

## SOCIO-ECONOMIC IMPACT OF NGEBUM BEACH TOURISM DEVELOPMENT FOR MOROREJO VILLAGE COMMUNITY

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### Abstract

Tourism in Kendal Regency, especially Ngebum Beach in Mororejo Village, has become an important sector in the local economy. Management that was initially community-based by Paguyuban, then shifted to the Village-Owned Enterprise (BUMDes), showed a significant impact on the socio-economy of the surrounding community. This study aims to analyze the social and economic impacts of tourism development in Ngebum Beach. A qualitative approach with a case study method was used to explore the changes that have occurred in the economic and social structure of the Mororejo Village community since tourism management began. The results of the study show that the Ngebum Beach tourism sector has created new jobs, increased household income, and strengthened social solidarity through cultural and spiritual activities. However, there are challenges in the inequality of distribution of economic benefits and changes in local cultural values that need to be managed wisely. Management strategies that involve all parties, including the community, BUMDes, and the government, as well as the use of technology in tourism promotion, can accelerate sustainable tourism development. Thus, the development of Ngebum Beach has the potential to support the achievement of sustainable development goals (SDGs).

**Keywords:** Tourism, Beach, Social, Economy, SDGs.

### INTRODUCTION

Tourism is one of the mainstay sectors in Indonesia's national development. Currently, tourism is expected to provide the largest contribution to increasing the country's foreign exchange in the government's efforts to realize welfare and prosperity.(Hasibuan et al. 2023; Zulfi and Asrianti 2024). Central Java Province has potential tourism to be developed in Indonesia. Central Java Province received the Indonesia Attractiveness Award (IAA) 2019 Gold in the Large Province Category in the Tourism Sector. Kendal Regency is one of the areas in Central Java Province that is currently intensively developing tourism areas. The Kendal Regency Government has made a big plan to develop tourism potential. The plan includes creating a logo and slogan "Kendal Handal", which will be the identity and reminder of Kendal Regency's goal to become a leading and sustainable industrial and tourism center in Central Java Province. There are four main plans for tourism development in Kendal Regency. The four Kendal Regency tourism expansion plans that are priority programs are nature tourism, educational-sports tourism, and spiritual-cultural tourism, as well as heritage. The four priority programs are based on natural potential, existence, and Micro, Small and Medium Enterprises (MSMEs), and the development of tourist villages.(Syafudin and Wahyuni 2022). This is supported by the increase in the number of tourists in Kendal Regency.

The number of tourists in Kendal Regency in 2021 showed a figure of 503,022 people, while in 2022 the number of tourists was 1,519,554 people. This shows that there has been an increase in the number of tourists from 2021 - 2022 which has increased rapidly by 302 percent(BPS Kendal Regency 2024). The rapid increase in tourist visits to Kendal Regency shows that the tourism industry in Kendal Regency has an attraction for tourists. One of them is Ngebum Beach which is located in Mororejo Village, Kaliwungu District, Kendal Regency, Central Java Province. Ngebum Beach has been officially opened as a public tourist attraction since 2010, over time, especially in the period 2011 to 2020, Ngebum Beach has undergone various significant improvements. Basic infrastructure such as parking areas, public toilets, and food stalls began to be built to support visitor comfort. In 2020, Mororejo Village, including Ngebum Beach, was officially designated as a Tourism Village, which further encouraged the community's enthusiasm in developing local tourism potential. In the period 2021 to 2024, the number of tourists visiting Ngebum Beach continued to increase on weekdays the number of visitors to Ngebum Beach ranged from

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80 to 100 people only. While on holidays the number of visitors to Ngebum Beach can reach around 1,600 people, driven by better quality facilities, additional tourist attractions, and more professional management. With this achievement, Ngebum Beach is now known as one of the leading tourist destinations in Kendal Regency. With the high interest of visitors to Ngebum Beach, it is hoped that there will be an increase in the development of the tourism component of Ngebum Beach. Ngebum Beach also has a positive impact such as opening up employment opportunities for the Mororejo Village Community. They take advantage of the many tourists to Ngebum Beach to trade, such as selling services and culinary delights. This shows that Ngebum Beach provides benefits in the socio-economic aspect to the surrounding community. Ngebum Beach has a deep historical value for the residents of Mororejo Village, because its existence has been part of the lives of the local community since ancient times. Initially, this beach was not managed by any party, but was still used by the community as a place of recreation, a source of livelihood, and a space for social interaction. With the increasing activity on the beach, the Mororejo Village Association took the initiative to manage this area independently, which became the initial milestone for community-based management.

Over time, the village government through the Village-Owned Enterprise (BUMDes) took over the management of Ngebum Beach to maximize its economic and social potential. This transition brought significant changes to the socio-economic dynamics of the community, ranging from increasing community participation in tourism management to the emergence of conflicts related to the distribution of economic benefits. The shift in management from the phase without institutions, to the Association, to BUMDes makes Ngebum Beach a unique case study compared to other beaches in Kendal Regency, because it shows the close relationship between management history, socio-economic impacts, and sustainability challenges. Ngebum Beach, which is managed by the Village-Owned Enterprise (BUMDes) and the UMKM Association, faces various challenges in its management. Internal conflicts between the two entities arise related to income distribution and management, which can hinder the optimization of tourism management and cause dissatisfaction among local business actors. Meanwhile, socio-economic problems can also be seen from the socio-economic inequality and poverty of coastal communities, in addition to the ongoing social conflicts between coastal community groups. The problem is a threat in tourism development which is feared to have a socio-economic impact if not handled seriously. Based on the problems that occur, this study will describe the problems in the Socio-Economic Impact of the Ngebum Beach Community in Mororejo Village, Kaliwungu District, Kendal Regency in depth.

### **RESEARCH METHODS**

This study uses a qualitative approach to the case study method, which aims to determine the socio-economics of the Ngebum Beach Community in Mororejo Village. The main characteristics of this case study are: (1) focusing on one or several cases, studied in a real-life context; (2) explaining causal relationships; (3) developing theory in the research design phase; (4) relying on various sources of evidence; and (5) generalizing theory. In this study, the researcher chose the informant of this study 1 village head as a key informant. The village head was chosen as a key informant because he is a resident who has a role as a hamlet leader administratively, so that the informant has extensive information regarding the conditions of the Mororejo Village community, both geographically, demographically, and culturally. The main informants in this study were members of the UMKM Association totaling 6 people and members of BUMDes totaling 3 people. The main informants were obtained by snowball sampling from recommendations given by key informants.

Furthermore, the snowball sampling process will continue from the 1st main informant until the data obtained is saturated. According to Hasan et al. (2003) Snowball sampling is used so that researchers are able to obtain and collect complete data, the more complete and rich the data, the more complete the information obtained. According to Babbie (2008). The technique of determining informants is carried out by collecting data on several members found, then asking each individual to provide information and appoint members. This research was conducted in January - March 2025. The research location is in Mororejo Village, Kaliwungu District, Kendal Regency. Mororejo Village was chosen as the research location because this village has Ngebum Beach as a tourist attraction managed by BUMDes. Mororejo Village is also the only village in Kaliwungu District whose BUMDes institution has an ecotourism concept. Data analysis was performed using an interactive model of Miles and Huberman (1994), which includes the stages of data collection, data reduction, data presentation, and drawing conclusions. Triangulation techniques are used to ensure the validity of data by comparing information obtained from various sources and data collection techniques. This is done to ensure the validity of the data obtained.

### **RESULTS AND DISCUSSION**

#### **Social Conditions at Ngebum Beach**

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The development of the Ngebum Beach tourist attraction in Mororejo Village, Kaliwungu District, Kendal Regency has brought about significant changes in the livelihoods and income of local residents. Economically, many local residents who previously worked as shrimp farmers, fishermen, or laborers have switched to becoming tourism business actors such as traders, tourism service providers, and homestay managers. The increase in tourist visits since 2021 has encouraged the growth of hundreds of micro-business units around the beach. Based on field conditions, there are currently 55 MSME businesses and 70 stalls (including shower facilities) in the Ngebum Beach area, a number that has increased drastically after the management of tourism was taken over by BUMDes Moro Berkah. The positive economic impact is felt through the absorption of local workers and increased household income. During the peak holiday season, Ngebum Beach is even able to attract tens of thousands of tourists in one week, generating a tourism turnover of around IDR 150 million which is enjoyed by hundreds of local business actors. This shows that the beach tourism sector has become a new source of livelihood that strengthens the village economy.

The shift from work on fish farms to the tourism and industrial sectors illustrates the process of economic structural change described by Rostow (1960) in stages of economic growth. In this theory, society experiences a shift from the dominance of the agricultural sector (primary) to the industrial and service sectors (secondary and tertiary) as part of the 'take-off' process. The dual work options between tourism on weekends and labor on weekdays show the adaptive efforts of society in responding to dynamic economic and environmental changes.

Along with the development of tourism, the Mororejo community has demonstrated the ability to adapt socially and culturally without losing their local identity. The socio-cultural phenomena that occur in Mororejo Village show a form of harmonious interaction between local culture and external influences (tourists). Although there is cross-regional cultural contact, the community still maintains its identity, traditions, and local values. They do not experience cultural disruption, but instead find momentum for cultural preservation through tourism interactions. Traditions such as bancaan, weh-wehan, and community meetings continue to take place, showing that modernization does not always erode tradition, but can coexist. This is an example of selective and positive acculturation, where the community is able to filter external influences without losing its cultural identity. Moreover, the presence of tourists even strengthens the community's awareness of the importance of maintaining cultural heritage as part of local attractions. This is in line with the view Koentjaraningrat (2009) regarding acculturation, which is a social process when two cultures meet and influence each other without eliminating the basic characteristics of each culture. Thus, local culture not only survives, but also develops in a new, more open context. This is in accordance with the statement of Informant YHY who said the following:

*"There are things like Friday Kliwon, sholawatan together and sometimes we also give out tumpeng like that every month every Friday Kliwon for maritime alms together with the traders here." - YHY*

YHY's statement reflects the strong cultural and spiritual dimensions in the lives of the Mororejo Village community, which are reflected through traditions such as bancaan, sholawatan, and sea alms every Friday Kliwon night. These practices are not only a form of expression of gratitude and a request for safety, but also strengthen social cohesion between residents and local business actors. In the context of developing a tourist village, the integration of traditional and religious values like this is a distinct advantage because it is able to present a holistic tourism experience, not only recreational but also educational and spiritual, which ultimately strengthens the cultural identity and attractiveness of the destination in a sustainable manner.

The role of local institutions is crucial in supporting the development of Ngebum Beach tourism and strengthening the community's economy. BUMDes Moro Berkah as a Village-Owned Enterprise established in 2021 is the main manager of this tourist attraction, utilizing local human resources in its operations. The BUMDes acts as a driving force for the village economy: managing entrance tickets, providing tourism infrastructure (such as gazebos, toilets, and parking areas), and ensuring that some of the tourism profits are channeled to Village Original Income. Under the management of BUMDes, the promotion of Ngebum Beach tourism is intensified through official social media (Instagram, Facebook, YouTube) and tourism events, so that this beach is increasingly well-known and tourist visits increase. This is in accordance with the statement of Informant DIN who stated the following:

*"Before it was managed by BUMDes, there was no social media, since BUMDes has been more aggressive in promoting, there is management that routinely updates on Instagram, such as live music every two weeks we provide information on Instagram, we also have many content creators who go there and like eating oysters on the beach that went really viral yesterday, and many media have visited us such as Trans 7, Doctor Traveler has also been here" - DIN*

DIN's statement highlights the significant transformation in the Ngebum Beach tourism promotion strategy since its management was taken over by BUMDes Moro Berkah, which not only focuses on field operations but

also on digital marketing aspects. The use of social media such as Instagram and collaboration with content creators has increased the exposure of the destination widely and driven a surge in tourist visits. This shows that local institutions that are adaptive to technology are able to be catalysts in strengthening the position of tourist villages in the digital era. This approach reflects the professionalization of village tourism management that is in line with modern marketing trends, while strengthening the contribution of BUMDes as an instrument of economic development based on local wisdom and innovation.

From the perspective of Sustainable Development Goals (SDGs), the social dynamics that occur in Mororejo Village support the achievement of several important goals. The shift to the tourism sector involving many MSMEs and local communities supports SDGs 8 (Decent Work and Economic Growth) because the Community-Based Tourism (CBT) model creates local employment opportunities, encourages entrepreneurship, and ensures a more equitable distribution of economic benefits among local communities.(Jackson 2025). Community participation in tourism activities and strengthening local institutions such as BUMDes and Paguyuban reflect progress in SDGs 11 (Sustainable Cities and Communities) and SDGs 16 (Resilient and Inclusive Institutions), because the community-based tourism model helps build accountable, transparent, and participatory institutions, while increasing access to justice and local decision-making.(Mzembe, Koens, and Calvi 2023).

Before tourism development, the social conditions of the community tended to be fragmented with limited social interaction, low community participation in development, and minimal community-based economic institutions. However, after the management of Ngebum Beach by BUMDes Moro Berkah, there was an increase in social solidarity, the birth of an MSME forum, and the opening of aspiration space for local business actors. This is proof that tourism that is managed inclusively can strengthen social capital, increase community involvement, and build a sense of ownership of village development. Thus, the development of Ngebum Beach tourism in Mororejo Village encourages positive social and cultural transformation. As long as it is managed openly and evenly, community-based, and continues to respect local values, tourism can be a driving force for sustainable development that strengthens the social structure of the village while creating quality, meaningful, and competitive destinations.

### Economic Conditions in Ngebum Beach

Tourist visits to Ngebum Beach have continued to increase since 2022 after Covid, thus having an impact on increasing income. Until now, Ngebum Beach tourism has continued to develop and provide benefits to the entire community, the development of Ngebum Beach is certainly due to good cooperation between several parties, namely the community, BUMDes, Mororejo Village Government and the Kendal Regency Tourism Office. Ngebum Beach Tourism itself is one of the major influences in increasing income, with high visitor enthusiasm, it automatically has an impact on increasing the economy of the community around Ngebum Beach, so the Kendal Regency Government greatly appreciates the work of the managers of this Ngebum Beach tourist attraction, the Kendal Regency Government always strives to ensure that there are always changes every year, so that this tourism continues to develop.

*"It is true that Ngebum Beach is now the spearhead for the income of the local community" -AGS*

AGS's statement emphasized the strategic role of Ngebum Beach as a major driver of local economic growth post-pandemic, along with the increasing number of tourist visits since 2022. This success cannot be separated from the synergy between the community, BUMDes, village government, and the Kendal Regency Tourism Office, which together encourage the optimization of coastal tourism potential. The resulting economic impact can be seen from the increase in residents' income through the service, culinary, and micro-business sectors around the beach. The district government's appreciation for the management of Ngebum Beach shows recognition of the effectiveness of community-based tourism management that is oriented towards sustainability, and is a real example of tourism's contribution to village economic recovery and development..Revenue from ticket sales to tourist areas managed by BUMDes is also an important source of Village Original Income (PADes). However, its main advantage lies in the inclusive and transparent profit sharing system. The proceeds from ticket management are distributed not only for operations, but also for social activities (orphanages, religious teachers, mosque administrators), human resource development, and infrastructure strengthening. This pattern reflects the principle of a people's economy that places the community as the main beneficiary and encourages equitable and equal village economic growth.(Mubyarto 1987).Based on information from informants, the proceeds from ticket sales for the Ngebum Beach tourist attraction are divided by the management into several parts, such as 10% of ticket sales for the beach management, namely for social funds such as community leaders or religious teachers in Mororejo Village and for increasing resources to improve the development of facilities and infrastructure around the tourist attraction. This is in line with the statement of informant DIN as follows:

*"Yes, 10% management, 20% social, 20% human resource development and the rest for tourism development, the 50% ticket turnover from the PAD distribution is used for orphans' assistance, then for mosque administrators, for religious teachers, and also for BUMDes administrators' rewards." - DIN*

The DIN statement reflects the transparent and social welfare-based financial management practices of BUMDes Moro Berkah, where the proceeds from Ngebum Beach ticket sales are distributed proportionally to support various aspects of village development. The allocation of 10% for management, 20% for social activities, 20% for human resource development, and 50% for tourism development shows that there is governance that is not only oriented towards economic profit, but also on the inclusive distribution of benefits. This model reflects the principles of a participatory and equitable local economy, and supports sustainable development goals (SDGs), especially in terms of poverty alleviation, community empowerment, and strengthening village institutions. Economic development through tourism in Ngebum Beach has contributed significantly to the achievement of several goals in the Sustainable Development Goals (SDGs). SDGs 1 (No Poverty) is achieved through job creation and increasing household income, while SDGs 8 (Decent Work and Economic Growth) is realized through the development of MSMEs and equitable distribution of benefits. In addition, SDGs 11 (Sustainable Cities and Communities) is realized through the use of tourism revenue for the development of village public facilities, while SDGs 12 (Responsible Consumption and Production) is driven by the use of local products and cuisine that prioritize local raw materials and support the circular economy. Finally, SDGs 17 (Partnerships to Achieve the Goals) is achieved through collaboration between BUMDes, the community, and local governments in managing tourist destinations. Thus, the management of Ngebum Beach tourism not only functions as a locomotive for the local economy, but also shows how a community-based economic approach and sustainability values can go hand in hand, making it a model of good practice in developing tourist villages that integrate economic, social, cultural and environmental aspects harmoniously within the framework of sustainable development.(Cruz 2023).

### Social and Economic Improvement Strategy in Ngebum Beach

Based on the explanation of the socio-economic conditions at Ngebum Beach, the problems and potential at Ngebum Beach can be identified, and then a strategy for improving the socio-economic conditions at Ngebum Beach can be drawn up, as shown in Figure 1. In the social aspect, there are several problems that need to be addressed so that tourism development can proceed well. The first problem is the low level of community participation in tourism-related activities. Minimal community participation can hinder collaboration between local communities and related parties in designing and implementing tourism programs.(Sakawati et al. 2022).In addition, there are problems related to cultural adaptation that do not fully support sustainable tourism development. Many communities still maintain old traditions, making it difficult to accept more modern tourism concepts. Not only that, there is a risk of changes in local cultural values that may occur due to external influences from the development of the tourism industry.

However, behind the problem, there are a number of potentials that can be utilized to overcome this social challenge. One of the main potentials is the formation of MSMEs as a coordination forum between communities for tourism management. These MSMEs can be the driving force that connects communities with tourism activities, while maintaining local cultural values.(Yansen and Saparang 2024). In addition, the existence of local traditions and cultures that are still preserved can be a tourist attraction in itself, if developed in an appropriate manner. Another potential is the strength of BUMDes (Village-Owned Enterprises) which can play a role in managing and supporting the development of the tourism sector. BUMDes can run various programs that involve the community in managing tourism, as well as provide economic benefits that are directly felt by village residents.

Some strategies that can be taken to optimize social potential are increasing community participation through various approaches, such as training or collaborative activities that involve the community in tourism management. Increasing community participation is important so that they feel ownership and participation in tourism development, so that it can support its sustainability. Another strategy is to strengthen existing community associations or organizations, especially those related to MSMEs, to be able to collaborate in managing and promoting tourist destinations. In addition, it is also important to preserve local culture by holding regular events that depict the traditions and culture of the local community. No less important, optimizing the role of BUMDes as a socio-economic driver of the village is very necessary to manage the tourism sector more professionally and sustainably. On the economic side, the most fundamental problem is the inequality of income generated from the tourism sector. Most tourist income may only be concentrated in certain points or managers, while others do not get the same benefits. In addition, less than optimal management and marketing of tourist destinations is one of the

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inhibiting factors. For example, many tourism potentials have not been managed properly or have not been promoted optimally. On the other hand, there is great potential to increase tourism income which can have a direct impact on the community's economy. Increased income can create new jobs, both in the fields of tourism services, local trade, and other micro businesses. In addition, good synergy between the community, BUMDes, and the government can strengthen the management and development of tourist destinations, create new jobs, and improve the local economy.

Strategies that can be implemented to overcome this economic problem include increasing the capacity of human resources (HR) involved in the tourism sector, including training for MSMEs or tourism managers so that they can be more professional in running their businesses. Improving tourism facilities, such as accommodation, restaurants, or other supporting facilities, also needs to be considered so that tourists feel comfortable and well served. In addition, digital promotion is a very important strategy. By utilizing technology and social media, tourist destinations can be promoted more widely and efficiently.(Putri, Lusianingrum, and Winadi 2022).This is very important to attract domestic and foreign tourists. Finally, the allocation of business results from the tourism sector for village social and economic development must be well regulated in order to support sustainable development in the region. Overall, the recommendation for the local government is to focus on improving the management and administration of the tourism sector. The government needs to provide support to the community and local business actors through training, infrastructure assistance, and other supporting facilities. Increasing community participation in tourism management must be a priority, followed by steps that can optimize the existing economic potential. With these steps, Ngebum Beach Tourism can develop sustainably, provide significant economic benefits to the local community, and strengthen regional economic growth.

## **CONCLUSION**

This study shows that the existence and management of Ngebum Beach tourism has a significant impact on the social and economic aspects of the Mororejo Village community, especially in the Ngebum Beach Tourism Area. From a social perspective, there is an increase in community participation in tourism activities, strengthening social ties through MSME associations, and preserving local cultural values, although they are still faced with the challenge of adapting to social change. Economically, the tourism sector opens up new business opportunities and increases community income through MSMEs, although there are still inequalities in the management and distribution of benefits between management institutions such as BUMDes and Paguyuban. Therefore, harmonious institutional integration, increased managerial capacity, and strategies based on collaboration and community participation are needed to realize sustainable tourism management that is in line with the principles of the SDGs.

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