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## Efforts to Improve The Economy of Communities in The Trade and Services Sector in Beach Destinations

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### **Abstract:**

Every year, the Bau Nyale festival always has a unique concept that attracts the attention of domestic and foreign tourists. Tourism has become a leading sector of Central Lombok Regency in order to realize social welfare for its entire community. This can be seen from the program launched by the Regional Government to become a major tourist destination, not only for local tourists but also foreign tourists. The purpose of this study is to analyze and describe the Bau Nyale festival as an effort to improve the community's economy in the trade and service sector in Selong Belanak beach destination. The research used the descriptive method with qualitative analysis and data were collected through interviews, observation and documentation. The secondary data were collected from documents and texts related to the research topic, be it books, articles journals, or others. The results of this study show that the contribution of tourist attractions and Bau Nyale festival at Selong Belanak Beach has a natural impact, namely increasing the number of tourist visits and increasing employment opportunities for the community and has an effect on the economic income of the local community. This can lead to new business opportunities and open up job opportunities, the needs of the population are met, control and ownership can be fully held by the community. Village government and regency government must provide support to MSMEs around Selong Belanak Beach by improving facilities to improve the community's economy, further campaign for the cultural tourism by managing various facilities and infrastructure that can facilitate tourists in visiting.

**Keywords:** Economics, Bau Nyale, Selong Belanak, Central Lombok

### **1. Introduction**

It is possible for one sector to develop into a source of income for the region to the community, namely the tourism sector. The purpose of the utilization and development program of tourism resources and potential is to increase local revenue and assist economic development. (Trisnawati et al., 2019).. The development of the tourism sector is closely related to socio-cultural, political and economic aspects. Correlated with Law No. 10 of 2009 related to Tourism, that the implementation of tourism is aimed at improving the welfare and prosperity of the community, creating

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jobs, introducing objects and tourist attractions and encouraging regional development. Tourism activities increase investment and consumption demand, thereby increasing the production of goods and services (Bahits et al., 2020). (Bahits et al., 2020). To meet tourist demand, sectors such as transportation, communication, hospitality, arts and services, restaurants, and others must be strengthened. (Santosa, 2016).

Nowadays, people are increasingly concerned with tradition, culture, art and festivals. Innovation is needed, especially regarding existing festivals, so that tourists are more interested in coming and incorporating local culture. (Romadhan, 2019). Festivals can increase the number of tourists who come, especially local people, and are able to recreate the image of an area into a well-known location for tourism. Through commodification to a performance model that aims to attract the interest of the community and tourists to enliven it, festivals can also increase superior productivity in the form of local handicraft and culinary products (Santosa, 2016). (Santosa, 2016). One of them is a cultural festival, which is an event to celebrate culture and can only be done in certain places and by certain communities. Festivals are now increasingly being organized as a way to improve the economy of a region. (Supriono, 2020).

The island of Lombok is becoming increasingly attractive due to the holding of various tourist activities, including festivals. A festival is an activity that attracts, inspires, and triggers reactions from various emotions. (Hasanah, 2019). Festivals are an example of a type of entertainment that can be accessed without spending a lot of money for fans. Various interesting themes at festivals will be able to produce various programs and types of festivals. By maximizing the potential of Central Lombok Regency and the spirit of advancing the region, the Bau Nyale festival can contribute to the economic growth of Central Lombok Regency. Local residents will definitely find business opportunities due to the arrival of tourists. On the other hand, events held at tourist sites if not carefully planned can damage the environment and make local residents uncomfortable with tourists and tourist attractions. (Niko & Atem, 2019).

To support the growth of tourism in the southern region of Central Lombok as a leading tourism destination, the local government has made improvements to infrastructure, especially roads leading to tourism sites. In addition, they have organized annual events such as "Bau Nyale", which is highly favored by local and foreign tourists. (Kanom, 2015). The Central Lombok Provincial and Local Governments have included the Bau Nyale Festival in the national tourism event schedule. PAD realization in 2017 increased significantly compared to the previous year, showing the positive effects of the Bau Nyale festival. After the end of the earthquake in 2019, there was another increase. However, in 2020 and 2021, the Central Lombok local government experienced a decrease in revenue due to the Covid-19 pandemic, and in 2022, the local government began to show signs of economic recovery, as indicated by the MotoGP event in Mandalika SEZ.

Selong Belanak Beach is where the Bau Nyale traditional ceremony is performed. This event is usually held after five days of the full moon, precisely on the 19th and

20th of the 10th month according to the Sasak calendar. (Saharudin, 2016). The date of Bau Nyale (Catching Nyale) is determined using the Sasak lunisolar calendar, Warige, and the approval of traditional leaders from the Sasak community of Central Lombok. In the end, the Sasak community at Seger Kuta Beach and Selong Belanak Beach in Central Lombok performed the Bau Nyale traditional ceremony, and now many tourists come to witness the tradition of catching sea worms performed by the local community. In addition, many travel agencies offer Bau Nyale tour packages, attracting many tourists to Lombok Island, especially Selong Belanak beach, one week before the event to see the customary practice.

We can see festivals and religious ceremonies that attract tourists in various places aiming to advance the economy of local communities along with creating jobs. At Selong Belanak Beach, the Bau Nyale Festival (Tangkap Nyale) aims to attract foreign tourists to Central Lombok. The tourism sector requires the development of local arts and traditions, as global economic growth will affect the survival of existing traditions and localities. With the superior tourist attraction of various beach beauties and the big event of the Bau Nyale festival, it further advances the tourism village in Central Lombok Regency. Bau Nyale festival activities benefit the tour guide, hospitality, transportation, culinary, and souvenir industries. This study aims to analyze and explain the Bau Nyale festival as an effort to improve the community's economy in Selong Belanak beach destination through the trade and services sector.

## **Literature Review**

### **Festival**

According to the opinion of (Noor, 2017) Festival is defined as certain activities carried out to remember important things in human life, both individually and in groups, which are related to culture, tradition, or religion. This activity is organized with a specific purpose and involves the community as a whole. Festivals are an important component in the development and promotion strategies of different tourism destinations. As each industry has different standards, it is difficult to set a common standard for all festivals. Festivals are activities that are intentionally designed to make visitors have an interesting and memorable experience firsthand. (Getz, 2008). There are various interesting themes in the organization of the festival so as to attract many visitors, this is also a form of the emergence of *niche tourism*.

### **Objects and Attractions**

Places that attract tourists because they have natural and man-made resources such as natural beauty, diversity of flora and fauna, attractions and other distinctive cultures are called tourist attractions. (Adiprasetio & Adiputra, 2020). Meanwhile, based on the opinion of (Heryati, 2019) Tourism object is a tourist target and is closely related to its attractiveness. Tourist attractions must have something unique to visit. Local culture, nature and flora and fauna, technological advances, and religious values are some of the factors that make tourist sites unique. A tourist attraction must fulfill three requirements: seeing, doing, and buying. (Utama, 2017). Based on the statement (Priyadi, 2016) The selection of tourist sites is strongly influenced by this tourist attraction. Because tourists have taken the time and spent funds traveling, someone does not want to visit a place that does not have a regular attraction. Tourist attraction

is something that has varied value, uniqueness, and value derived from natural wealth, culture, and man-made products that attract tourists. All objects that exist in a tourist area can be categorized as the attraction of a tourist destination.

### **Nyale odor**

Lombok's Sasak culture includes *bau nyale*, which means catching sea worms, usually carried out by people who live in coastal areas, especially on the southern coast of Central Lombok, such as on Seger beach, Kuta, Selong Belanak, and surrounding areas. (Zulhadi, 2018). While Nyale is the name of a type of sea worm, *Bau* in Sasak language means to catch. The tradition of catching sea worms, also known as *Bau Nyale*, is held twice a year: in February and March. Since the sea worms (*nyale*) usually swim to the surface of the sea before dawn, people usually catch the *nyale*. The *Bau Nyale* tradition has also become a nationally recognized annual event and even a core event in Indonesia's calendar of important events. (Bachtiar & Bachtiar, 2019). The *Bau Nyale* tradition is a cultural celebration that has a connection with local culture. The people of Lombok believe that Nyale is a representation of Princess Mandalika, who is beautiful and kind. Many kings and princes fell in love with her beauty and wanted to make her their consort. The princess was confused and did not know what she should do. She was afraid of war, so she went to the sea to avoid bloodshed between the warriors who would fight over her. (Fazalani, 2018).

### **Selong Belanak Beach**

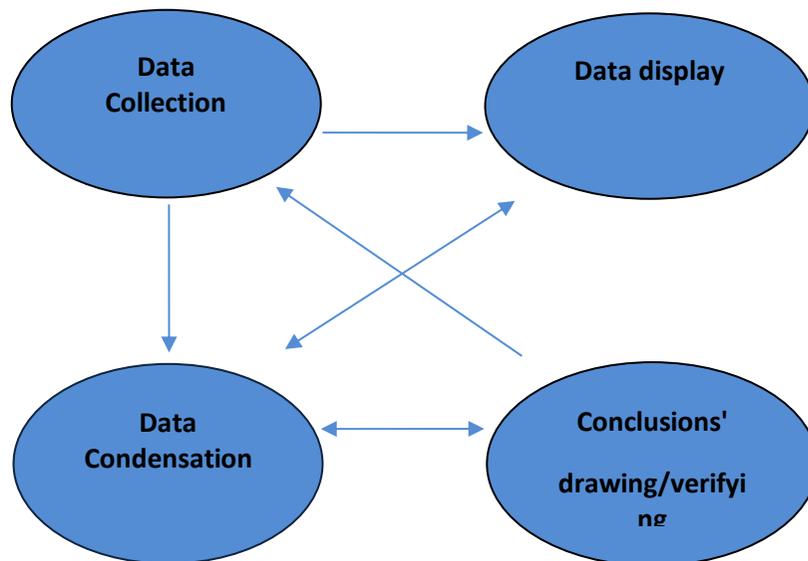
Selong Belanak Beach is a 500-meter long choppy beach. It is not too high and has no corals. The water is also clear. The community that manages Selong Belanak Beach created a group called Sandy Clean to clean the beach every Sunday morning. This makes the beach cleaner and more comfortable (Kasian, 2019). Selong Belanak Beach is managed directly by the local community, and divides tasks such as parking lots and tickets guarded by several adults and teenagers. Merchants, women waiting for stalls and bathrooms, and a group of tour guides who teach surfing and rent surfboards. Recently, the roads in the beach tourism area have been improved, from Kuta Beach to the highest beach, including Selong Belanak Beach. The road is good from the city center to the main strip and there are road signs.

The road is relatively wide and smooth, at Selong Belanak Beach, the facilities are quite complete. There are inns, restaurants, parking, prayer rooms, rest areas, toilets, *tours and travel*, and umbrella and surfboard rentals. (Sukmawati et al., 2023).

## **2. Methodology**

The focus of this research is Central Lombok Regency, located in West Nusa Tenggara. Secondary data in this study was collected from texts and documents related to the subject, such as books, journal articles, and others. Data collection was done through interviews, observation, and documentation. The descriptive method used in this research is qualitative analysis. Researchers interviewed several parties, including the Selong Belanak Village Government, Pokdarwis, and tourists in order to collect information related to the *Bau Nyale* festival. To make the interview more in-depth, the researcher asked open-ended questions to the interviewees. In this study,

a qualitative method model was used to analyze the data (Miles, Huberman, Saldana, 2014).



**Figure 1. Qualitative Research Data Analysis Process**

Source: Miles, Huberman and Saldana, 2014

Data collected in various forms, such as interviews, document digests, and tape recordings, were then processed through typing, editing, transcribing, and recording.

1. Data collection is the stage of collecting and obtaining raw data in a study.
2. Data reduction is a process that focuses on selecting, abstracting, and transforming data from field notes.
3. Data presentation is a process of organizing information so that conclusions can be drawn. All data derived from documentation will be analyzed using theories so as to bring up a description of the Bau Nyale festival as an effort to improve the community's economy in the trade and services sector at Selong Belanak beach destination.
4. Conclusions include simplified meanings and are presented from the researcher's perspective to strengthen the study.

### 3. Empirical Findings/Result

#### **Bau Nyale Festival at Selong Belanak Beach**

To ensure that the Bau Nyale ceremony runs smoothly, various activities have been prepared. Every year, the peak of the Bau Nyale festival is held in February, based on the sangkep warige decision of all Central Lombok cultural figures. Signs such as the sound of tengkere and the appearance of the Rowot constellation are associated with the peak event. During February for early Nyale and March for late Nyale, the location is Selong Belanak beach, Seger beach, and other South coastal areas. Before the Bau Nyale festival, there are other events, such as:

1. To welcome the Bau Nyale festival, a parade is held in the city center of Central Lombok a week before the festival. Representatives from each village in Central Lombok participate in this event by wearing traditional Sasak clothing. Some people also wear clothes made from sea animals such as worms, crabs, etc.
2. Part of the Bau Nyale celebration is the selection of Princess Mandalika, Miss Universe Nyale. Candidates from all villages in Central Lombok Regency...
3. Peresean is a battle between two men armed with penjalin (a rattan stick) and ende (a hard, thick buffalo skin). This tradition is also performed during the Bau Nyale Festival. Included in the trip is a local dance performed on the beach, followed by fighters from various regions of Lombok Island.
4. Gendang Beleq is a traditional musical instrument played by a group of individuals and is part of the Bau Nyale Festival. They also often appear at art performances and wedding parades in Lombok, also called nyongkolan.
5. Clean Beach is a community effort to keep the beach clean from plastic food waste and other trash. Bau Nyale Festival events are held at Seger beach, Selong Belanak, and other South beaches. Many vendors open shops with clothes, food, and drinks, among others, during the Bau Nyale festival.

Communication activities during the Bau Nyale ceremony at Selong Belanak Beach are carried out by Sasak people who bring equipment, such as a place to put Nyale, called Sopak, and Soyang, which is the word for the sieve used to catch Nyale. The process begins with the community gathering at Selong Belanak beach. Before the event of catching Nyale, each member of the Sasak community looks at his hand hair. The ceremony begins when the hair is visible. The community walks towards the shoreline and brings all the equipment used to catch Nyale. After they catch the Nyale, the Nyale on the shoreline disappear on their own. During this ceremony, there are only cultural customs that apply to start and end the ceremony. The location may change in certain situations depending on what is happening there. Like Selong Belanak beach, which is used as a tourist spot every day.

As a major festival treasured by the Sasak people, Bau Nyale is considered to need to evolve to survive and enter new tourism markets to improve the community's economy. In addition to creating new products, they can innovate old products so that they become higher quality, update the shape, and beautify the packaging. Through tourism product development, this is an important component in festival development. Developing a theme and building a positive image are important parts of developing a festival. By studying the internal and external aspects, appropriate steps should be taken to maximize the benefits of the Bau Nyale festival so as to improve the tourism reputation of Selong Belanak Village and attract more tourists.

Tourism activities and their marketing are almost inseparable. The two must work together, so an image is formed through sustained and effective promotion and festival development. Seeing Bau Nyale as a festival that performs two functions: preserving culture and attracting tourists, theme design is essential. In the package of tourism activities, cultural festivals should incorporate themes related to local wisdom. In terms of theme, Bau Nyale can be categorized as a festival that raises important themes about the culture of the Sasak tribe, which comes from various ethnicities, based on

Islamic culture. This festival determines that religion or belief systems are the main focus of Lombok culture to optimize tourism. As stated by Mr. L.Y, Head of Selong Belanak Village:

"The village government provides lodging facilities and homestays for foreign tourists, as well as typical Lombok culture such as peresean and gendang belek. To promote and enliven the Bau Nyale festival, the village government organizes shadow puppetry art that tells the story of Princess Mandalika."

Mr. R as Pokdarwis in the interview stated:

"Before the emergence of Covid-19, the number of tourists visiting per year could reach 80%-90%. But since Covid-19, the level of tourist visits has dropped dramatically." Since the beginning of 2020, many countries have implemented lockdowns and stopped flights, including Indonesia. This has led to a decrease in the number of visitors. Not only at Selong Belanak beach, but also at other tourist attractions. With the holding of the MotoGP and the Bau Nyale festival in 2022, Central Lombok tourism began to recover. By providing APBD to Pokdarwis, the village helped enliven the Bau Nyale festival by organizing a carnival, the determination of the mandalike princess, and other festival events. Selong Belanak Village officials are committed to ensuring the Bau Nyale festival events run well".

Organizing a festival can be successful, not only because of a sufficient budget; strengthening the organization within it is also important for the success of the event. For tourism product organizers, professionalism is needed in creating activities. Tourism activities are a combination of services, attractions, and often meet with unexpected situations. The expertise and professionalism of the company's human resources are essential in determining the features necessary to achieve the desires of the target market. In addition, by considering internal and external factors, the optimization of Bau Nyale festival should be able to optimize all resources, including human resources, location, time, and equipment.

*Interview* with Mr. S. As a tourist who visits Selong Belanak Beach:

"Tourist destination facilities are not only important for managers to attract tourists, but tourists also really need them. Completeness of facilities is the first thing visitors see besides the potential of their vacation. Are the facilities adequate? Tourists will only be motivated to come when everything is complete and adequate. In my opinion, all facilities in Selong Belanak are complete; however, improvements to the bathrooms and toilets are needed".

### **The Presence of Nyale Odor in Tourism Destinations**

The beauty of nature and the environment to the coolness of the village is a destination for city dwellers to travel because of the density of their space and activities. This type of activity is known as ecotourism. This shows that humans will certainly realize how important it is to have a beautiful environment to calm down. As a result of this, many tourist attractions that offer natural beauty, such as rivers, beaches, mountains, and others, have emerged. The existence of nature in human life is very necessary and

brings many benefits to humans. So, many people are willing to flock to enjoy a beautiful environment as a vacation spot.

Over the past five years, there has been an estimated increase in tourist visits to Selong Belanak Beach. In 2018, there were 1,204,556 foreign tourists and 1,607,823 domestic tourists. In 2020 there was a very drastic decline, namely a total of 39,982 foreign tourist visits and 360,613 domestic tourists. Whereas in 2022, tourist visits experienced a significant increase, 126,539 foreign tourists and 1,249,756 domestic tourists (<https://data.ntbprov.go.id/dataset/>). The data shows that Selong Belanak Beach has the prospect to be improved in the future because it is already known by domestic and foreign tourists. However, the area now faces a variety of challenging problems, one of which is land use that is not in accordance with its designation and not in accordance with its carrying capacity. Current problems include the exploitation of recessive natural resources, which has the potential to damage local natural resources. In addition, with the rapid growth of the tourist economy in Selong Belanak Beach, the coastal area is under a lot of ecological pressure in the form of pollution as the level of tourist visits continues to increase, especially the problem of waste and exploitation of natural resources.

In addition to ecological impacts, the growth of the tourism economy can also have a positive impact on social aspects, such as increasing the availability of jobs and business opportunities, which can bring people to be more prosperous. It is also expected that the growth of ecotourism can encourage increased community efforts to develop local culture and increase awareness of environmental sustainability. It is necessary to analyze the tourism economy in a sustainable manner to support the development of Selong Belanak Beach tourism. Given the abundance of natural resources available for marine tourism, studies related to the economic value of the region are needed. This study includes an analysis to obtain information on tourism supply and demand conditions. With the aim of developing tourism in a sustainable manner, this analysis should be adapted to the concept of sustainable responsible tourism. This will help determine the balance of tourism activities in the region. (Rahmatika, 2017).

In the Bau Nyale tradition, recreational purposes are one of them. Because the nature is very supportive, the Bau Nyale tradition can survive until today. In addition, the response of residents to the government, whether the district, provincial, or central government, to opportunities through tourism, is very good. It is possible that all members of the community who respect the tradition love the event of catching Nyale.

### **The Impact of the Bau Nyale Festival on the Economy of the Surrounding Communities**

The potential of the Bau Nyale festival and the beauty of Selong Belanak Beach attracts many tourists, which results in a number of needs and wants that tourists must fulfill while there. With more visitors, the people of Selong Belanak Beach can make more money. As the author's findings with one of the food vendors around Selong Belanak Beach show: "*The income per day depends on the number of buyers; more*

*buyers, more likely they will buy our goods. Not only those who enter, but also visitors who only intend to take selfies".*

Economic opportunities for the community at Selong Belanak Beach consider aspects of amenity, as well as accommodation, making it possible to meet the needs of tourists such as short breaks or overnight stays. There are various hotels around Selong Belanak Beach. If you want to worship, there is a Musholla very close to Selong Belanak Beach. More and more tourists visiting Central Lombok will have an impact on the economic opportunities of the Selong Belanak Beach community, so visitors do not need to worry that their worship will be interrupted.

Based on accessibility, the road around Selong Belanak Beach has the potential to make it easier for tourists, both domestic and foreign, to come. It also makes it easier for traders to bring their goods as well as reducing the costs of the traders. At Selong Belanak Beach, traders can start their business due to the availability of public and private vehicles. One food stall trader said that the factor that led to the price increase was the high cost of expenses, while traders hoped that their profits would increase as well as their capital return: *"Smooth travel will be able to lower the cost of expenses. Conversely, travel that is difficult to access increases the cost of expenses. In order to maintain profits, prices will rise if costs are high. Therefore, prices remain affordable due to ease of access"*.

People who work as traders have an average gross income per day in the absence of the Bau Nyale Festival of Rp 1,000,000-Rp 3,000,000. Meanwhile, in normal conditions in the service sector, the average gross income per day in the absence of the Bau Nyale festival is Rp 2,000,000-Rp 3,500,000. Judging from the amount of gross income received by the community, the service sector has a greater income when compared to the trade sector. This is because in the service sector there are quite large businesses and large capital, such as hotels / boarding houses and types of transportation businesses such as taxis. The income received by the trade sector when the Bau Nyale festival is held is Rp 7,000,000 to 11,000,000. Meanwhile, the service sector can earn 13,000,000-21,000,000. The community said that the Bau Nyale Festival has an influence on increasing the income of traders. This is because the place of business is not too far from the Bau Nyale Festival activities.

However, if you look at the various sellers hawking their wares, you will find that some stalls sell the same items. One shop will lose out in the competition with similar shops if it does not have a little difference and innovation

#### **4. Conclusions**

The development of Selong Belanak Beach's tourism potential was strengthened by the contribution of Selong Belanak villagers and the organization of the Bau Nyale festival, which resulted in an increase in tourist visits. Activities around Selong Belanak Beach are proven to be able to increase tourist visits and the community's economy. Tourists may want to go because of the complete facilities, clean

environment and safety. An increase in tourist visits leads to an increase in the economy and more jobs for the surrounding population, they can trade in small stalls or open inns to restaurants. At the very least, the Bau Nyale festival can help revive the tourism sector, which has suffered heavy losses since early 2020. The Bau Nyale festival aims to introduce and maintain the culture of the Sasak tribe. understanding the history of the Bau Nyale tradition, the younger generation, especially school-age, participates in this festival.

Future suggestions are that the Village and Regency governments must provide support to MSMEs around Selong Belanak Beach by improving facilities to improve the community's economy, further promoting cultural tourism through the management of various facilities that facilitate visitors. The community must support cultural tourism by introducing Selong Belanak Beach during development

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