



# Strategy of Sustainable Entrepreneurship Development as an Effort to Create a Tourism-Based Economy in Coastal Communities on Kera Nepa Beach, Sampang Regency

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**Abstract:** This research aims to examine the potential development of a tourism-based creative economy in coastal communities on Kera Nepa Beach, Sampang Regency. This study describes the use of the marketing mix, namely Product, Price, Place, Promotion, and People, as an effort to create economic lean in coastal communities, especially on the north coast of Kera Nepa, Sampang Regency, Madura. This study used a descriptive qualitative method. Data was obtained from observation, interviews, and FGD using SWOT analysis techniques. The results obtained show that the economic development of Nepa Tourism Beach experienced less good development at the end of this period compared to several other tourist beaches in Sampang Regency which tended to increase. Researchers also found the need for a business strategy by diversifying products, namely changing market share by combining it with product changes. And it is necessary to increase the number of tourist visits to the area. Apart from that, it can also empower all existing resources around tourist attractions, both in terms of human resources and existing facilities. Researchers also found the influence of social, economic, cultural, and environmental impacts on local communities which had an impact on the weak entrepreneurial spirit.

**Keywords:** Creative Economy; Entrepreneurship; Nepa Monkey Beach; Sustainability

## Introduction

The last two years have been challenging for the tourism industry. The COVID-19 pandemic has had a very significant impact on Indonesian tourism. The decline in the number of tourists, especially foreign tourists, as a result of the implementation of social restrictions (PSBB and PPKM), COVID-19 variants such as Delta and Omicron as well as the closure of international access from various countries has made the tourism industry slump. Looking towards 2022 hopes for the tourism industry to recover are starting to brighten. The vaccination progress that began in 2021 is quite satisfactory and provides optimism for the tourism

industry to recover more quickly (Agyeman et al., 2022). The tourism industry is often perceived as an economic engine that generates foreign exchange for economic development in a country, including Indonesia. However, in principle, tourism has a broader spectrum of fundamental development for a country.

Tourism development is basically aimed at national unity and unity, eradication of poverty (poverty alleviation), and sustainable development (Moslehpour et al., 2023). Even though it provides great benefits for the development of people's welfare in the world, tourism development is also often referred to as one of the main sources of environmental damage, when tourism development requires the provision of

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infrastructure that must damage the natural environment as mentioned in the World Tourism Organization report in 1996. There are many cases in several countries, the construction of resorts and hotels must destroy beaches, seas, forests and various other ecosystems that already existed and were growing previously.

Apart from the problem of changes in local cultural values due to the entry of foreign culture, the emergence of ancient areas in society is also another negative impact caused by tourism activities (Zhuang et al., 2019). Tourism is one of the *prima donnas* for countries in increasing their sources of income outside of oil and gas and taxes. Currently, Indonesia, as one of the developing countries, is starting to promote its country to attract the eyes of the rest of the world, this is intended to make Indonesia more famous for citizens of other countries to visit Indonesia. The promotions carried out were selling the diversity of Indonesian tourism and culture, this was responded positively by the large number of tourists from abroad who visited Indonesia (Minardi et al., 2020).

The development of village entrepreneurship that is currently being promoted is in line with and in line with the 2025 vision (Saragih & Bhaskara, 2019); namely being able to realize it through 3 things, including: Increasing added value and expanding the value chain which includes the production and distribution process, asset management and natural resource potential, geographical location and natural resources, while the economic activities created are synergistic and integrated both between regions and centers of economic growth; Encourage the realization of increased efficiency in production and marketing processes which is an integration of national and domestic markets aimed at strengthening competitiveness and resilience in the national economy; Encourage good strengthening of the national innovation system, both in terms of production and marketing, aimed at strengthening global competitiveness which is of course sustainable and towards an innovation-driven economy.

There are four goals in entrepreneurship development, including motivational development, knowledge development, skills development and ability development so that the ability model for developing entrepreneurship is directed at achieving 4 entrepreneurial goals (Newman et al., 2019). The development of a region can be adjusted by the regional government to the potential and uniqueness of each region. This is an excellent opportunity for regional governments to prove their ability to carry out the authorities that are regional rights. Whether a region progresses or not is largely determined by the ability and willingness to implement it, namely the regional government. Regional governments are free to be

creative and express themselves in order to develop their regions, of course without violating legal provisions, namely legislation (Dwivedi et al., 2023). One area in East Java that has received quite a lot of attention from the government is Madura. Madura Island is one of the islands in East Java which has a Tourist Attraction (DTW) which can be developed to improve the community's economy.

The impact of the development of tourism objects will increase Regional Original Income (PAD) and community income (Widiana & Prakoso, 2022). Madura as an island that has historical heritage, cultural diversity, natural charm and traditions that are rooted in society is an attraction for tourists to visit DTW in Madura. Each district in Madura has a variety of DTW. Based on the mapping of the Research Center for Regional Economic Development and Development LPPM Trunojoyo University (2017), there are eighty-three DTW spread across four districts in Madura, namely Bangkalan, Sampang, Pamekasan and Sumenep districts (Suta & Mahagangga, 2018). With its autonomous status, the Sampang Regency government has the authority to develop its regional potentials, one of which is tourism potential which can bring benefits to Sampang Regency itself. Sampang Regency is rich in natural, cultural and tourism potential. Coastal Beach Tourism is one of the leading sectors in Sampang district because it has many beaches with calm waves so it is often visited by tourists both local and outside the area (Boemiya et al., 2023).

Sampang Regency has various tourist destinations. One of the main tourist destinations in Sampang Regency is Nepa Beach. The Nepa beach tourist area is located in Banyuates District, Sampang Regency. Nepa Beach is located in the northern part of Sampang Regency, consisting of Nepa monkey tourism, Nepa beach, Nepa river tourism, Nepa reservoir, sailing activities. Nepa Cultural Tourism from the primary arterial road is 300 meters and is approximately 60 km from the government center of Sampang Regency. The last two years have been challenging for the tourism industry. The COVID-19 pandemic has had a very significant impact on Indonesian tourism. The decline in the number of tourists, especially foreign tourists, as a result of the implementation of social restrictions (PSBB and PPKM), COVID-19 variants such as Delta and Omicron as well as the closure of international access from various countries has made the tourism industry slump. Looking towards 2022 hopes for the tourism industry to recover are starting to brighten. The vaccination progress that began in 2021 is quite satisfactory and provides optimism for the tourism industry to recover more quickly (Tay & Chan, 2023).

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economic development in a country, including Indonesia. However, in principle tourism has a broader spectrum of fundamental development for a country. Tourism development is basically aimed at national unity and unity, eradication of poverty (poverty alleviation), and sustainable development. Cultural preservation, meeting the needs of life and human rights, improving the economy and industry, as well as technological development (Nocca, 2017). Even though it provides great benefits for the development of people's welfare in the world, tourism development is also often referred to as one of the main sources of environmental damage, when tourism development requires the provision of infrastructure that must damage the natural environment as mentioned in the World Tourism Organization report in 1996. There are many cases in several countries, the construction of resorts and hotels must destroy beaches, seas, forests and various other ecosystems that already existed and were growing previously.

Apart from the problem of changes in local cultural values due to the entry of foreign culture, the emergence of ancient areas in society is also another negative impact caused by tourism activities (Alamineh et al., 2023). Tourism is one of the *prima donnas* for countries in increasing their sources of income outside of oil and gas and taxes. Currently, Indonesia, as one of the developing countries, is starting to promote its country to attract the eyes of the rest of the world, this is intended to make Indonesia more famous for citizens of other countries to visit Indonesia. The promotions carried out were selling the diversity of Indonesian tourism and culture, this was responded positively by the large number of tourists from abroad who visited Indonesia. The development of village entrepreneurship that is currently being promoted is in line with and in line with the 2025 vision (Tabares et al., 2022); namely being able to realize it through 3 things, including: Increasing added value and expanding the value chain which includes the production and distribution process, asset management and natural resource potential, geographical location and natural resources, while the economic activities created are synergistic and integrated both between regions and centers of economic growth; Encourage the realization of increased efficiency in production and marketing processes which is an integration of national and domestic markets aimed at strengthening competitiveness and resilience in the national economy; Encourage good strengthening of the national innovation system, both in terms of production and marketing, aimed at strengthening global competitiveness which is of course sustainable and towards an innovation-driven economy.

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## Method

In this research, qualitative descriptive research was used. The focus of research in this research is anyone involved in the development of creative economy small and medium enterprises (MSMEs) in Sampang Regency, Madura, East Java (case study: Nepa Sampang Beach). The unit of analysis used in this research is small and medium business actors around the Nepa Sampang coast and the institutions used as the unit of analysis in this research are the Department of Culture, Tourism, community leaders and the local community. The location in this research is the Nepa coast, Sampang Regency, Madura, East Java. The data in this research was collected through observation, FGD, documentation and in-depth interviews using a matrix and SWOT analysis. Checking the validity of the data using data source triangulation techniques is carried out by comparing the results of observation data with data from interviews and the results of interviews with related documents, and data analysis through data reduction, data presentation and drawing conclusions.

### *Conceptualization and Theory*

Tourism is a complex activity, which can be viewed as a large system, which has various components such as economic, political, social, cultural, and so on. Seeing tourism as a system means that analysis of various aspects of tourism cannot be separated from other subsystems, such as politics, economics, culture, and so on, in a relationship of interdependence and interconnection. As a system, there is an interdependence relationship between the components in the system, where changes in one subsystem will also cause changes in other subsystems, until finally a new harmony is found (Guo et al., 2024). In the tourism system, there are many actors who play a role in driving the system. These actors are tourism people in various sectors. In general, tourism is grouped into three main pillars, namely: community, private sector, government. Included in the community are the general public at the destination, as owners of various resources which constitute tourism capital, such as culture.

Included in this community group are also community figures, intellectuals, NGOs and mass media. Furthermore, the private groups are tourism business associations and entrepreneurs, while the government groups are various administrative areas, starting from the central government, provinces, districts, sub-districts, and so on. The implementation of the tourism system can run perfectly if these components merge into one and support each other, such as the government's obligation to jointly plan, develop, organize, maintain and supervise with other

regional governments in all sectors that support tourism activities.

## Result and Discussion

### *Potential of the Nepa Sampang Coastal Tourism Area, Madura*

In developing tourism potential in Sampang district, there are many factors that influence the success or failure of its development. Sampang district has a lot of tourism potential which includes natural tourism, religious tourism and historical tourism. The Sampang Regency Government continues to promote the introduction of tourism, which every year experiences quite effective improvements even though it is not yet widely known by all people. Tourism development carried out by the Sampang district government continues to be carried out and is still in the process of building infrastructure as well as carrying out promotional activities in order to attract local and foreign tourists, using data that has been collected by the cultural service, youth tourism and sports, tourist visits have increased definitely from a matter of months or every year.

There is quite a lot of tourism potential in Sampang, this can be seen from its geography which is surrounded by many tourist attractions in the area and is also supported by a diversity of tourism, for example: religious tourism, beach tourism and even culinary tourism. The fairly rapid development of tourism is what has had an impact on the community because currently there are increasingly many tourist visits to Madura, one of which is tourism in Sampang district. This is because there is a balance between the government and society in filling the potential provided. The current development of tourism potential also has an impact on the implementation of regional autonomy. Sampang is a district that continues to strive to implement regional autonomy well. This is proven in the increase in PAD, because the success or failure of a region in implementing regional autonomy is seen from the regional income sector. However, this development is still not evenly distributed in several coastal tourist destinations, including Nepa beach tourism, where the development is not very significant even though it has long been known to the public (Staudt et al., 2021).

Nepa Beach is a location located between Bangkalan Regency and Pamekasan Regency, which is around 100 km from Surabaya which can be reached by sea or via the Suramadu bridge infrastructure which was inaugurated on June 10 2009. Judging from its geographical conditions, Sampang Regency is located between 113° 08' - 113°39' East Longitude and 6°05' - 7°13' South Latitude. The area of Sampang Regency is ± 1233.30 km<sup>2</sup>, administratively divided into 14 sub-

districts consisting of 180 villages and six sub-districts. Banyuates sub-district, which is the area covered by this study, has an area of 80.64 km<sup>2</sup> or around 6.54%. Meanwhile, the total area of the study location is around 1377 Ha. The Nepa tourist attraction itself is located in the north of Sampang Regency in Batioh Village, Banyuates District, with a distance of ± 52 km from the center of Sampang city. Judging from its distance to the city center, the Nepa tourist attraction is quite far. So, it is very unfortunate if tourists who have traveled quite far can only see less than optimal tourist attractions, for example, tourists only see the beach around the coastal forest, a river that is one km from the highway and a wild monkey tourist attraction in a 1.50 Ha mangrove forest without any other supporting tourist attractions. For that, with an area of 1.377 Ha which is certainly much larger than the original area, it is hoped that it can be an example of an ecotourism area on Madura Island with various natural potentials of Madura that can be used as tourist attractions in it (Hailuddin et al., 2022).

Banyuates District itself has an area of 141.23 km<sup>2</sup>. As a coastal district. Banyuates District has a population of 73.625 people, with a population density of 521 people/km<sup>2</sup>. A number of domestic tourists have visited Nepa Beach. This is supported by the development of domestic tourist visits to the Nepa monkey tour which was recorded in 2014 as many as 208 people. The condition of the facilities and infrastructure of Nepa Beach is still inadequate. This is indicated by the still damaged access road to the beach area, even though paving blocks have been installed. On the other hand, Nepa Beach is still not fully supported by utilities, such as clean water, telephone networks, and electricity networks. The community still obtains clean water by collecting rainwater through open reservoirs owned by the community. Although the telephone network has not entered the area, there is already cellular telephone network coverage. Currently, tourism activities in the coastal area of Nepa have declined, with slow growth in the number of visitors. This is due to the lack of good management in the coastal area, which is caused by the community itself being passive in participating in the development of the tourism area, even though they themselves want to take part in implementing the development of the Nepa Beach tourism area (Head of Infrastructure).

Visitors complain about the lack of development in the Nepa beach tourist area. Visitors are of the opinion that its natural beauty is not supported by good environmental cleanliness, with lots of rubbish strewn about, not enough rubbish bins available, and no signs warning against littering. Existing facilities are still inadequate because facilities such as toilets, bathrooms, mosques, restaurants, souvenir stalls and children's play areas are not available. Even though the facilities are

available, as a form of initiation for the development of tourist areas carried out by the government, there is no maintenance on the damaged bathroom facilities, joglo buildings located in the Nepa monkey forest, and toilets. By looking at the poor physical condition and facilities and infrastructure of Nepa Beach and the poor management of the natural tourist area of Nepa Beach, it is necessary to formulate directions for developing entrepreneurship based on Nepa Beach tourism based on the preferences of visitors to Banyuates District, Sampang Regency. The concept of ecotourism is expected to be able to guarantee the distribution of economic benefits to the community and local government as well as maintain environmental sustainability.

By combining tourism potential, natural potential and Islamic attribute potential, the research plan "Strategy for developing tourism-based entrepreneurship on the Nepa Bayuates coast of Sampang-Madura" was formed. The potential for rapid development of the tourism industry has not been responded to optimally by the regional government in the district. Lacquer. Developing awareness for local and local communities, the need for family holiday destinations, safe travel, the availability of Muslim-friendly services and facilities in tourist destinations such as food, easy access to worship, are natural resources that need to be developed to increase and stimulate the entrepreneurial interest of local communities at the same time. as an effort to increase regional income.

#### *Identification of Micro and Small Enterprises in the Kera Nepa Sampang Coastal Tourism Sector*

From the results of observations and interviews with respondents, the types of micro and small businesses supporting Nepa Sampang beach tourism can be categorized: primary (catamaran boat rental), secondary (souvenir/food sellers, young coconut sellers and tour guides). The number of respondents who supported the research in identifying small businesses in the Kera Nepa Sampang tourism sector was 5 people, with the details being that primary coastal tourism businesses are MSMEs that have developed before other businesses, secondary coastal tourism businesses are complementary MSMEs to primary businesses, while tourism businesses Tertiary coastal beaches are supporting primary and secondary MSMEs. Based on identification and observations in the field, the development of coastal tourism in supporting micro, small and medium enterprises on the Nepa Sampang coast is very dependent on the involvement of the local community. Community participation will arise if the community understands that coastal tourism can increase income, because it can create business

opportunities and opportunities for work. Opportunities for community involvement in utilizing coastal tourism are actually quite wide open. So that there is no social gap between local communities and entrepreneurs, the government is expected to provide equal and fair opportunities for all parties to participate in obtaining benefits (Anthony, 2024; Shayan et al., 2022).

**Table 1.** Recapitulation of respondents based on business category

Types of Micro and Small Businesses	Number of people
Souvenir and food sellers	10
Fisherman	15
Rent a catamaran	5
Tour guide	10
Homestays	3
Diving equipment rental	0

Based on identification and observations in the field, the development of coastal tourism in supporting micro, small and medium enterprises on the Nepa coast is very dependent on the involvement of the local community. Community participation will arise if the community understands that marine tourism can increase income, because it can create business opportunities and opportunities for work. Opportunities for community involvement in utilizing marine tourism are actually quite wide open. So that there is no social gap between local communities and entrepreneurs, the government is expected to provide equal and fair opportunities for all parties to participate in obtaining benefits.

*Micro and Small Business Development Scenario for the Sampang Kera Nepa Tourism Sector*

The decision-making model in managing coastal tourism through micro, small and medium enterprises provide possible scenarios based on the process of interrelationship between three elements, namely marine resources, society and policy. The current state of management of Kera Nepa Sampang tourism is not well managed. So, there are still many factors that need to be considered, namely political, economic, social and political factors. Political factors are very influential in terms of tourist visits, because if the security stability of a tourist area is not safe and comfortable, then tourist visits will decrease and vice versa. To be safe and comfortable, policies made by the local government are needed.

Social factors are very influential in the development of Kera Nepa coastal tourism, because it directly involves the local community in promoting the tourist area. The community can preserve local culture and maintain environmental sustainability, namely

natural resources which are the main capital in coastal tourism products on Kera Nepa Sampang beach. Facilities and infrastructure factors, both basic and supporting, really encourage the development of coastal tourism businesses. One of the tools in the era of globalization is the internet which can be used as a medium to promote Kera Nepa Sampang coastal tourism products and provide information to tourists who will visit. From these influential political, economic, social and facilities and infrastructure factors, there are problems between expectations and actual reality. This bridge can be measured, structured and analyzed with the help of various tools, including a combination of Multicriteria Analysis and AHP.

Based on the output and expectations of the community regarding the scenario of developing coastal tourism through micro-enterprises on Kera Nepa beach, influencing factors and criteria as well as possible scenarios can be created. A scenario analysis model can be created. From the measurements carried out using the Multicriteria Analysis tool, the order of importance level of each factor in determining the outcome of the scenario that occurs is obtained as follows: Facilities and Infrastructure Factors (transportation access, promotion, information systems, cost efficiency), Social Factors (labor absorption, demographics, local community traditions, environmental awareness), Political factors (subsidies, policies or regulations, security stability, taxes).

There are three things that can be taken by the regional government and the central government in simulating the elements of policy for managing micro and small businesses in the coastal tourism sector on Kera Nepa Sampang beach for the decision making process, namely: Improving facilities and infrastructure, especially transportation access; Absorption of labor to increase income; Policy or regulatory elements, especially in providing subsidies to micro and small businesses. So that the synthesis obtained in the management mechanism for micro and small businesses in the coastal tourism sector produces an optimistic scenario (Vermeulen-Miltz et al., 2023), namely that micro and small businesses in the coastal tourism sector on small islands will grow and develop optimally and have an impact on improving the economy of local communities along with preserving the environment of small islands and surrounding.

*Strategy for Development of Micro and Small Enterprises in the Kera Nepa Sampang Tourism Sector*

To develop a strategy for developing micro and small businesses in the Kera Nepa Sampang coastal tourism sector, there are several issues that need to be considered. These problems are grouped into four elements, namely Targets, Factors, Actors and

Alternative Strategies. Based on these elements, a hierarchy was prepared to formulate a strategy for developing small businesses in the coastal tourism sector at Kera Beach, Nepa, Sampang. Based on this hierarchy, a questionnaire was prepared which was submitted to the respondents. After that, the questionnaire was analyzed using the Analytical Hierarchy Process (AHP) with the condition that only respondents' opinions that had a consistency ratio of  $\leq 10\%$  would be analyzed further. Of the five respondents who filled out the questionnaire, all opinions from the five respondents could be analyzed, because the consistency ratio was  $\leq 10\%$ . The results are processed using Expert Choice software which describes the order of priority first, second and so on according to weight.

### *Target*

The target is what is to be achieved through the small business development strategy in the coastal tourism sector at Nepa Beach, Sampang. In this case, the goal to be achieved is community empowerment through the development of the coastal tourism sector at Kera Beach, Nepa, Sampang. What is meant by community empowerment is an educational process in order to change the mindset of the community, especially the small island community in Nepa, Sampang, who initially had the assumption that natural resources The only sea that can be used is fish. In fact, marine natural resources have high economic value, if used properly. The word empowerment implies a process of increasing capabilities and expertise, especially in the context of promoting natural tourism with the support of small businesses on small islands. In accordance with Regional Autonomy, each region has the freedom and responsibility to develop and advance its region and everything depends not only on the Regional Government, but also on all parts of society.

### *Causal Factors*

Causal factors are the rationale that need to be identified and prioritized to achieve the main target. Based on the results of discussions and interviews with respondents, there are several factors that must be considered in the context of community empowerment through developing coastal tourism in supporting micro-enterprises on Nepa Beach, Sampang, namely: Natural resources are of course very necessary in developing small businesses in the coastal tourism sector. With available natural resources, small business development plans will most likely run, so that the people of Nepa Sampang can participate in these businesses; Human resources (HR) are the workforce who are the backbone for the operation of small businesses in the coastal tourism sector on small islands. Small businesses in the coastal tourism sector will not

run without active participation from every line of society on Kera Nepa Sampang beach; The artificial resources in question are forms of community institutions that originate from local culture, for example local wisdom in Nepa Sampang can attract tourists to visit Kera Nepa Sampang beach; Good political will from the Regional Government in developing micro businesses in the Kera Nepa Sampang tourism sector through regional policies or regulations that favor the success of small businesses in the coastal tourism sector; Political, social and cultural factors are very influential in terms of tourist visits, including the security stability of a tourist area which is unsafe and uncomfortable, as well as an unstable economy which will lead to uncertain prices of tourism products, which will affect the number and frequency of tourist visits; Facilities and infrastructure are one of the most important supports in small business development. By realizing the development of facilities and infrastructure, it can provide encouragement for the economic growth of the Kera Nepa Sampang Beach community.

### *Community Actors and Related Institutions*

Actor refers to every part of the Nepa Sampang community that needs to be involved in developing small businesses in the coastal tourism sector to achieve the main target, namely community empowerment. The actors that need to be considered in developing small businesses in the Kera Nepa Sampang tourism sector are: The community on Nepa Sampang beach is obliged to consider their participation in developing small businesses in the coastal tourism sector, because of their main role as actors in small businesses; The Regional Government (Pemda) is the way to open this business on the Nepa Sampang coast, because the Regional Government will determine the policies and regulations which are likely to be able to facilitate the running of small businesses in the coastal tourism sector, or vice versa, namely hindering them.

In other words, the Regional Government really determines the small business climate in the coastal tourism sector on Kera Nepa Sampang beach. The most important contribution of the Regional Government is to increase and grow the creative efforts of the community to target regional potential and manage it; The Department of Maritime Affairs and Fisheries (DKP) participates in monitoring and controlling the development of policies and regulations made by the Regional Government for the continued development of small businesses in the coastal tourism sector; Financial institutions, apart from providing capital, can also provide loans at certain interest rates. Apart from that, financial institutions can be used as a place to store money which usually bears interest every year, for example banks, cooperatives and others.

In this case, capital is a driver that is no less important, especially for the smooth running of business operations at all times. This is due to the limitations of the Regional Government in providing subsidies for a business, because the Regional Government must divide its budget for other activities or programs in the region; Investors are parties outside financial or banking institutions who play a major role in providing capital for small businesses; The industry players referred to are the people of Nepa Sampang who are directly involved in developing small businesses in the coastal tourism sector.

#### *Strategy Alternatives*

Alternative strategies relate to specific policies that are prioritized to achieve the main targets, namely: Increasing local community awareness of efforts to preserve natural resource potential on the coast in order to avoid environmental damage. Therefore, strategies are needed to increase local community awareness of the surrounding environment. If the environment is damaged, tourists are reluctant to visit, resulting in people's income decreasing, even to zero (Kumar et al., 2021). The improvement in the management mechanism for small businesses in the coastal tourism sector was formed from a combination and collaboration between the Kera Nepa Sampang beach community, industry players, the Sampang Government, and research institutions; Organizations (NGOs) and financial institutions. This collaboration is realized through each other's contributions. Nepa beach communities form groups or institutions and develop and create small businesses in the coastal tourism sector through direction from the Regional Government and capital assistance/subsidy from the Regional Government.

Apart from that, direction and supervision from the Regional Government is still needed for the people of Nepa Sampang and industry players. Meanwhile, industry players are expected to not only prioritize the profits they want to achieve, but also provide direction, especially to the people of Nepa Sampang and work together in order to improve product quality. The role of research institutions/NGOs in the partnership pattern is also very important, namely as "distributors" of knowledge, technology development, improving the quality of human resources. Collaboration with universities is expected to be able to improve the quality of business. The collaboration in question is primarily in the form of appropriate technology (technoware) and infoware for the people of Nepa Sampang who are directly involved with small businesses in the coastal tourism sector that will be developed, namely the people of Nepa Sampang and industry players.; The development of facilities and infrastructure on small islands is intended to support the creation of tourism

products, especially coastal tourism. With this development, it is hoped that it can be a trigger for the development of small businesses in the coastal tourism sector and can become an attraction for tourists who will visit (Aziz & Niazi, 2023).

Increasing human resource and technological skills in supporting small businesses in the coastal tourism sector is a requirement that must be met, so that these businesses can survive and continue to grow. This quality improvement can be done through training. f. Policy and institutional improvements are intended to provide support for the development of small businesses in the coastal tourism sector for the Kera Nepa Sampang coastal community. Policies and regulations are handled by regional governments or related agencies, for example DKP, Regional Planning and Development Agency (Bappeda), Industry, Trade, Cooperatives and Investment Services (Indagkop); Therefore, it is necessary for the government, especially the regions, to reactivate small business groups and continue coaching so that enthusiasm and initiative arises to continue to develop, supporting small businesses in the coastal tourism sector in terms of environmental maintenance, as well as increasing training regarding small businesses in the coastal tourism sector coast. Existing policies or regulations need to be reviewed, in order to facilitate the interests of the government and small businesses.

#### *Swot Analysis Results*

Kera Nepa Beach is currently experiencing slight changes compared to the previous few years, after large waves hit several facilities on the beach which were damaged and there have been no repairs from the relevant parties. The local government of Sampang Regency is expected to provide space for its introduction and development (Rahmawati & Amalia, 2024). Kera Nepa Beach, with good supervision and management, will experience progress in the economic and tourism sectors of Sampang. In several observations made by researchers, many visitors were found who complained about the lack of development in the Nepa beach tourist area. Visitors are of the opinion that its natural beauty is not supported by good environmental cleanliness, with lots of rubbish strewn about, not enough rubbish bins available, and no signs warning against littering.

Existing facilities are still inadequate because facilities such as toilets, bathrooms, mosques, restaurants, souvenir stalls and children's play areas are not available. Even though the facilities are available, as a form of initiation for the development of tourist areas carried out by the government, there is no maintenance on the damaged bathroom facilities, joglo buildings located in the Nepa monkey forest, and toilets. By looking at the poor physical condition and facilities and



infrastructure of Kera Nepa Beach and the poor management of the Nepa Beach natural tourism area, it is necessary to formulate directions for the development of entrepreneurship based on Nepa Beach tourism based on the preferences of visitors to Banyuwates District, Sampang Regency. The local government of Sampang Regency also provides assistance. space in the introduction and development of Kera Nepa Beach with good supervision and management of Kera Nepa Beach will experience progress in the Sampang tourism sector, for this reason the local government must also be able to provide a new perspective on the coastal communities of Kera Nepa Beach and be able to provide adequate welfare for community because currently many people on Kera Nepa Beach are still underprivileged and rely on fish catches. So that tourism can improve the economy of business sectors such as food businesses, home stays and so on, by paying attention to and changing people's perspectives on life regarding the benefits of tourism (Andersson et al., 2017; Nguyen, 2021).

The strategies that can be carried out in developing Kera Nepa Beach are first outlined in table form regarding internal and external factors. Next, provide a

review in the form of a SWOT matrix table to formulate strategies that can be carried out by BUMDes. Based on the SWOT matrix above, the Batioh and Nepa Village BUMDes Management needs to prepare a Strategic Plan (RENSTRA) for the future development of Kera Nepa Beach.



Figure 1. Research Process at Kera Nepa Beach, Sampang 2023

Table 2. SWOT Matrix for Kera Nepa Beach Tourism Destinations. Sampang Regency

	Strengths/ Strength (S)	Weakness/ weakness (W)
FI.	Determine Internal Strength Factors.	Determine Internal Weakness Factors.
F.E.	Has a strategic location. Has the potential for social capital. Promotion of local culture and traditions. Fast adaptation.	Low Capital. Lack of attention. Tourist season. Susceptible to environmental changes. Lack of skills, managerial and inability to compete.
Opportunities S (O).	SO Strategy. Create a strategy that uses strengths to exploit opportunities, namely by: Accelerated coastal development.	WO Strategy. Create a strategy that minimizes weaknesses by taking advantage of opportunities, namely by: Increase in the amount of community investment.
Determine External opportunity factors.	Nepa Monkey with Community Bases Tourism Approach.	Establish support with the Department of Culture and Tourism and Trunojoyo Madura University.
Local government support.	Increased support from the Sampang Regency regional government for the development of Kera Nepa beach.	Establish relationships with stakeholders to invest in its development.
Support from local community figures.	Optimizing the role of social capital.	Fish market restaurant.
Support from Trunojopyo Madura University.	Spectacular natural views. Rich cultural heritage.	
Access to banking institutions.	ST Strategy. Love the strategy you use to overcome threats, namely: Application of the Integrated Communication Marketing Concept.	WT Strategy. Create a strategy to minimize weaknesses and avoid threats, namely by: Improved service quality at DTW Kera Nepa.
ST Strategy.	Increase in the number of rides and attractions at DTW Kera Nepa.	Improving facilities and infrastructure e. g. Homestay Syar'I.
Threats Determine the factors that constitute a threat.	Increased promotion through online media and social media.	
Another more interesting tourist attraction in Madura.		
Low level of concern.		
Weak service		

Based on the SWOT matrix weighting, strategic priorities are obtained (Mohammadi, 2023): mcarry out

empowerment and outreach to grow and increase public awareness about the importance of tourism awareness;

coordinate with private parties; Develop unique products that are different from others so that they attract the attention of tourists; mrepair and provide tourist facilities and infrastructure to provide tourism accessibility; Collaborating with the Sampang Regency Culture and Tourism Office and Trunojoyo Madura University; Support from the government and institutions is an important factor in the success of UMKM businesses in coastal tourism. The government needs to provide assistance and training programs, as well as facilitate access to affordable financing (Chen et al., 2021). Collaboration with non-profit organizations can also provide great benefits in developing this business; Improving the service quality of Kera Nepa beach; Increase promotions through social media, websites, events and promotional packages so that products are easily recognized by tourists; Providing training and development for local entrepreneurs so they have the skills and knowledge to improve the services provided; Continuously develop their skills and knowledge (Wei et al., 2019; Boldureanu et al., 2020).

They need to be familiar with the latest trends, technology, and innovation in the industry (Javaid et al., 2022; Anand et al., 2021). Regular training and self-development is very important to maintain the competitiveness of this business. Good accessibility will determine whether the location is easy to reach or not. Apart from that, the road network is one of the things that influences the smooth running of public services which is very important (Hörcher & Tirachini, 2021; Zadobrischi et al., 2020). To improve UMKM businesses in the coastal tourism sector, business owners need to understand their strengths and weaknesses, and strive to make the best use of their strengths while overcoming these weaknesses. This can involve careful business planning, product or service diversification, collaboration with local stakeholders, and efforts to improve the quality and sustainability of their business. Apart from that, it is also important to carry out careful market research and good business planning before starting a business in the coastal tourism sector (Kişi, 2019). By understanding the opportunities and obstacles, marketers can develop successful strategies in this unique business environment (Jaas, 2022; Rosário & Dias, 2023).

Based on the SWOT matrix weighting, strategic priorities are obtained: Melaempowerment, outreach to grow and increase public awareness about the importance of tourism awareness; Melacoordination with the private sector; Medeveloping tourism attractions with the concept of halal tourism; Memrepair and provide tourist facilities and infrastructure to provide tourism accessibility; Collaborating with the Sampang Regency Culture and Tourism Office and Trunojoyo Madura University; Improving the service

quality of Kera Nepa beach. Good accessibility will determine whether the location is easy to reach or not. Apart from that, the road network is one of the things that influences the smooth running of public services which is very important.

#### *Availability*

The community empowerment strategy in developing the Kera Nepa beach is carried out by the village head and local community through three stages, namely awareness, capacity building and empowerment. At the awareness stage, the community is made aware that Batiuh Village has the potential for natural resources, economics, social capital and institutions that can be developed into a tourist attraction and productive economic activity. to the community and Sampang Regency Government about the prospects and potential for developing the Kera Nepa. From a business and economic perspective, the existence of the Kera Nepa can increase income for Batiuh village and Sampang Regency's Regional Original Income, as well as have an impact on increasing community income and employment. Capacity building is carried out through: establishing BumDes Batiuh, organizing, tourism management training, creative industry training, and institutional strengthening of BUMDes Batiuh.

Value system capacity is carried out through the preparation of business systems and procedures, the preparation of Articles of Association and Bylaws, as well as the management values (AD-ART) of Kera Nepa Beach which are in accordance with Madurese norms, culture and Islamic religious values. The third stage is empowerment. The development of Kera Nepa beach requires integration and support from stakeholders, in the form of programs, financing and coaching. It is hoped that policy support, funding and guidance from the Sampang Regency Government and the Sampang Regency Culture and Tourism Office can improve the quality of the Kera Nepa DTW service.

#### **Conclusion**

Business prospects in the tourism area are very promising. Commitment and support from the government is needed to address the weaknesses and threats that exist in tourism development. This great potential needs to be balanced with reliable management of superior human resources to make Sampang in particular and several other districts in Madura into halal tourist destinations. This includes several aspects such as publications, arranging well-structured tour packages, introducing standards for managing tourist attractions and educating the public in

receiving tourists. With good effort and planning, it is hoped that Madura will become the center of attention for local, national and even international tourists.

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#### Author Contributions

Conceptualization, Z. A.; methodology, A. W. P.; validation, A. P. R.; formal analysis, Z. A.; investigation, A. W. P.; resources, A. P. R.; data curation, Z. A.; writing—original draft preparation, A. W. P.; writing—review and editing, A. P. R.; visualization, and T. R. and R. A. E. All authors have read and agreed to the published version of the manuscript.

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#### Conflicts of Interest

The authors declare no conflict of interest.

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