

The Impact of Home-Based Enterprise to Tourism Development

(Case Study: Kartini Beach Jepara Central Java)

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Abstract—Kartini beach is one of the most attractive places in Jepara (Jepara Tourism Development Planning). The development of tourism in Kartini beach brings many impacts. The development of tourism activities in Kartini beach has been increased in the last few decades. One of the impacts is the changing of the house function become a home-based enterprise to accommodate the tourism. The purpose of this study is to find out the forms of house changing to a home-based enterprise due to tourism. This study used qualitative rationalistic analysis technique with a comparative approach. Fourteen houses were selected as samples to represent 50 HBE. The results show that houses in kartini beach provides a place to live for the inhabitant and a space for various types of business relating to tourism. The most dominant proportion of HBE in Kartini beach is mixed type. As a result, that the type of HBE is mixed, then there is no clear division of space as public or private spaces, so that the existing spaces are considered to be beneficial, the space will change its function to accommodate economic interests.

Keywords: *impact, tourism development, home-based enterprised*

I. INTRODUCTION

Jepara Regency has natural attractions, one of which is Kartini Beach Tourism Area, which has a distance of 2.5 Km from the city center to the west. The area is 3.5 hectares including settlements in the northern part of the region. Jepara Regency Government determined the development of Kartini Beach to become a tourist area in 2000. The development is carried out to balance the availability of nature tourism. The tourist area is adjacent to the settlement of Bulu Village. In 2000, the development of tourism by the Government of Jepara Regency resulted in homeowners, especially those located on the part of Pemandian Street, changed their house function into an economic space.

Activities in the settlement are activities based on the local population and economic improvement. Residents in Bulu Village, which are adjacent to Kartini Beach Tourism Area, work in the tourism sector, fishermen, or civil servants, in the form of trading activities and offering services to tourists. The community utilizes the tourism area more optimally and changes the function of the house into an economic space

for trading. The house serves as a business opportunity that can improve the quality and the necessities of life.

The change in the house function into an economic space is a benefit for homeowners and tourists. The benefits for the population are increasing the quality of the economy, having jobs in tourism both services or trade, while the benefit for the tourists is to meet the needs during the tour. From 2001 to 2010 some residents started businesses either by opening shops or services located in the space section of the house, adding space, and renovating parts of the house. From 2010 to 2018, they added to the offer of lodging services in the form of homestays and hotels by using the house section as a place of service. This was done on the grounds of utilizing the houses located in the tourism area.

Home-Based Enterprise (HBE) is not a new phenomenon in Indonesia or in other developing countries such as; leasing spaces, retail products, special services, which results in the allocation of private space. Another phenomenon that occurs in home-based enterprise relates to the use of the home yard as an expansion of space for work, as well as the attraction to market production [1]. This is related to the locality of the place of business which is influenced by the weather and temperature. Those aspects are the determining factors, in carrying out production activities that use residential homes, as a place for business activities especially in the tropics. It causes a transformation in the use of residential space and brings out a symbiotic, between the function of privacy and business space.

The space that is used as a residence as well as home base enterprise, also used as domestic space due to the growing of business. The use of domestic space as public space as said by Inderaswari, et al, 2013 as share space in Aris Ngatiasih [2].

The adjustment of according to Turner there are two kind of adjusment are house adaptation and additional space (house adjustment), is an action from the transformation of the use of residential space as business activities [3]. If related to the transformation of space caused by the existence of additional functions that affect the overall space in the house, according to Hall in Lang [4], there are 3 (three) forms of house according

to the type of adjustment, and there are: fixed feature space, mixed feature space dan informal space.

home-based enterprise has several advantages, especially in terms of economy, with HBE helping the person to use the house as capital to get income if at any time their income in a particular places decline, or can absorb labor with minimum capital. In addition, it can reduce expenses for rental costs, because the place of business is one with the residence [5].

Based on a research in Spain, it was concluded that the development of tourism activities had an impact on improving the welfare of the community in the area around tourist sites [6]. This is also found in Kartini Beach, which is proven that the existence of tourism activities in this village has increased the welfare of the community economically by 68%. This includes the presence of labor absorption in the tourism sector, the role of women in tourism as well as increasing the opinion of the surrounding community. It is also proven that the existence of tourism activities in this village has increased the welfare of the community economically by 68%. These economic aspects include changes in livelihoods, increased gender roles to support tourism activities, and increased income of surrounding communities. These economic aspects include the changes in livelihoods, and an increase in the income of surrounding communities. The same thing is also conveyed by Lee [7], that the positive impact occurred is an increase in the welfare of the surrounding community, from the economic, social and environmental aspects. Related to this research, another fact found in improving welfare is its relation to the location or place to do business. The existence of this place of business can be seen by the existence of home-based micro-small businesses (Home Based Enterprises). A previous study conducted by Kusmayanti and Tyas states that the development of business activities has affected the physical development of the region and increases the income, especially for business owners [8]. The phenomenon that occurs in Kartini Beach Jepara is the development of tourism business in response to the development of tourism activities in this beach and surrounding which use the house as a place of business. The house is not only used as an accommodation unit for residents, but also as a business space [9].

II. METHOD

Moleong [10] and several authors Bogdan and Taylor [11]; Natsir [12], Denzin and Lincoln [13] and Yin [14], stated that qualitative research was a study intended to understand the phenomenon of what was experienced by the subjects (behavior, perception, motivation, action) holistically, and by way of description in the form of words, discussed in the specific context of natural and by utilizing a variety of scientific methods. Qualitative methods as a naturalistic approach to the study done by constructing human behavior and thought patterns and give meaning to their activities and their social situation. The current research explores the experience inhabitant in a natural context by adopting descriptive qualitative approach.

In particular, the author visited Kartini beach in several times. At the first visit took place in 2017. No formal

preparation was made at that time since the visit was not undertaken for research purposes. Only when the author arrived at Kartini beach started observing with more professional eye, participating in activity and venturing to talk with people that using their house become home based. Qualitative methods as a naturalistic approach to the study done by constructing human behavior and thought patterns and give meaning to their activities and their social situation. Is it offered the opportunity to gain clarity from her own preconditions and to design the methodology.

In this study location of observation are fourteen house that use for home base enterprised, and the choosing the house are represntative of 55 home based enterprised that lied on Kartini Beach. The location shown ini map below



Fig. 1. Location study.

III. RESULTS AND DISCUSSION

A. Home Base Enterprised

Tourism development brings both positive and negative results. One positive impact of tourism is its ability to absorb many labors and open opportunities for residents to get involved in the tourism business to improve their lives [15]. At the location of the study, the ongoing activity that occurs based on the existing condition is the settlements that adjoin the tourist area. The research location explains the relationship between tourist sites and residents living in these settlements as traders in the tourist area which means that houses in these settlements have advantages in natural and artificial resources. Population activities involve tourism industry elements by producing products for tourists, such as providing places, services, and creating a sense of satisfaction with tourists. In Kartini beach area, as stated of informant, that houses has a good access had a possibility to become businesses as shown in the figure below. The house on the edge of the road will become a business location in the form of a homestay or tourist support businesses such as souvenir shops, restaurants and even parking services.

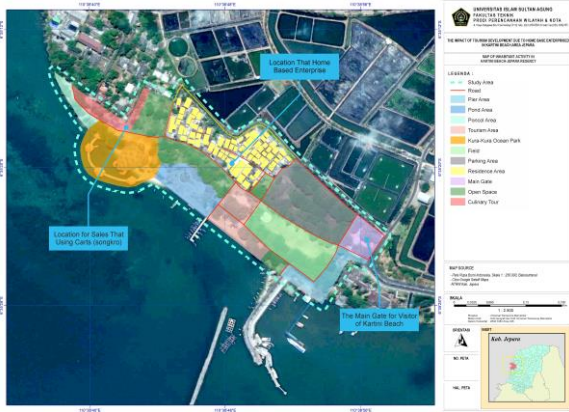


Fig. 2. Area of home base enterprised and inhabitant activity.

1) *Tourism services*: Existing lodging services on Kartini Beach are divided into 2 types, namely homestays and hotels. The service is provided for public and out-of-town tourists who wish to stay in a short term in the tourist area for the purpose of traveling. Services in basic lodging according to Soekadijo [16] are beds, rooms for eating in the form of restaurants, bathrooms, and general services needed by tourists. There are 4 homestays and 1 hotel in that area. Pada Gambar 3 di bawah terlihat beberapa homestay yang terdapat di pantai Kartini yang semula merupakan rumah tinggal. Seperti Homestay Permata, Homestay Mulyo, Homestay Kota Baru, Homestay Maharani dan Homestay Samudra.



Fig. 3. Houses that become homestay and hotel.

B. Shifting Of Houses

This part of the analysis describes the research by comparing the facts of previous conditions with current conditions, with the aim of answering the cause of the physical and functional changes of houses into economic spaces. Spaces in the houses before undergoing changes in function and physicality have 3 core spaces just like the function of the house according to Sadana [17]. They are public space, private space, and service space. The public space consists of living room and terrace of the house. The private space consists of family room, dining room and bedroom, and service space in the form of kitchen and

bathroom. The following is a comparison of building changes in the study areas 2001, 2010 and 2018.

Changes in space can be grouped according to the function of space as the use of activities both used as economy residences and tourist attractions.

TABLE I. SPACE GROUPING BY FUNCTION

No	Type Space	Space Function	Information/Addition
1.	House	Public Space	Terrace, living room, family
		Private Space	Bedroom Kitchen. Musholla
2.	Economic Space	Shop	Space for sale
		Restaurant	
3	Tourism Space	Hotel	Lodging services according
		Homestay	Lodging services are below
		Tour Guide	Offering for tourist
4	Other Space	Toilet	Offering for facility
		Warehouse	To save goods and
		Garage	Garage

Source: Primary Study 2019

Based on the results above, it can be seen that in 12 cases of research locations, there were 75% of houses being economic spaces such as shops, which could be well located in the yard (previous space that was not used) by 78%, while for about 22% of store locations were in the living room and bed room. Beside turning into a shop, the existing house also turned into a homestay, restaurant, and garage. If it is divided based on the change from private space to public space, most of it uses public space to change such as terraces and courtyards. Only 35.6% uses private space as economic space or as a tourist space.

Viewed from the type of change, the largest area in Kartini Coast area is a mixed type. It can be explained because part of the area on Kartini coast is a house which functions as a place to live. Hence, the economic activities carried out are the economy as part of the adaptation of tourism activities. The activities seems like they were not well planned. The evidence can be seen from the types of tourist support buildings that are used such as yard and terrace

The impact of tourism on the economic aspect results in business opportunities and multiplier effects which create new spaces in the form of economic space, tourism space, and other spaces. One of the business opportunities is a Home-Based Enterprise that makes the house more flexible to be used for business. The tour spaces can be in the form of homestays, hotels and tour guide rooms. Those spaces function as a place to meet the tourists' needs when they are doing tourist activities. The next business opportunity is that there is economic space in the form of shops and food stalls, as well as other spaces offering toilet services, the use of warehouses as storage places for selling goods or service offering goods, and garages for business owners or building owners for each case.

IV. CONCLUSION

Based on the research conducted, it is concluded that there is a change in the building of houses in the part of Pemandian Street into economic space in the form of entrepreneurial work in the field of tourism such as selling, offering services to tourists to meet their needs such as snacks, food or crafts, equipment during the tour, and a place of rest in the form of lodging.

Tourist activities form new spaces or change the function of house spaces in existing settlements in tourist areas. The new spaces include tourist rooms, economic spaces, and other spaces that are used to adjust the activities of the owner of the residential building or adjust the business owned by the respondent. The tour spaces in this study are homestays, hotels, and tour guide transaction activities. Economic spaces are in the form of shops and food stalls. Other spaces are in the form of storage space for goods, garages, and toilets are provided as services for tourists who need them.

The number of businesses in a house varies from selling food, lodging services, selling household needs, selling souvenirs from wood or shells, selling souvenirs, renting children's games, public toilet services, café & restaurant, and food stalls. Businesses owned by residents of each house in a kiosk or shop can have 3-5 types of businesses. Appeal from the government if only one KK

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