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Sources Of Family Food In Ngurbloat Beach Tourism Area (Case Study Of Ngilngof Village, Manyeuw Sub-District, Southeast Maluku District)

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Abstract

Ngurbloat Beach is one of the famous tourist attractions in Southeast Maluku Regency, this tourist spot is open every day but it is crowded with visitors only on holidays or major holidays so this study aims to determine the source of income for families who are on the tourist area of Ngurbloat beach, Ngilngof Village, Manyeuw District, Southeast Maluku Regency on a day without visitors. The research method used in this study is descriptive qualitative with the analysis used is an interactive model from Miles and Huberman in Sugiyono (2011). Respondents totaling 80 people were determined based on the opinion of Suharsimi Arikunto who stated that, if there are less than 100 research subjects, it is better to take all of them.

Keywords: Source of Livelihood; Families in Coastal Tourism Areas.

INTRODUCTION

Natural wealth and beauty is an important component of Indonesia's tourism attractiveness. Indonesia is a tropical country consisting of a group of islands and has approximately 80 percent of rural areas based on data from the Ministry of Home Affairs (Kemendagri), Indonesia has 83458 villages/kelurahan as of December 31 2021. In detail, there are 75,037 villages and 8,511 sub-districts . There are many tourist villages in Indonesia and of the many tourist villages in Indonesia, one of the most popular is Pasir Panjang Beach, Ngilngof Village in Southeast Maluku.

Initially, the family economy in the coastal tourism area relied on or was based on the agricultural and fishing sectors. The family clears agricultural land by planting cassava,

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sweet potato, bananas and other commodities which the crops will then be marketed, besides that the head of the family also acts as a coconut farmer where the work done daily is to make copra, but with sasi which is implemented by the village, this work cannot be done every time. Furthermore, fishing is one of the side jobs that is carried out not only for daily consumption but also as a source of family income, this is in line with research conducted by Pattiselano, et al (2018) which said that in general, most of the farmers in Maluku, especially in small islands, do double activities. Activities that generally side by side with the main activity is as a fisherman. Fishermen are the choice of work considering that most small island farmers live on the coast, so they have the opportunity to carry out activities on the coast as a source of income. However, in contrast to the families who live on the coast of Ngilngof Village today, the rural transformation, especially in Ngilngof Village, refers to a livelihood strategy based on the tourism sector which relies on the beach as a tourist attraction and also as the main livelihood. The transformation of coastal rural livelihood strategies from non-tourism to tourism is due to the fact that the tourism sector is considered capable of boosting economic growth effectively compared to other sectors.

The development of tourism which is very fast and concentrated has a positive impact on business opportunities and increases income (Spillane, 1989:47). This has resulted in a change in livelihood strategy. Families that used to make a living by farming and fishing are now making a living by opening lodging businesses, kiosks, restaurants, and so on. Even so, according to the results of the pre-survey in the field, the average number of visitors is only on Sundays, while on other days it is not as busy as Sundays. Thus if the family only focuses on activities in the tourism sector without carrying out other dual activities it can result in low family income even on holidays and holidays the income increases drastically. This is supported by research conducted by Afiefah, et al (2017) which based on the results of his research it can be concluded that the use of dominant tourism business and work opportunities makes business and work a single income (livelihood) for them, even though their income is still classified as low. low, this is because tourist visits are cyclical so that income in the tourism sector is uncertain, but on holidays and major holidays their income can increase dramatically. Based on this explanation, the purpose of this research is to find out what are the sources of family income in the Ngurbloat Beach Tourism Area (Case Study in Ngilngof Village, Manyeuw District, Southeast Maluku Regency). et al (2017) based on the results of their research it can be concluded that the use of dominant tourism business and work opportunities makes the business and work a single income (livelihood) for them, even though their income is still relatively low, this is due to cyclical tourist visits so that income

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in the tourism sector is uncertain, but on holidays and major holidays their income can increase dramatically. Based on this explanation, the purpose of this research is to find out what are the sources of family income in the Ngurbloat Beach Tourism Area (Case Study in Ngilngof Village, Manyeuw District, Southeast Maluku Regency).

Based on the results of their research it can be concluded that the use of dominant tourism business and work opportunities makes the business and work a single income (livelihood) for them, even though their income is still relatively low, this is due to cyclical tourist visits so that income in the tourism sector is uncertain, but on holidays and major holidays their income can increase dramatically. Based on this explanation, the purpose of this research is to find out what are the sources of family income in the Ngurbloat Beach Tourism Area (Case Study in Ngilngof Village, Manyeuw District, Southeast Maluku Regency). this is because tourist visits are cyclical in nature so that income in the tourism sector is uncertain, but on holidays and major holidays their income can increase dramatically. Based on this explanation, the purpose of this research is to find out what are the sources of family income in the Ngurbloat Beach Tourism Area (Case Study in Ngilngof Village, Manyeuw District, Southeast Maluku Regency). this is because tourist visits are cyclical in nature so that income in the tourism sector is uncertain, but on holidays and major holidays their income can increase dramatically. Based on this explanation, the purpose of this research is to find out what are the sources of family income in the Ngurbloat Beach Tourism Area (Case Study in Ngilngof Village, Manyeuw District, Southeast Maluku Regency).

RESEARCH METHODS

The research method used is descriptive qualitative method. This research was conducted at Ngurbloat Beach, Ngilngof Village, Manyeuw District, Southeast Maluku Regency. The data source used in this study is primary data obtained through interviews with those in charge of tourist areas and families who are in the Ngurbloat beach tourism area. The sampling method used the opinion put forward by Suharismi Arikunto who stated that, if there are less than 100 research subjects, it is better to take all of them, so that the sample in this study totaled 80 respondents.

The data analysis method used in this study is an interactive model from Miles and Huberman in Sugiyono (2011), according to Miles and Huberman there are three important stages in conducting the analysis, namely 1) Data Reduction, the data obtained from the field is in accordance with the existing problem formulation, after that irrelevant data is examined. After that, if relevant data is found, data analysis is immediately carried out

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through data reduction. Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns. 2) Data presentation. After the research data has been reduced, the next step is to present the data. In this study, the presentation of data can be done in the form of graphs, tables, pictures, and narrative descriptions. 3) Conclusion and Verification, The third step in qualitative data analysis according to Miles and Huberman is drawing conclusions and verification. The initial conclusions put forward are still temporary and will change if strong evidence is not found to support the next data collection stage. But if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

RESULTS AND DISCUSSION

Characteristics of Respondents

Respondent characteristics are characteristics that are inherent in the respondent and his household. Respondents in this study are the people of Ngilngof Village who make the tourism sector their main source of livelihood. These characteristics include age, level of education, how long have been running a business in the tourism sector, number of family members. These characteristics will be explained below.

Respondent Age

The age of the respondent is the age of the respondent at the time of the interview with units of years. Characteristics of respondents based on age will be shown in table 1.

Table 1. Characteristics of respondents based on age who work in the tourism sector

No	Age Group (Years)	Amount (Soul)	Percentage (%)
1	25 -35	3	3.75
2	36 – 50	32	40
3	51–65	40	50
4	65 – 70	5	6,25
	Total	80	100

Source: Primary data processed in 2023

Based on the data obtained, the majority of respondents were aged between 51-65 years, namely 40 people with a percentage of 50 percent. In addition, the data also shows that only 5 people, a percentage of 0.62 percent, are classified as elderly. This means that the

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average respondent is of productive age according to the Central Bureau of Statistics, that is, the productive age is between 15-64 years.

Respondents Education Level

The level of education in question is the last level of formal education taken by the respondent. The level of education shows the intellectual ability and insight of the respondents. Characteristics of respondents based on educational level will be described in table 2.

Table 2. Characteristics of respondents based on their level of education who work in the tourism sector

No	Level of education	Amount (Soul)	Percentage (%)
1	SD	-	-
2	JUNIOR HIGH SCHOOL	30	37.5
3	SENIOR HIGH SCHOOL	50	62.5
	Total	80	100

Source: Primary data processed in 2023

Based on the data in table 2, the education level of the respondents is classified as upper middle class. Because the majority of respondents with a high school education of 50 people with a percentage of 62.5 percent, and a junior high school education level of 30 people with a percentage of 37.5 percent.

Number of Family Members

The number of respondents' family members is the number of people who live with the respondent. The more the number of families, the higher the household needs of the respondent's family. The following is data on the characteristics of the respondent's family based on the number of family members presented in table 3.

Table 3. Characteristics of respondents based on the number of family members who work in the tourism sector

No	Number of Family Members (Soul)	Number (Family)	Percentage (%)
1	0-5	55	6,87
2	6-10	25	3,12

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	Total	80	100

Source: Primary data processed in 2023

From the data described in table 3, the largest number of family members of the informant farmers is in the group of 0-5 family members with a total of 55 families with a percentage of 6.87 percent. The number of family members listed in the table above consists of father, mother and children.

Length of Business in the Tourism Sector

Length of Business is the time that has been taken by the family in doing business in the tourism sector. The length of business was calculated in years at the time of the interview with the informant's family. The length of business can lead to business experience, experience influences observation and proficiency in doing business in the tourism sector, the higher the business experience, the more proficient in business (Pratama Reza, 2018).

The length of business listed in table 4 is the length of business data since the beginning of Pasir Panjang Beach (Ngurbloat) as a tourist area.

Table 4. Characteristics of Informant Families Based on Years of Business in the Tourism Sector

No	Length of Business (Year)	Amount (Soul)	Percentage (%)
1	2 – 6	36	45
2	6 – 10	44	55
	Total	80	100

Source: Primary data processed in 2023

Based on the data in table 4, the duration of business in the tourism sector for the majority of informant families ranged from 7 to 10 years, namely 44 people with a percentage of 55 percent. This shows that the experience of doing business in the tourism sector is quite high. As experienced by one of the respondents who has been pursuing business activities in the tourism sector for approximately 10 years. say:

> *I started to open a business here 10 years ago, at first it was just a small kiosk selling only snacks, mineral water, coffee and a few other drinks. But now, as time goes by, I have started to enlarge the kiosk with*

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a lot of food and drink menus for sale, built a gazebo, seats and is now in the stage of building an inn.

Source: Interview with Pak DF

The respondent is one of the informants who has high business experience in the tourism sector, namely 10 years. Initially, they only sold a few menu items, now they can expand their menu to sell food and drinks, as well as owning a gazebo rental business, seats, sound systems and swimming cushions. In addition, one of the marketing techniques applied is to provide free seats to customers who come to order food, while the gazebo is charged Rp. 50,000. Currently the informant is expanding his business in the lodging business (development process). Based on this, it can be concluded that the length of time trying is one of the factors that can increase one's proficiency, and observation in order to be able to read opportunities in developing his business.

Source of Family Livelihood in the Ngurbloat Beach Tourism Area

BeachNgurbloat as a tourist object indirectly has an impact on changes in the livelihoods of the surrounding community. According to Ritchie (1987) in Suardana, et al (2015), states that the development of tourism in an area will have an impact on changes in the economic structure of the community, especially people's livelihoods arising from the existence of business opportunities in this sector and its follow-ups. Prior to the existence of the tourism sector, the source of livelihood came from the agricultural and fisheries sectors, then with the development of the tourism sector, it provided business and job opportunities for respondents, based on the questionnaires distributed, there were several factors that became the reasons for respondents to switch sources of income. Table 5 will show the reasons for the respondents switching sources of income.

Table 5. Family reasons for having a profession

No	Factors	Amount	Percentage
1	Better income	80	100
2	Not draining a lot of energy	78	9.75
3	Strategic location	30	3.75
4	Limited capital	5	0.62
5	Promising venture	80	100

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6	Have a passion in the tourism business	20	2,5

Source: Primary data processed, 2023

Based on table 5, the reason behind the majority of respondents switching sources of livelihood is because income in the tourism sector is considered better and doing business in this sector is more promising than other sectors, which is around 100 percent. The next reason is because work in the tourism sector does not require a lot of energy or in another sense, business in this sector does not require physical strength, namely 9.75 percent. The development of tourism, especially kiosk businesses and rental businesses, has led to a shift in livelihoods for local people, especially from farmers and fishermen, to becoming tourism businesses such as kiosk businesses and rental businesses. Another factor is due to the increasing number of tourists who need services for tourism activities, and the potential for natural resources to support tourism activities on this beach, Setiyanti Widya, et al (2011). There were several informants who, based on the results of interviews, said that the opening of Ngurbloat Beach as a tourist spot provided job opportunities for the people around Ngurbloat Beach.

This is in line with research conducted by Afiefah, et al (2017), whose research results stated that the use of dominant tourism business and work opportunities made the business and work a single source of income (livelihood) for them, even though there were several business actors who doing side jobs to earn extra income during the off season. However, the different thing is that the average business actor in the tourist area of Ngurbloat Beach does not have a side job and only utilizes one sector, namely the tourism sector as the main job. Based on the results of the interviews, what caused the informants to choose not to do other side jobs was because the informants considered that jobs such as farmers, fishermen and other jobs required large capital and drained a lot of energy, especially in agriculture where there were pests (wild boars) and had land. types of coastal/sandy soil that have not been used properly, besides that informants also feel that income in agriculture and fishing is not certain to be different from income in the tourism sector which has a definite income every week and does not drain a lot of energy.

> *I focused on opening a business here, yesterday at the start of the pandemic, my husband and I were there to make a garden for planting patatas, embal, kasbi, sweet potatoes. But yeah, that's just for personal consumption, zinc for sale. It's just that every day here (tourist attractions) are still open because there are bound to be one or two visitors, that's bound to still be there, I and my husband also feel more*

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comfortable here than gardening, the income here is sure to have income every day even though it's a thousand, two thousand.
Source: Interview with Mrs. EF

Tourism is one of the resource sectors used by respondents as a source of income. Sources of income are various resources that can be used by individuals or all household members to carry out livelihood strategies to maintain their survival, at least to meet their needs or in order to improve the life of a household. . Mashito, (2005) in (Niswah, 2011), Teriola et al, (2019). In the tourism sector, families take advantage of opportunities by carrying out economic activities including kiosk businesses and rental businesses such as gazebos, seats, toilets, swimming cushions, and sound systems. The economic activities in Ngurbloat Beach according to the results of observations in the field are:

1. BusinessStall

There are eighty stalls located in the tourist area of Ngurbloat beach which are located along the coast. These small stalls sell a variety of heavy food such as fish rice, whether it's grilled fish, yellow sauce fish and fried fish, chicken rice, various processed noodles such as noodle soup, fried noodles, and others, there are also lat vegetables, cassava leaf vegetables or in the local language they are called sir-sir vegetables, apart from that there are those who sell various processed seafood such as crabs, cuttlefish, clams, and shrimp. Furthermore, for snacks such as various kinds of snacks, various fried foods, salad dressing, and snacks made from embal (Cassava root), as well as various drinks such as mineral water, sweet tea, coffee, and group A alcoholic drinks such as bintang and anker beer, and other drinks . The price offered also varies, starting from Rp. 2,500 to Rp. 50,000.

2. Businessrental

The rental business in the coastal tourism area is swimming cushions, seats, gazebos, sound systems, and toilets. With the price offered for swimming cushions around Rp. 10,000 – Rp. 25,000 the bigger the size of the swimming pillow, the price is Rp. 25,000, and seats are priced at Rp.30,000 – Rp.50,000, but there are 23 respondents who do not provide additional costs for seats, meaning that seats are not paid for if visitors buy food or drinks only from respondents, and for gazebo rentals on average the average rental fee is IDR 50,000, the sound system is calculated per hour and is charged IDR 100,000. As for the cost of renting a toilet, one entry fee is IDR 3,000 – IDR 5,000.

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CONCLUSION

Based on the results of the research and discussion, the following conclusions can be put forward:

Families use the tourism sector as a source of livelihood strategy, where the economic activities carried out by the family are kiosk businesses and rental businesses such as gazebos, seats, swimming cushions, sound systems and toilets. The factor that causes families to change professions is because tourism provides business opportunities, and is one type of business that has promising business prospects and can increase family income, even though tourism income fluctuates or depends on the number of visits.

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