Capacity Building Resource Management of Coastal Areas To Improve the Local Economic Based by Cross-Cutting Partnerships: Case Study on Panjang Beach Bengkulu City

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Abstract. The western part of Bengkulu city is a coastal region approximately 525 km, along the coast lies the tourism object which become the flagship of Bengkulu province. Coastal tourism is made as the pre-eminent is Panjang beach. Management of two beaches has not been managed optimally, so that is not yet on the economy have implications for communities, the people majority are fishermen, the highest poverty levels of Bengkulu city. The purpose of this research is to examine the development capacity of resource management and coastal areas of Panjang beach should be able to increase income community along the coast. Research method is using qualitative research types with approach case studies, which can investigate and phenomena identify that occur, and explain how and why about the income community around the beaches, using the instrumental case study. Determination of samples is done based on the purposes and research problems, primary data sources are collected by in-depth interviews, FGD, and secondary data source are collected by observation and documentation. Data relating to be interpreted set forth in proposition because the result of the organized with matching pattern competition. The study results indicate there has been no integrated and suitability management between province and the city; stakeholders participation in community empowerment on the coast has been optimal; leadership commitment related to enhance institutional capacity is too weak, and there has not been a policy of managing the Panjang beach Bengkulu based on information technology.

Keywords: Capacity building the coastal region, Stakeholder, Participation, Public Management

1. Introduction

Indonesian as a maritime state whose has broadly ocean. It can be understood by Indonesia President Mr. Jokowi so that he will decides into his Nawacita program aimed for becoming Indonesia as World Maritime Axis abbreviated (PMD). To reach successful of PMD program, Indonesia needs management policy effectively and efficiently, in order to these regions potential able to advantageous for societies prosperity. Indonesia perfectly on the front line position, which able to influence and formulate strategies of management development in coastal area around overseas. Indonesia has shoreline source and Economy Zone Exclusively abbreviated as (ZEE) as wide as 5.8 million, that means Indonesia ia important internationally[1].

In order to, all stakeholders able to develop their own capacities, organization capacity and system capacity [2] while the shoreline development able to place, able to increase its society economy life, stakeholders should have ability capacity and skill in shoreline management and able to integrate so does capitalizing all of potentiates. Developing individual capacity is a way of
establishing and strengthening powers of organization management shoreline[3]. In developing shoreline establishment, it needs collaboration between all stakeholders so that able to increase authority capacities of local management into shoreline development[4]. Authority party can take partnership cooperation in each sector, especially for private partner.

The first thing that should be done into shoreline resource management is setting down human resources as priority aiming for managing a shoreline optimally[5]. In managing a shoreline is done by bottom-up approach and executing rearranges regulation, by involving a local government official through determining society aspirations, so that they will take a role in deciding development of their own environment[6]. The tourism development implicates to the society aspirations, economy, social and culture[7], it contributes to the local society life quality[8] and[9]. The shoreline development to be born a tourism area will produce economy impact for region that is visited. It will influence business sector and creating job opportunities for societies around, for example: tour guide, waiter, bell boy, etc.

A shoreline arranging to be born as tourism area will impact on the facility building and infrastructures well, for example: building new tourism destination, mall, restaurant, hotel, street, etc, this is indirectly will influence economy life for society around so does motivating people for creating business opportunity, for example: local café known as warteg, tube rent, bicycle rent, handicrafts, etc. This shoreline management can impact into society economy life, it should be managed maximally by Co-management model by management together assume continuity to solve existence problem, with partnership approach[10].

Because of the complexity of Indonesian government systems, there is regulation that imbalance, individual sector between one dignitary to others that represent relating institution, it impact on the shoreline management of Bengkulu city (Panjang beach) doesn’t be managed optimally[11] or neglected because Panjang beach is an icon of Bengkulu city tourism[12] This case causes disappointing stated by Ministry of State Apparatus and Bureaucracy Reform of Indonesian Republic abbreviated as MNPAN RB. This will influence Panjang beach management not being optimal because there is an inconsistence authority between Bengkulu province and city into Panjang beach management[13].

Panjang beach potency is very good to be icon of tourism mainstay and stimulating economy growth in Bengkulu province. It locates in the Bengkulu city area, confronting Indian Ocean. While, the poverty rates in Bengkulu city ranked into four from ten district or city in Bengkulu province, the poverty rates in 2013 reached 21.51 %, that mean it had high rates nationally in position 11.47% [14]. The literature above had been shown what link real happen and how did the policy of Panjang beach shoreline as tourism area could be managed by involving various sectors (government, private and societies) so that it could increase society economy as long as this area. This research also contributes into local policy of shoreline study especially for shoreline tourism development by involving every sector so that they will take an action according to their role.

2. Method

The research method uses qualitative approach by case study approach, that able to investigate and identify phenomenon held, and explaining how and why, instrumental case study is used. The informant determinations are done bases on goal, research problem and determining main stakeholder, stakeholder who involve into tourism management in Panjang beach. These informants are classified into three components as follows (1) government component (Tourism Agency, Marine and Fisheries Agency, Department of Public Work, Small-Medium Enterprise Agency); (2) privates’ components (Travel Agency, Hotel Owner as long as around Panjang beach, Restaurant owner, Fisheries Owner); (3) societies components (Public Interest Group known as LSM, surrounding societies along this beach, Community selling along the coast, fishing communities).

The secondary and primary data sources, the secondary data that relate to tourism object of Panjang beach has been published both of internet or tourism Agency so are rules that relevant with this research topic. The primary data collecting is done such as; (1) researcher as main source in this
research do interviewing with three sectors that involve into shoreline management of Panjang beach; (2) accommodating society aspiration along this shoreline through deep interviewing; (3) recognizing physical condition, social economy along this beach, data that is taken includes; geographical area data, communities data, economy data, facilities and infrastructures readiness data along this beach, public access data, relating data organization, authorizing data or land utilizing along this beach.

Then the valid data is interpreted and arranged into cause effect propositions that are arranged by matching competition pattern, comparing pattern bases on empirical data with pattern predicted, if this pattern has similar result then it will strengthen validity. Pattern matching of this research is “the development of shoreline management capacity that is involving each sector aiming for increasing community economy life along this area”. Then identifying potentiate, problem, opportunity, and threat for arranged development strategy of shoreline management capacity in Panjang beach by applying SWOT analysis, the strategy is arranged to maximize potency, minimize problem, by opportunity utilizing and avoiding threat of shoreline management.

3. Existing of Shoreline Area in Bengkulu

Bengkulu city is capital city of Bengkulu Province geographically located on the 10 20’ 14” 10 20’ 22” east longitudes and 3 34’ – 3 59 south latitude. This city has area as wide as 151,7 Km². Panjang beach has other name called Puteri Gading Cempaka beach and has 3 tourism destinations such as Jakat, Tapak Padri dan Pasir Putih beaches, they have area as wide as ± 178,50 Ha, Panjang beach belonging to three sub-district area such as Ratu Agung, Ratu Samban and Teluk Segara sub districts, while Panjang beach belonging to three districts such as Sumur Meleleh, Pasar Pantai Malabro and Lempuing districts. It has as wide as 7 km by 50 meter of street wide, the centre distance from Bengkulu city is about ± 2 Km, consist of ± 500 meter of ebb flow and straight lines, when the ebb flow water able to reach wider because it doesn’t has coral. It has strategic position, has a white sand uniquely there is no palm trees but it is only proliferated by casuarinas and pine trees, this place also has various facilities, inn, restaurant, café, mall, children playground and athletics area, Bengkulu communities usually run nothing shoes, it is consider as therapy for accelerating blood circulation. (Tourism Agency Profile of Bengkulu City, interviewing with Beach management subsection chief.

![Figure 1. Existing Panjang Beach](image)
In the management of this area based on the Government Regulation number 50 in 2011 about National Tourism Development master plan, specifying the length of the Beach and surrounding area as a National tourism development. Regulatory Area of Bengkulu province number 02 in 2012 about the Spatial Plan of Bengkulu province emphasizing Panjang Beach was designated as a strategic area. Long Beach coastal development reflected on the Mayor's Regulation number 14 in 2012 about the Spatial Plan of Bengkulu city in 2012 – 2032 made Panjang beach as a strategic area of nature tourism. The above regulation is already strengthening the perpetrator can execute policy management optimally, doing a sequence of planning activities, utilization, control and evaluation. The Mayor of Bengkulu commissioned the Tourism management of Panjang Beach based on the decision of the Mayor of Bengkulu Number 2008 of the designation of the Tourism and Culture Department of Bengkulu city as in charge of the Arrangements, management and maintenance of Panjang Beach Tourism Area, the task given them are doing cross-sector coordination in order to perform the tasks settings, Setup, management and maintenance of the coastal area of long beach.

Department of tourism and culture has to be partnership with institutional or service agencies involved for land use of the coastal area including Panjang Beach (1) public works of providing infrastructure services in the form of making roads, public toilet; (2) the marine and Fisheries Agency, foster, help facilitate Community fishermen in the coastal area of Panjang Beach; (3) Office of small and medium enterprises, coordinating and facilitating sellers (PKL) and small medium enterprises in Panjang Beach; (4) Besides Tourism partners with private parties who use the land around hotel, restaurant and cafe. For the Setup, management and development of coastal areas of long Beach based on master plan development of Long Beach Attractions and contained in the draft of the construction Term Mengah abbreviated as (RPJM) for 2005-2010 development focus include recreational Beach, tourism, urban tourism, water tourism, ecotourism tours and tours of the harbor.

The condition of the population of Panjang Beach in the coastal region of three districts include Ratu Samban, Ratu Agung and Teluk Segara districts, communities had a population of 291,540 inhabitants[15]. The number of individuals or the people who live in the coastal area of Panjang beach, taken from the welfare status of the lowest 30% in very district in Bengkulu city. To the age of 5 years until the age of 18 years who do not continue school, in Ratu Agung district individuals totaled 302 inhabitants, as many as 152 in souls and in society that do not immediately Teluk Segara district continue school as much as 211 inhabitants[16]. This means that there are still many people in a coastline in the age which should be a time of school, but not "school. Based on interviews with fishing communities on the coast cause they don't continue the school due to economic factors and low motivation for children to learn.

Portrait Head of family households with women's in coastline areas in three districts, subdistricts Ratu Samban family female head count as much as 137 families, Ratu Agung district has 253 family and in Teluk Segara Immediately as much as 204 family. The kind of work women as heads of households nearly 60% work in commercial, petty trade sekor as street vendor, and trading with warteg offers food that is sold from one to the other visitors to visitors along the coast, other 40% with type of work in the field of fishery, farming, breeding and services (being a washerwoman in other households). In the coastal area of Panjang Beach, there is still a lot of amount of individual categories of productive age (15 years – 60 years) but does not have a job or are waiting for jobs, Ratu Agung District individuals working as much as 3,580 life wile who does not work as many as 5,395 Ratu Samban population who worked as much as 1,819 individuals and not working as much as individual 2,778, Teluk Segara District community who worked a number of 2,515 people and not working as much as 3,423 people. Interview with Sumur Meleleh Head factors of high society which does not work due to the low capacity of the human resource community, many citizens still unconfirmed at the age of 5 years old to 18 years old are not coastal regions in school. Whereas, the individuals who work or who are waiting for a job at the age of 18 up to 60 years old with the status of well-being of a lowest in every district as many as 30% of Bengkulu city, with working type such
as catch fish, industrial management, trading, services, work in hotels or restaurants and others as in table 1. Trading activity was the highest type of work undertaken by the community, Ratu Samban district recorded 897 people, Ratu Agung district as much as 837 people and Teluk Segara district as much as 854, while the kind of work services include educational services, health care, civic and governmental fields with the second highest order of interest by the public. While this type of work in the field of buildings, gas and electricity, in the highest Ratu Agung with a population of 1,011 inhabitants. According to an interview with high society types of work in the field of development, electricity and gas for all coastal areas of long beach in the last 3 years much of the development process, for example the construction of hotels, cafes, restaurants and the mall. Unconfirmed in Long Beach have been many standing hotel, cafe, and restaurant. That is, of some type of work performed, the types of jobs dominated trade, services and buildings.

Table 1. Jobs Types of the Welfare Status of An Individual With 30% the lowest in 3 Districts

| Job Types                        | Ratu Samban District | Ratu Agung District | Teluk Segara District |
|----------------------------------|----------------------|---------------------|-----------------------|
| Fisheries                        | 53                   | 22                  | 245                   |
| Industrial Management            | 56                   | 22                  | 16                    |
| Trading                          | 897                  | 837                 | 854                   |
| Hotel and Restaurant             | 71                   | 23                  | 19                    |
| Mining                           | 5                    | 23                  | 15                    |
| Service                          | 827                  | 277                 | 753                   |
| Agriculture and Horticulture     | 21                   | 199                 | 7                     |
| Animal Husbandry                 | 2                    | 4                   | 2                     |
| Electricity and Gas and Building | 41                   | 1.011               | 335                   |
| Aquaculture                      | 2                    | 6                   | 5                     |
| Financial and Insurance          | 3                    | 8                   | 18                    |
| Information and Communication    | 9                    | 12                  | 12                    |
| Transportation                   | 103                  | 257                 | 109                   |
| Warehousing                      |                      |                     |                       |
| Others                           | 188                  | 156                 | 112                   |

Source: [16]

The level of well-being of the community by 30% the lowest in 3 coastline sub regions there are still 172 households that do not have toilet facilities, while individuals who do not have a place end of the stool as much 1,626 inhabitants. This means that the level of feasibility of housing inhabited celebrated coast very anxious and yet livable. Residential housing coupled with conditions there is no flow of electric lighting by as much as 55 rumah[16]. These data indicate that there are still citizens have a place to live that is not yet feasible, of impropriety this residence contributes to the poverty level of the coastal region of Panjang beach. The results of the interviews with officials of the society other than the condition of the sub factors of poverty, because the culture of the community in coastal areas do defecate into the beach.

On the Panjang coast there is a area named Jakat beaches, have potential resource diversity. With the condition of the beach ramps, small as well as having wavy beach sand white there is a wealth of fish ecosystems, each morning or afternoon fishing boats going and returning with fish catching results carry ‘see Figure 3’. Results catch fish other than selling fresh fish most citizens manage fish with salted fish caramengelola and sale into the beach as in ‘Figure 4’. The Government is already providing support at the fishermen in the coastal area of Panjang Beach for example provide assistance capture equipment, machines, nets and other group gatherings and already have fishermen and has a cooperaton named Bina Masyarakat Pesisir to strengthen the organization of the fishermen in the coastal area of Panjang Beach. Every day especially the holidays many residents bathe and play into the coast see ‘Figure 5’. There are a few private parties rent facility with giving the tire in order to swim in the ocean is more fun. The above potential have not been made by the community opportunity about the beach, should this potential impact of locals to open businesses around Jakat coastal areas so as to increase income family.
Figure 2. Fisheries Activity

Figure 3. Sales of Salted Fish in the Coastal Area of Panjang Beach

Figure 4. The Activity of the Public Bathing and Playing on the Beach on the Afternoon
4. Results and Discussions

4.1 Coastal Area Management Capacity Development of Panjang Beach through Cross-Sector Partnerships

The publication of the Law Number 23 in 2014 about local government describes the Authority Delegation Central Government to local governments into coastal areas management. Based on government regulation Number 50 in 2011 this coastal area designated as a National Tourism development area. This regulation provides a great opportunity for the local Government of Bengkulu city province and Bengkulu together involving the public, private and cross-partnership in the coastal areas management. [17] Public participation and the private will have an impact both in the management of coastal areas, the community included determining management policies one of the strategies in order to make the management of the coastal region in accordance with the needs of local residents, thus the public will feel to have and maintain and preserve the environment, e.g. the community keep clean by removing litter in its place. Management of coastal areas with cross-sector collaboration and determine the plans, standards, indicators, monitoring the use of new management approaches, followed by action, evaluate whether is in compliance with what is planned, will impact significantly on the development of coastal areas.

Panjang Beach coastal management is the responsibility of the Department of tourism and culture of Bengkulu city by carrying out coordination and cooperation to other parties that use the resources of the coastal region[18]. The concepts of management of coastal regions are conducted by the collaboration of the Government, the public and private sector. The planning and provision of infrastructure is the responsibility of the provincial government and the City Government, besides serving to bring in tourists and oversee the performance of Panjang Beach. While the surrounding communities authorized to manage parking lot, and take advantage of the area around the beach to sell (street vendors). The involvement of private parties provides a means of hospitality, dining, children's playground, outdoor swimming pool. Conforming local availability of infrastructure in the coastal area of long Beach was already pretty good compared to 8 years ago, it is now urgent that the repair was done Setup merchants of times five (street vendors), so unsightly, such as the street vendors are provided a decent facility, placed at one point and are styled properly in order not to impressed slums. In addition, problems encountered is littering, the number of rubbish along this Beach impressed not clean.

On the other site of the coastal areas is no society which daily activities of fishing, tourism and Culture has yet to do the synergy with the Department of marine and Fisheries in Bengkulu City or province, as well as work program between the Department of marine and Fisheries Department and the marine City and provincial fisheries often make the development program did not fit the needs of fishing communities, based on the observation that there are several buildings into the beach allowed faded and not enabled Unfortunately, because of the State budget be worth it – nothing. According to residents, the Department of marine and fisheries of the province nor the city either in making coastal area development programme length, does not capture the aspirations of the community. [19]Yet its optimal management of the coastal areas of long beach caused no synergy and coordination, there are still sectors of ego among the Regent's authority from both the province and the city as well as from the Service Department-coupled in the management of coastal areas of Panjang beach.

4.2 The Potential Problems, Opportunities and Threats of Coastal Area Management Capacity Development of Panjang Beach.

Based on the existing condition of the coastal region of Panjang beach, it can be known to potential, problems, opportunities, and threats. The potential of existing conditions of the coastal area is supports capacity building for coastal areas through a cross-sector partnerships. While the problem is the weakness of coastline area became obstacles for capacity development of the coastal areas with
cross-sector partnerships. Opportunities is the State or condition of the coastal area that is not part of the activity or the society activity as long as Panjang beach that could be developed. Although it does not include activities that will be developed, these conditions can support the economy of communities in the coastal areas. Next is the threat, which is also a condition that can inhibit the development of the capacity of coastal areas of long beach. The potential, problems, opportunities, and threats of a long coastal area development can be seen in Table 2 below:

Table 3. SWOT Matrix Development Capacity of the Panjang Beach Coastline area’s of Bengkulu City

| Strength | Weakness |
|----------|----------|
| 1. Panjang Beach entry requirement of a good beach, besides having white sand, overgrown pine-tree, has a length about 7 km | 1. The level of poverty of people in the coastal area are still high, the human resource capacity is still low |
| 2. Already equipped infrastructure, roads, sports venues, malls, hotels, restaurants, public toilets, a children playground area | 2. Yet there is a synergy and guidance of management authorities and stakeholer involved Panjang beach management |
| 3. Its strategic location close to the city centre | 3. The cleanliness of the beaches have not been managed optimally |

| Opportunity | Threat |
|-------------|-------|
| 1. Panjang Beach has been known in the neighboring province | 1. Security-prone of Panjang Beach visitors |
| 2. Become a local mainstay attractions of Bengkulu city | 2. The low tourist visits from abroad and outside the province |
| 3. There are some location in Panjang beach are settlement | 3. Trash littered the roadside as well as both coasts |
| 4. There is no public transport in the region |

4.3 Management of Capacity Development Strategy for Panjang Beach Coastal Areas through Cross-Sector Partnerships

See the real conditions of the coastal areas of Panjang Beach found potential problems, opportunities, and threats in managing coastal areas of Panjang Beach. With the SWOT matrix that has been analyzed can determine the strategy using the potential and capitalize on opportunities (S-O) to achieve the management of coastal areas that will contribute to the income of the local people. So too with the discovery of weaknesses and capitalize on opportunities (W-O) will create the strategy so that the purpose of the development of the coastal area can be achieved. The SWOT analysis has identified power, this power can overcome the threats (S-T) in the management of coastal areas of long beach, with weaknesses/problems encountered can be mengantispani the threat of (W-T). Based on the above strategy formulation analysis can determine the strategies in the development of the capacity of coastal areas of Panjang beach can be formulated as follows:

4.3.1 Cooperation between Regions, the Synergy between the Province and the City

In the development of the resource capacity of the coastline of things that ought to be taken into account is how the region can manage and make use of existing resources. In Law Number 23 of 2014 about local government, cooperation is required in administrating the Government. Cooperation or mutual could have meant together find a solution any problems encountered. The study said that cooperation between the regions to develop the economic potential of daerah[20] however, the sustainability of the cooperation among the area subject to the commitment of the head of the region as well as support from the Central Government, both financially as well as regulation as the legal umbrella. In the context of capacity development of Panjang beach each coastal Rainforests in order
to optimize the potential of regional cooperation between regions can be one alternative innovations with consideration of efficiency and effectiveness, synergistic and mutually beneficial. For example, by forming community or forum tourism between provinces or between cities on Sumatra island, could also make up the poverty reduction forum coastal areas, with the forum can share experiences, adopt a policy or share the coastal area management strategies. The cooperation could be in the form of profit sharing in managing coastal areas of long beach, for example in making tourist fishing port, in order to make the program work in accordance with Bengkulu City RPJM from 2010 to 2015. In order for sustainable tourism activities and impact the growth of the need to adopt the principles of tourism. Tourism Office of party can supervise and coordinate all activities of tourism. It can also form the organizational management with the participation of the local community.

Table 3. Capacity Building Strategy Matrix of the Coastal Region - Based on Cross-Sector Partnerships

| Strategy S-O | Strategy S-T |
|--------------|--------------|
| 1 Local governments and the city of Bengkulu province conducting cooperation between regions, for example, make the MoU with the neighboring province to undertake activities in the coastal area of Panjang beach | 1 The Setup is performed or a grouping of street vendors (PKL) in several places in the coastal areas of Panjang Beach |
| 2 Leveraging iconic long beach as a tourist attraction of Bengkulu province, set a target of making the region a national scale length of coastline | 2 Do integrated management waste management |
| 3 Government partners with communities living Inn beside the beach, to support tourism activities | 3 Promoting tourism by leveraging the position of provincial capital |

| Strategy W-O | Strategy W-T |
|--------------|--------------|
| 1 Increase the human resource capacity of, organize your environment, and requiring the public in making program development in the coastal areas of long beach | 1 Provides a community that will be heading to the coastal areas of Panjang Beach |
| 2 Increased institutional coordination involved in the land use in coastal areas of Panjang beach, as well as involve stakeholders in development programs | 2 Ask for help financing as well as promotion to the Central Government as the implementation of a national tourism development |
| 3 Providing security personnel along the coast | |

4.3.2 Improving Human Resource Capacity

In the management of the coastal region of the most important elements of long beach is the human resources (HR) Reform of the civil State (ASN). HR ASN is an assets the Government so that these assets can benefit most out then to do capacity building of HUMAN RESOURCES for her important ASN, conducted capacity building individual/SDM. Tourism was assigned to manage the long coastal area, is expected to make planning, coaching and HR capacity ASN. HR placement ASN adapted to the competence, the estimated number of employees assigned appropriately refers to: 1) condition of the problem; 2) population and the vast coastal areas and; 3) levels of economic activity.
In order for employees assigned to understand and can perform the task given, authorities can make improvements the human resource capacity of the ASN as an effort of human resource in order to maximize the potential of existing resources, through several strategies, for example by way of always learning and understanding as well as giving a solution to the problem at hand. The purpose of improving human resource capacity of the ASN as an alternative to help Governments, member organizations and organizations in developing the expertise and skills needed to realize the objectives that have been determined[21].

In, HR ASN tourism agency who were given a mandate in the management of coastal areas have the capacity and capability, they can mentranformasikan what is owned to the community, e.g., HR can build the ASN and facilitates local community in order to overcome the problems encountered and can play an active role in doing development, employees who have high integrity, can make a valuable economic empowerment. The Office given authority in the management of coastal areas of long beach is expected to have a capacity of agarbisa coordinate and synergize the other parties involved with the development of coastal areas, for example, coordinating with the Office of small and Medium Businesses and the Department of marine and fisheries, because in the long coastal location there is a settlement of fishermen.

4.3.3 Improving Synergy and Coordination between Institutional and Related Stakeholders

The mandate of the regional autonomy laws of development of the coastal area is the responsibility of the local authorities, because of the numerous parties involved either from among the Government itself as well as from the local community i.e. government, private parties and non-governmental organizations. The success of development programs will not run optimally when implementing elements do not collaborate, coordinate and synergize with other work units or partnering with all stakholder involved. The involvement of stakeholders and the various parties can enhance the development of the coastal areas became more komprehensip good in economics, the environment, the provision of infrastructure as well as socio-cultural fields. Develop and implement a range of cross-sector partnerships between the alternative local government, private and community colleges by making the regulation governs the role and responsibility of the task against awab respectively.

In the management of the coastal region of the structural approach is more effective, because this approach emphasizes the role of the related service in order to involve all stakeholders, at least in terms of structuring the political system and social structure. The important approach[22] to social intraksi and the existence of a coordination unit significant effect when there is a competence of the internal resources. Competencies between units will be the motivation to do the management of coastal areas for the better. Whereas the non structural approach can be done with social intraksi on local communities with the hope of knowledge, skill and awareness can enhance its role for the development environment. The assigned service have an obligation to guide, nurture and be the catalyst for the communities that lived along the coast. Related service sometimes forget the villages as stakeholders to engage in the planning and management of Long Beach. To the front of the provincial government and municipalities in the management of coastal areas of long beach need to enhance partnership of cross-sector, especially at college because the natural processes of the coastal environment and ecological changes can only be understood, researched by scientists and then understanding the base consideration for City Government to carry out a development program that puts coastal communities as perpetrators and the purpose of improving the socio-economic area.

4.3.4 Integrated Management in the Management of Coastal Areas of Panjang Beach

Planning and management of coastal areas integrated development should pay attention to three items so that sustainable development can occur[23]: (1) regulatory/policy to boost the economy need instruments as environmental parameters to see the cost benefit analysis. For example need to waste concern hotels, restaurants and garbage from the street vendors in order not to pollute the environment, the need for waste management in the four fish fish auction, so as not to cause air
pollution and others; (2) the quality of life of the community of concern, provide a means of education for coastal communities, the provision of health facilities and adequate sanitation, and disaster mitigation; (3) the policy should pay attention to environmental issues. Integrated area management will likely negatively impact mengantispasi desired. For example, the involvement of small businesses of high pengelolaan waste due to the large number of street vendors highly contributed to the trash along the beach. Management of coastal areas of long beach can also ensures economic growth which can be enjoyed fairly and proportionately by all the parties involved (stakeholders), and keep the power support as well as the environmental quality of coastal, so that development can take place in a sustainable. Integrated management can identify analyze potential, opportunity, problem or threat, because every sector can engage appropriate fields of science and its role. Approach to the alignment of the management and utilization of coastal area is very important, so is expected to materialize one plan and one management and achieved sustainable development and welfare of society as a whole.

5. Conclusion

Management of coastal areas of Panjang beach as a National Tourist attraction has not been managed optimally may impact because not to increased local community economy. Whereas the policy of tourism development as a strategic value National. The provincial government and the city has the opportunity to be able to manage the Panjang beach area that can be contributed to improve the welfare of society. Thus required a prudent management by removing egosektoral and puts the interests of the community, the environment, social and culture, both in the short and long term. Management with cross-sector partnership and will be maximum with alternatives; (1) increase the capacity of the human resource community capacity and ASN; (2) conducting cooperation between areas that have a single vision and vision to enhance the development of coastal areas of long beach community; (3) improving institutional coordination, synergy and stakeholder; (4) should the management of Panjang beach area is carried out by integrated management, alignment done by involving the public, private and community colleges.

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