in handling waste from visitors, especially plastic waste; residents want to process it but still do not know how to process it.

**2.5 Accessibility**

Access to the tourism village can be pretty good; the road is already asphalt with sufficient width. It is just that you have to go through the hills, so the road is winding. To be precise, several roads are still dirt roads, the road to Sendiki Beach and Teluk Asmara. The journey from Malang City to Migrant Village is 3 hours away if there are no problems. It is just that there is no public transportation to get there, so you have to use a vehicle. Visitors' impressions of tourists state that there is still a need for repair and rearrangement; most visitors are very impressed and want to come back another time and are impressed by the natural beauty and culture.

**Table 4 Problems in Tambakrejo Migrant Village**

Variables of	Potential of Tourism
Tourist Attractions	<ul style="list-style-type: none"> <li>● Tambakrejo village has 6 (six) tourist attractions that have their own uniqueness, namely Sendiki Beach, Tamban Beach, Sendang Biru Beach, Teluk Asmara Beach and Sempu Island, as well as sea picking ceremonies.</li> </ul>
Accessibility The	<ul style="list-style-type: none"> <li>● The productivity of marine fish is quite abundant, with various types.</li> <li>● road to Tambakrejo Village has good accessibility, is wide enough and is asphalted.</li> <li>● Most of the roads in Tambakrejo Village are asphalt, only a few sections are still plaster and dirt roads.</li> <li>● The location of Tambakrejo village is easily accessible by</li> </ul>

**2.6 Tourists**

Based on the questionnaire distributed to visitors in the Migrant Village at random, it totals 100 respondents. It can be seen that most of the visitors who visit the Migrant Village are aged 26-35 years.

Variables	Potential of Tourism
<b>Tourism</b>	<ul style="list-style-type: none"> <li>● Facilities The existing tourism facilities can be said to be good, it's just that maintenance is needed.</li> <li>● There is still enough vacant land for the development of facilities and infrastructure.</li> </ul>
<b>Human resources The</b>	<ul style="list-style-type: none"> <li>● attitude of the community that supports the development of tourist villages The</li> <li>● number of productive age workers available is sufficient.</li> </ul>



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<b>Information and Promotion</b>	<ul style="list-style-type: none"><li>• Village youths who rarely migrate, they are more likely to return and build their villages.</li><li>• The beauty of several attractions in Tambakrejo Village has been known by the general public through the internet and tourism brochures in Malang Regency.</li></ul>
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### 3. CONCLUSION

The migrant village tourism development strategy through the analysis is as follows : Optimizing the conditions of its natural potential, namely in the form of beautiful beaches and attractively packaged fish catches, to improve the quality and diversity of tourism products and increase the diversity of tourist attractions both within the attraction location tourism as well as raising the potential of natural resources that have not been developed and packaging them more attractively through tour packages, adequate facilities and homestay development as well as developing cultural arts as *events* tourism to increase tourist attraction and face competition with similar tourist attractions.

Optimizing the role of management in developing potential evenly distributed in each hamlet and continuing development programs such as socialization, training, and capital assistance with more frequent and even intensity for the development of financial *homestays* and improving the quality of human resources. improve services through the provision of adequate facilities, infrastructure, and accessibility supported by Malang Regency policies related to tourism development in order to support the needs and comfort of tourists

We are utilizing the availability of local labor and optimizing community participation supported by local government policies in developing tourist attractions and improving the local economy and The need for integrated waste management in Migrant Villages, especially in each tourist attraction.

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