

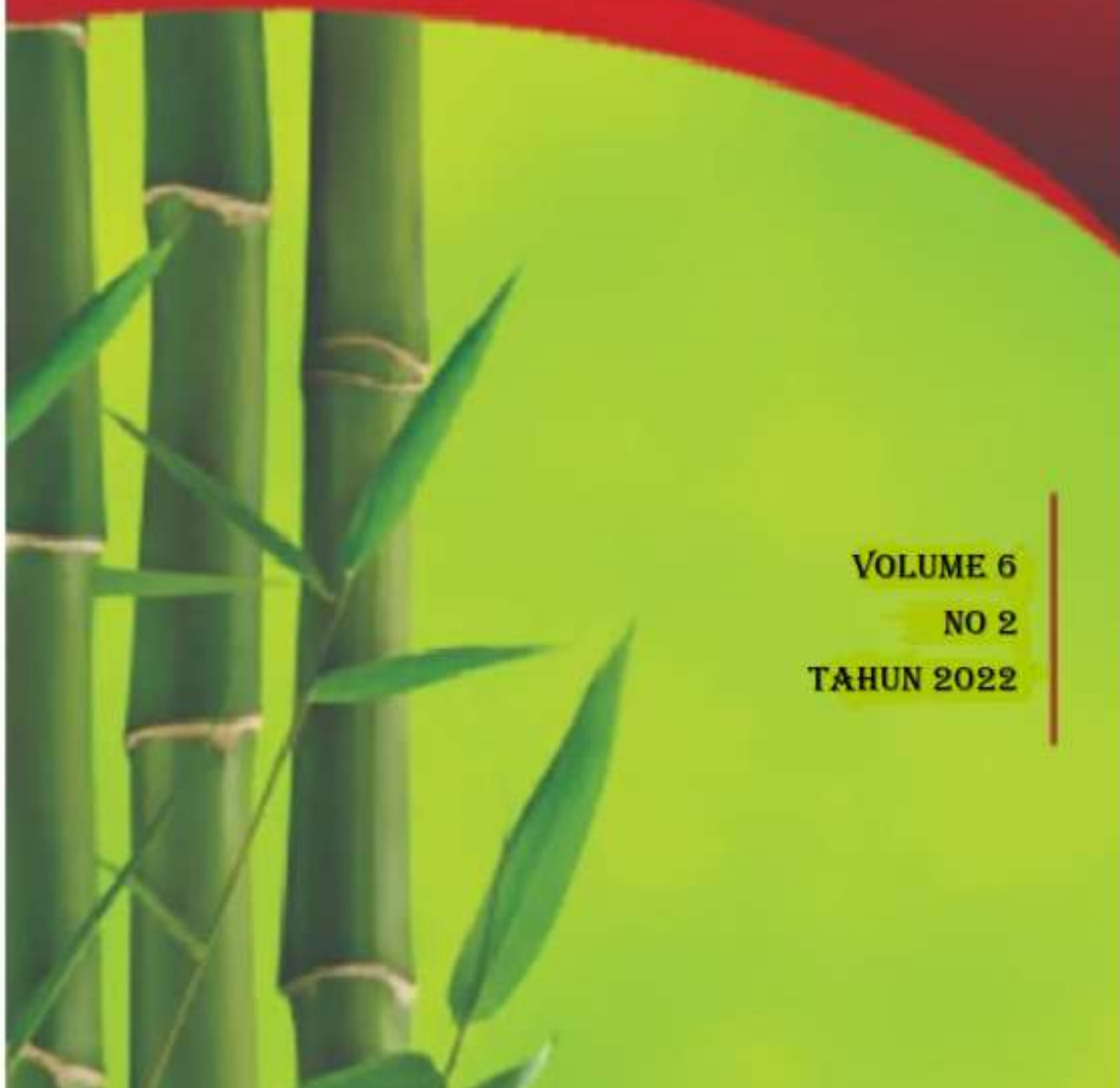
AIRLANGGA

DEVELOPMENT

Journal

P-ISSN 2528-3642
E-ISSN 2722-5569

VOLUME 6
NO 2
TAHUN 2022





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THE DEVELOPMENT PLAN OF MOJOPAHIT MARINE TOURISM: SOCIAL-ECONOMY IMPACT ASSESSMENT

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ABSTRACT

This research is urgently needed to be carried out as an initial assessment to forecast the strategic socio-economic issues as the impact toward Mojopahit Maritime Tourism development plan. The analysis is seen from a social context to measure the socio-economic impacts and also the adaptation strategies that will be carried out by the community. An approach for addressing research problems was decided upon: mixed method research. About 101 people who were chosen through clustered random sampling as respondents participated in this study. Distribution of semi-closed-end questionnaires, purposive sampling-based stakeholder interviews, and field observations were used to gather the data. Data analysis was carried out through descriptive analysis and presented in tables and graphs. The validity test of the research was triangulation. Regarding to the Mojopahit Marine Tourism development plan, this study concluded that the community has sufficient knowledge in measuring the socio-economic impacts of Mojopahit Marine Tourism development plan, including unemployment issue, congestion issue, bio degradation issue, land/building ownership changing, and economic activities changing. Although Mojopahit Marine Tourism will be established in the next year, policy makers have made physical, social, and economic preparations to welcome this development plan through an agent called Tourism Awareness Group (Pokdarwis), socialization programs through digital platforms, and collaborative preparation among departments, city government, district government, as well as village government. It is hoped that the growth of tourism will benefit all Mojokerto local people.

Keywords: *assessment, social-economy impact, Mojopahit Marine Tourism*

ABSTRAK

Penelitian ini dinilai perlu dilakukan sebagai pengukuran awal (assessment) terhadap isu-isu strategis sebagai dampak sosial-ekonomi dari rencana pembangunan Wisata Bahari Mojopahit. Analisis ditinjau dari setting sosial-ekonomi masyarakat untuk mengukur dampak-dampak tersebut dan pola adaptasi yang akan dilakukan oleh masyarakat. Metode penelitian mix method dipilih sebagai pendekatan dalam menjawab permasalahan penelitian. Jumlah responden dalam penelitian ini adalah 101 orang yang dipilih secara clustered random sampling. Pengumpulan data dilakukan dengan penyebaran kuesioner semi-closed-end, wawancara kepada stakeholder yang ditentukan secara purposive sampling dan observasi lapangan. Analisis data dilakukan melalui analisis deskriptif dan disajikan dalam tabel dan grafik. Uji keabsahan penelitian menggunakan triangulasi sumber. Terkait rencana pembangunan Wisata Bahari Mojopahit, penelitian ini menyimpulkan bahwa masyarakat memiliki pengetahuan yang cukup dalam mengukur dampak sosial-ekonomi dari pembangunan Wisata Bahari Mojopahit, antara lain pengangguran, kemacetan, polusi udara, perubahan kepemilikan tanah/bangunan, dan pergeseran aktivitas ekonomi. Kendati Wisata Bahari Mojopahit baru akan beroperasi tahun 2023, namun pemangku kebijakan telah melakukan persiapan fisik, sosial dan ekonomi dalam menyambut rencana pembangunan ini melalui pembentukan Kelompok Sadar Wisata (Pokdarwis), sosialisasi program melalui platform digital, integrasi koordinasi dari persiapan program oleh dinas, pemerintah kecamatan hingga pemerintah kelurahan. Diharapkan, seluruh masyarakat Mojokerto dapat menerima benefit dari pembangunan wisata ini.

Kata kunci: pengukuran, dampak sosial-ekonomi, Wisata Bahari Mojopahit

INTRODUCTION

One of the most significant employment sectors in the world today is tourism. It encourages significant infrastructure investment, the majority of which also works to raise locals' standards of living. With the help of significant tax revenues, the government provides it. The majority of newly created tourism-related jobs and businesses are created in developing nations, which promotes equality of opportunity and prevents rural residents from relocating to crowded cities (Moscardo & Murphy, 2014).

Investing heavily in tourism is not just done by the government, aid organizations, and development organizations. Residents invest time, money, effort, and hope in tourism because they believe it will have a positive impact on their communities' economies and social structures.

Although there have been significant investments made by governments, organizations, and locals, the advantages of tourism are not always readily apparent. Any advantages that can be attributed to tourism have sometimes been undermined by its potential drawbacks. In many other instances, the advantages have been slow to manifest, minimal at best, and typically confined to particular community groups (Moscardo & Murphy, 2014).

The recent critique of community participation in tourism by Butcher (2010) in the Research Probe section of *Tourism Recreation Research* and the rebuttals by Singh (2010) and Weaver (2010) demonstrate that there is still much to be said about resident responsive tourism and community participation in tourism (Sharpley & Telfer, 2014).

With the Covid-19 Pandemic still ongoing, the tourism industry will keep expanding. Cultural tourism is one of the top priorities for tourism diversification. In this instance, the term "cultural tourism" is used to refer to heritage tourism, historical tourism, culinary tourism, city tourism, which focuses on urban heritage regeneration, and village tourism. An effective and efficient step toward achieving the priority indicators of RPJMN or Mid-Term Government Development Plan 2020–2024 is the development of autonomous tourist villages.

The City Government of Mojokerto planned the concept of Mojopahit Maritime Tourism with its tagline i.e *Spirit of Mojopahit*. This plan was done by taking into consideration the geographical circumstances of Mojokerto City, which is situated near the Brantas watershed and the potential cultural heritage of the Mojopahit Kingdom. The Rejoto Bridge, Pulorejo Village, and Blooto Village, all located in the Prajurit Kulon District, will be developed as a Tourist Village, according to a plan created by the city government of Mojokerto. The National Tourism Strategic Area (KSPN) is connected to the program for the development of tourism known as Mojopahit Marine Tourism. As a means of carrying out Presidential Regulation Number 80 of 2019 concerning the Acceleration of Economic Development in the East Java Region, this tourist attraction is anticipated to become a new symbol for the Mojokerto City.

At least three key factors will influence the growth and management of a tourist attraction: (1) the uniqueness of the natural resources as a tourist attraction; (2) a mature management system, such as completeness of facilities, security, and prevention of environmental impacts; and (3) socioeconomic impact on the nearby community (Chotsopanon et al., 2018). The creation of new tourism-related products must be based on local residents' inventiveness, which is encouraged by the local government (Pemayun, 2010). Local communities must be involved in the development and management program as a result. The sustainability of the development plan and increased community welfare are the goals of this community involvement (Delfiliana & Dewi, 2016).

Stakeholders, particularly locals, were supportive of the plans' implementation (Auesriwong et al., 2015). It is necessary to conduct an initial assessment of the problems and

effects that will arise in order to achieve the development goals. This will allow the community to make adaptations and choose strategies that will allow them to work together and gain directly from new tourism development.

The relationship between tourism, community and development, in recent years, has become a debatable topic that tourism as a tool for community development is now seen as too naive. The reason is that the community is considered more dynamic, complex and diverse. Communities can be categorized based on geographical, social, cultural, environmental and economic location. Several views have emerged about the role of tourism in community development regarding the power, resources, and impact of tourism on people, places and society (Sharpley & Telfer, 2014).

Before implementing a development, it would be appropriate if it was preceded by measuring its acceptance among stakeholders, both stakeholders at the macro level (government) also stakeholders at the micro level (local community) for the possibility of successful changes resulting from the development. Change readiness assessment is a method of analyzing an organization's ability to adopt a proposed change. By conducting a change readiness assessment, it is also possible to evaluate potential challenges in overcoming potential issues before development begins.

Berry contained in Altman, et al. In 1980 and also according to Cahyani (2013) and Hayati (2018), human behavior to adapt to the environment was a reduction in discrepancies in a system called environment, an increase in harmony, or an achievement of homeostatic condition. According to Berry, three different types of adaptation strategies can be classified as adjustment mechanisms or actions. They might to act adjust, react or reject the changes (Gultom & Jati, 2020; Hayati, 2018).

The community's reactions to social and economic change will be extremely varied, both in terms of acceptance and rejection, but in reality, the community's ability to adapt is greatly influenced by how much the infrastructure provided will help them.

The research on evaluating the social-economic impact toward the development plan of Mojopahit Maritime Tourism in Mojokerto City is supported by the conceptual framework of the theory described below:

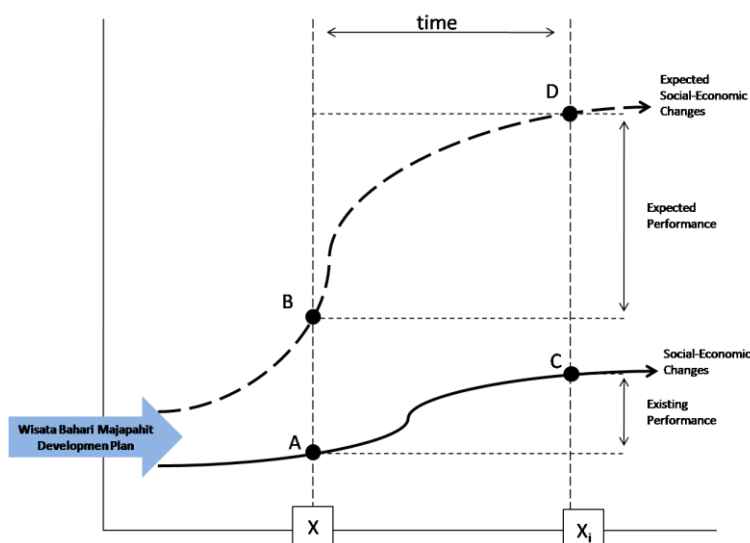


Figure 1. Research Framework
Source: researcher (2022)

In the region surrounding the Rejoto Bridge, where the changes that will take place in the $x-x_i$ period are along the AC line, the condition of the community's social-economic growth without the development of Mojopahit Maritime Tourism is described. As shown in the BD line, it is hoped that the Mojopahit Maritime Tourism will result in a significant growth change in the local community's social and economic spheres. Conditions have changed both before and after the Mojopahit Maritime Tourism plan was put into place, as can be seen. The community, which stands to gain directly from these changes, can gauge them by looking at factors such as: awareness of problem issues (such as the socioeconomic effects of Mojopahit Marine Tourism), preparations for problem-anticipation, institutional readiness, and resource readiness (in the form of money, time, land, etc.).

In his focus, Alhasant (2010) describes "Socio-cultural impact of tourism on local communities in Petra, Jordan". This researcher pointed out that although the tourism industry in a country has not reached the potential achievement yet, it is seen very important for stakeholders to develop tourism through various collaborative efforts. In developing tourism, government and non-government actors must collaborate to achieve potential development. The government should realize that the more effective the community's role in tourism development will be, the greater involvement of its members in tourism work. Especially the younger generation (Zamil, 2011).

Tourism commits to make a total impact on the economy, social, and environment for now and future (Dalimunthe et al., 2020). A tourist village's growth has a positive effect on the community's economic development, including raising income levels; increase employment and business opportunities; increasing local community ownership and control; increase government revenue through tourist levies (Hermawan, 2016). Meanwhile, several excessive negative impact of tourism which indicated occur on the host communities and/or natural environment (Koens et al., 2018), and it has been a critical concern within academia for many years.

The main questions raised by this research are what socio-economic changes will result from the growth of Mojopahit Maritime Tourism and how the community will deal with these changes?

METHOD

Place and time of research

This study was conducted at the Mojopahit Marine Tourism Development Site near the Rejoto Bridge, which is situated between the villages of Blooto and Pulorejo. From August through September 2022, the research was conducted.

Method

The mix method approach paradigm was employed in this study. The researcher combined qualitative and quantitative research methods in this study, making the data gathered more comprehensive, valid, and objective by using a mixed-methods approach (Cortini, 2014; Masrizal, 2011; Setiawan & Saputri, 2020). Semi-closed-end questionnaires, interviews, and field observations were used to collect the data. Tables and graphs were used to present the results of the descriptive analysis that was done on the data. Triangulation was used to assess the study's validity.

The accuracy requirements must be met, and the sample must be able to produce data with sufficient validity and reliability to show that the researcher complied with the procedures for collecting the data (samples), and that the level of representation to the study

population indicates reliability (Vebrianto et al., 2020). By looking at the population of Mojokerto residents, it is determined that the minimum sample or respondents was 100 people. The minimum sample size for respondents was 100 people, according to the population of Mojokerto residents (Slovin formula, $N = 132.434$ individuals, $= 10\%$). Purposive sampling was used to select the research participants, who are capable of managing the Mojopahit Marine Tourism program. These participants are: *Mrs. Sutilah*, who serves as the head of Division of The Youth, Sports, And Tourism Office of Mojokerto City; *Mr. Hekamarta Fanani*, who serves as the head of Prajurit Kulon District; and *Mr. Sudarmaji*, who serves as the head of Pulorejo Village.

The local community as indigenous people is thought to be the party who will directly benefit in this case and they need to be aware of how to reduce any potential negative effects (Ernawati, 2010). The extent of the general public's comprehension of the Mojopahit Marine Tourism Development Plan's economic and social effects, as well as the government's readiness and support for these socioeconomic issues, were discussed during the research.

Table 2. Variable and Indicator

| No. | Variable | Indicator |
|-----|---|--|
| 1. | Social-Economy Impact Assessment of Mojopahit Marine Tourism Development Plan | Define the effects of Mojopahit Marine Tourism development (land ownership, traffic, demography, pollution, and unemployment) as well as the types of economic sectors that will change, access to capital, economic processes that will accelerate. |
| 2 | Stakeholder participation | With Whom the community will talk to about the coming social and economic changes |

Source: researcher (2022)

RESULTS AND DISCUSSION

Mojopahit Marine Tourism Development Plan

Mojopahit Marine Tourism development is mentioned as city development agenda. The Regional Development Planning Agency, Research and Development (BAPPEDA-LITBANG) of Mojokerto City, the Department of Youth, Sports and Tourism (DISPORAPAR), the Prajurit Kulon District, Pulorejo Village, and Blooto Village all collaborate to carry it out. In other words, this tourism development plan has been carefully coordinated from the highest level of government (the city government) to the lowest level of government. (village).

The exact location of Mojopahit Marine Tourism is in two villages, Pulorejo Village and Blooto Village, along to the Rejoto Bridge. The name of "Rejoto" itself is a combination between "Pelurejo" and "Blooto". This tourism development will use a Special Allocation Fund (Dana Alokasi Khusus). The value will be agreed at the end of 2022. Thus, the construction of this tourist area will begin in 2023. However, currently several preparations have been carried out by the relevant OPD (organisasi perangkat daerah), such as planting orange seedlings as part of agro-tourism and the construction of the amphitheater building as a location for artistic activities. Several official activities that took place around of the Ngothok river as tourism promotion strategy were carried out in the area such as the Umbul Dungo Ceremony, Rowing Training for PON, and student camps.



Figure 2. Umbul Dungo “Majatirta Festival” 2022

Source: <https://www.youtube.com/watch?v=c5xZl-v1fZU>

According to the primary survey, roughly 69% of respondents were aware that the development plan of Mojopahit Marine Tourism would be developed using the water tourism concept. Along the Ngotok River, numerous tourist facilities will be constructed, including agrotourism, cultural parks, amphitheaters with capacities for 100 people, food courts, paddle boats, Mojopahit ship designs, and others. The Mojopahit Marine Tourism development plan was supported by 98% of respondents, who responded favorably and fully pay their attention to here.



Figure 3. Mojopahit Marine Tourism Development Plan

Source: https://youtu.be/r_IDArWaLTI

For businesses to effectively market their goods and services, one of the components of the marketing mix that is crucial is promotion (Susanty, 2010). The Mojokerto City Government has begun promoting the Mojopahit Marine Tourism to highlight the potential for tourism in some official gatherings and Maja FM radio networks. The local was aware of this information thanks to Division of the Youth, Sports, And Tourism Office of Mojokerto City (Official Instagram of Disporapar Kota Mojokerto) account. The City Government of Mojokerto will be able to manage the effects of tourism growth in the future and gauge how the market feels about the Mojopahit Marine Tourism activities (Kalvet et al., 2020).

Social-Economy Impact of Mojopahit Marine Tourism Development Plan

Analogy analysis, or the comparison of similar conditions, is used to forecast the effects that are anticipated may result from the Mojopahit Marine Tourism plan (Alghadari & Kusuma, 2018). Analyzing the effects of the pertinent tourism development is done through the use of analogies. Previous studies looked into how the Lamongan Marine Tourism industry's growth affected the region's PAD (Risawati et al., 2013). According to this, taxes, levies, hotel taxes, restaurant taxes, and parking fees were among the effects of regional income changes. Another effect was the emergence of new tourism openings like Sedudo Waterfall Tourism in Nganjuk, which had an impact on a new idea of job professions around tourist objects, which are non-agricultural such as food and beverage sellers, souvenir sellers, motorcycle taxi services, direct photo services, and tour guides. Because the tourism industry is thought to be more promising, it can be concluded that the socioeconomic impact will be the change in the profession from agriculture to non-agriculture.

The researchers collected data from numerous stakeholders based on the description above. Changes in the local economic sector's activities, adjustments to capital access, and adjustments to target consumers are among the information discovered regarding the anticipated impacts.

There are about 52% of respondents to the primary survey of 101 participants thought that the growth of Mojopahit Maritime Tourism would have an effect on the small industrial sector's activities, which include the production of food and drink products (46%), plaiting (17%), wood (14%), and textiles (12%). About 47% of those polled thought that product marketing efforts had increased in line with the rising tourist demand. Later on, the local communities from Pulorejo District and Blooto District will serve as distributors for regional goods from Mojokerto City, including food, souvenirs, and services.

The findings above are also taken into account by Mrs. Sutilah, who leads the tourism Division of the Youth, Sports, And Tourism Office of Mojokerto City. The creation of new tourist attractions must affect the growth of the local economy. As a result, demand for local cuisine, trinkets, and lodging will increase with the opening of new tourist attractions. As the head of Prajurit Kulon, Mr. Hekamarta Fanani announced that he was preparing some special culinary snacks that would become souvenirs and were packaged well so that visitors could carry them later. He is currently developing collaborations with numerous universities for community empowerment. Mr. Sudarmaji, who served as the chief of Pulorejo Village and served as the host for Mojopahit Marine Tourism, also carried out the same action.

The number of 86% respondents believe there will be an improvement in small businesses' access to capital. Additionally, about 93% respondents believe that more people will have access to capital for business and service activities. About 67% respondents believed that visitors to the Mojopahit Marine Tourism site from outside the city as well as consumers from the inner city would make up the target market for these sectors. Because development activities have not yet begun, the private sector has not yet made any offers to banks regarding capital access. However, the public is aware that the private sector predicts that small industry, trade, and service business actors who will open businesses in the Mojopahit Marine Tourism area will have increased access to softer capitals.

Stakeholder Participation

Capital is required to begin these activities once the economy gets going and an opportunity arises. Money, skills, property (land), or other resources can all be used as capital to fund one's own activities. Here, the researchers gathered and analyzed the data until they

discovered that 36% of the community chose capital with funds/money, 32% of the community chose skills/expertise, 26% of the community chose land, 4% of the community used BPJS and other police insurance as their capital, and the rest remaining still don't know.

The researchers discovered and processed the data in order to determine that 34% of the capital used to finance the development efforts of Mojopahit Marine Tourism came from government assistance, 33% from private sources, 15% from loan funds, 8% from BPJS, while 7% of the capital came from Corporate Socio Responsible program funds, and the remaining 24% are still being discussed.

Researchers gathered and analyzed the information about those in the community who will plan or discuss the development plan of Mojopahit Marine Tourism. Concerning the Mojopahit Marine Tourism development plan, stakeholders who joined the community discussion found that 32% of participants preferred to speak with city, village or government officials, about 31% preferred community leaders, about 23% preferred business people, and about 12% preferred activists in Non-Government Organizations. The remaining participants still had no choice.

Table 3. Social-Economy Impact Issues and Responses

| No. | Main Issue | Response |
|-----|----------------------------|--|
| 1 | Land Change Problem | Indigeneous people remain in their village. they will either lease or sell their property to the government. They will llocate new land or homes for investment close to a resort. |
| 2 | Pollution | Still work dan stay live in the origin village |
| 3 | Traffic Changes | People will remain in the village and the switching modes of transportation. |
| 4 | Economy Activities Changes | People either continue to work at their current jobs or look for new ones. |
| 5 | Unemployment | People will find new employment opportunities in other village |
| 6 | Cost Preparation | Money, skills, land, and BPJS health insurance are just a few of the resources that the community will prepare for change. |

Source: analysis, 2022

The outcomes of the source triangulation analysis carried out to support the accuracy of this study's conclusions are listed below. Researchers used triangulation analysis to compare the findings of interviews with the study's subject in order to assess the validity of the data (Bachri, 2010).

Table 4. Triangulation Analysis

| No. | Theories | Assessment by Policy Makers | Assessment by Local People |
|-----|--|---|--|
| 1 | The Development Plan of Mojopahit Marine Tourism should create positive impact to social-economy growth (Dalimunthe et al., 2020, Koens et al., 2018 & Hermawan, 2016) | <p>a. The trade and service economic sector will see an increase in production activities.</p> <p>b. Residents of Mojokerto City are given preference by the government to participate in Pokdarwis's development of Mojopahit Marine Tourism.</p> <p>c. Faster economic growth also means a faster decline in the agricultural sector.</p> | <p>a. Residents of Mojokerto can anticipate business opportunities for the Mojopahit Marine Tourism development plan.</p> <p>b. However, the government has not yet made any efforts to promote sustainability. The food and beverage trade sector is expected to grow.</p> <p>c. The rate of regional local income will not be significantly impacted by changes in the industrial, trade, and service sectors.</p> |

| No. | Theories | Assessment by Policy Makers | Assessment by Local People |
|-----|---|---|---|
| | | | d. Unemployment, pollution, traffic, ownership changes for land and buildings, as well as the preparation of capital and the financing of expenditures for the anticipated impacts, are some of the problems that are predicted to arise. |
| 2 | Collaborative and comprehensive participation among stakeholders (Pemayun, 2010., Zamil, 2011., Auesriwong et al., 2015, and Delfiliana & Dewi, 2016) | There is 1 Pokdarwis in each village. Totally, Mojokerto City has 18 Pokdarwis. Pokdarwis cadres as the first agents for the community to discuss and convey ideas. | Increased community economic empowerment initiatives, such as entrepreneurship training, are being worked on by the district and village governments in conjunction with academic institutions. |

Source: analysis, 2022

Discussion

This result suggests that the locals will not reject to the plan even though the tourist attraction has not yet been constructed. The community offers straightforward assistance and has the capacity to forecast opportunities for benefit-seeking action as well as impacts or potential problems that may arise. Through the use of Pokdarwis agents, the government, which serves as the region's dominant force, has made thorough preparations with regard to issues of development.

This research is in line with research by Pemayun (2010), Zamil (2011), Auesriwong et al. (2015) and also Delfiliana & Dewi (2016), which stated that in welcoming a tourism development plan, it is necessary to conduct Collaborative and comprehensive participation among stakeholders.

In line with previous findings of adaptation by Gultom & Jati (2020) and Hayati (2018), resident in Mojokerto City already have knowledge to adapt and take action to get harmony with the development plan.

CONCLUSION

According to this study, the community has given their full attention and support to the development plan of Mojopahit Marine Tourism. The Mojokerto City Government has a comprehensive plan to help the community develop its tourism industry through the Pokdarwis as Tourism Awareness Agent or Group, which instructs the general public on how to get involved in the industry's growth in Mojokerto City. This response is anticipated to serve as a catalyst for the community to get benefit from these tourism development plan. The locals started to alter their attitudes and actions, so that they could profit from the growth of Mojopahit Marine Tourism. They hope to be in accordance with the development plan and be able to benefit by altering their behavior. These changes are made in order to address concerns about the effects of traffic, pollution, changes in land or building ownership, unemployment, and the preparation of capital in financing expenditures to anticipate the impacts.

ACKNOWLEDGEMENT

According to Research Contract Numbers 077/SP2H/PT/LL7/2022, 131/STIEM-INST/VI/2022, this study was funded by the Directorate of Research and Community Service, Directorate General of Research and Development Strengthening, Ministry of Research, Technology, and Higher Education.

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