

# Women's Participation Pattern in Coastal Tourism Communication in Sawarna Beach Lebak District Banten Province Indonesia

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**Abstract**— This study aims to determine the pattern of women's participation in coastal tourism communication in Sawarna Beach, Bayah District, Lebak Regency, Banten Province, Indonesia. The research method is a case study, qualitative descriptive and in-depth interview data collection techniques to key informants, homestay owner and manager also. The concept of research focuses on tourism communication and tourism public relations. This means that tourism communication studies, focused on public relations and tourism, involving the participation of women's groups as the driving subjects. The results of the study show that women's participation patterns in tourism communication include proactive active patterns, passive active patterns and structural gap patterns. At the same time, the women who are homestay managers have implemented tourism public relations in a simple format, by placing plans and programs for the management of food stalls, homestays and their activities in the Tourism Awareness Group (Pok Dar Wis). Media communication is word of mouth, social media and ended with the evaluation process of daily routine activities, especially in managing food, menu and financial. As well as communication with members of the motorcycle taxi community, lifeguard union, as well as communication with government officials related to infrastructure, stalls and tax management.

**Keywords**— *Tourism communication, Public relations tourism, Women's participation, Sawarna Village Tourism Awareness Group, Bayah District, Lebak Regency*

## I. INTRODUCTION

The existence of family economic conditions which are the responsibility of not only the head of the family, but also the women, make them involved in the family economic process. This situation occurs in the area of Sawarna Tourism Village, Bayah District, Lebak Regency, Banten Province, which places the women to help their husband to manage homestays. This activity has been going on for a long time, when this research was made (in August 2019), the women who are homestay managers considered this (helping the family economy) as common.

The environment of Sawarna Tourism Village, which is located right on the edge of Sawarna Beach, makes the location of the homestay visited by many foreign and domestic tourists. However, since the tsunami in the South Coast region of Banten Province, in the end of December 2018, homestays around Sawarna Beach experienced a drastic decline in occupancy. It also had an impact on the income of

the women who are homestay manager and made them have to rethink what could be done to support the family economy, in the aftermath of the natural disaster. So the focus of this research question is, "What is the pattern of women's participation in coastal tourism communication in Sawarna Beach, Lebak Regency, Banten Province and how is the application of public relations tourism applied in the activities of the women who are homestay managers?". While the research objectives describe the pattern of women's participation and knowing the application of public relations tourism in coastal tourism communication in Sawarna Beach, Lebak Regency, Banten Province. Furthermore, the focus of this research refers to public relations and tourism. Both studies, in the last ten years (era of the 2010s to the present) have begun to be reviewed with a variety of approaches. In this research, the Public Relations study will be applied in the application of the coastal tourism industry with a range of individual roles, in this case the women who are homestay manager, by following the work process of Public Relations, as is the case in organizations.

Public relations also plays an important role in the process of communication with all stakeholders of the women who are homestay manager, namely communication with consumers homestay users, the surrounding community consisting of motorcycle taxi drivers / guest delivery from outside the community into the homestay community environment, the youth organization, members of the tourism awareness group (Pok Dar Wis) and homestay application owners. Its role in the organization is divided into several stages, which generally place public relations in technical to strategic roles. Furthermore, the concept of public relations management, namely fact finding, planning, taking action and communicating and evaluating. According to Cutlip, Center and Broom, the 4-stage management activity is an effort in the problem-solving process in the organization [1]. The women as the subject of the actors in the process of tourism communication, will later be seen how the pattern of participation, especially in supporting the value of the creative coastal tourism communication for the management of homestays in the Sawarna Beach tourism village.

## II. RESEARCH METHOD

In qualitative research studies, the members of the culture under study and their research are not always holistic, but rather an aspect of culture or an aspect of group life [2].

Characteristics, first, have a theoretical aspect of the process of human interpretation. Second, focusing attention on the study of human action and socially situated artifacts. Third, using humans as the main research instrument. Fourth, relying mainly on narrative forms to encode data and write texts to be presented to the public [3]. So, the research approach in research focuses more on a qualitative approach, with the case study research method, with the main question of a research regarding "how" or "why" [4]. In qualitative research, the process in data collection techniques begins by examining all available data from various sources, namely from interviews, using triangulation techniques, namely data validity checking techniques that utilize something else [5].

The procedure performed is inductive, free of a priori categories. The purpose of the interview for researchers is to make them more familiar with organizational life, so that they can understand the symbols used in subjective culture [6]. The process of collecting research data at Sawarna Beach, Bayah Subdistrict, Lebak Regency was conducted in March 2019 - November 2019. This study involved 5 key informants, Mr. Samsul Hadi, who served as Secretary of the Pesona Tanjung Layar Tourism Awareness Group, Sawarna Village, Bayah District, Regency Lebak, Banten Province. Mrs. Ria Lisnawati, as a housewife and at the same time managing Andrew Batara's homestay in Sawarna Village. Mrs. Minah, as a housewife, owner of a food stall Pak Uun and manages a stall (saung) on the edge of Sawarna Beach. Ms. Isom Komalasari, a housewife, owner of a food stall and manages a homestay with her husband. Mr Adek, the owner of a food stall and manages a homestay with his wife, Mrs. Isom Komalasari, as well as head of local community (Rukun Tetangga) and Pok Dar Wis management of Sawarna Village.

Qualitative data analysis used in this research is done by working with data, organizing data, breaking it down into manageable units, synthesizing it, searching and finding patterns, finding what is important and what is learned, and deciding what can be told other people [5]. Then the process in data collection techniques is to begin by examining all available data from various sources, namely observations that have been written in notes, official documents and so on by using triangulation techniques [5].

### III. RESULT AND DISCUSSION

In general, the picture of the participation of the women who are homestay manager in tourism communication in Sawarna Beach, in Lebak Regency, which is formal is not yet optimal. But there is already a Tourism Awareness Group that is directly initiated by the community, it can become a referral institution by the women who are homestay manager based on the tourism potential of their own region. It began by involving the women by empowering and selling tourist trinkets. Within the Tourism Awareness Group there are business units, guide units and promotion units to support Sapta Pesona. Tourism Awareness Group explores the potential and develops tourism villages, for management can be done equally by both men and women. The following is a detailed review of the results of data collection, through interview techniques as well as the data analysis process. Specifically the reviews based on the results of the interview are divided into three reviews, about women's participation, tourism public relations and tourism communication.

First, women's participation. Those woman already understand their role, although it is still not optimal, related to this, it is necessary to strengthen women's organizations to the village level. As discussed by key informants related to women's participation shows several things. First, in terms of infrastructure. Starting from the support of infrastructure, namely the construction of special toilets for men and women, the construction of paving blocks, infrastructure for people with special needs, as well as for the management of the small and medium micro businesses (UMKM) prepared souvenir, food and beverage stores. The manager of the souvenir and food store is the women, even though the tourism objects are not yet fully organized.

Whereas secondly, in terms of government policy and the cooperation of supporting institutions, basically there is no official policy for women's participation, even though the participation of the women is dominant and involved in supporting institutions namely the Tourism Awareness Group and the Farmer Group. The Tourism Awareness Group is able to provide awareness to the women. On the other hand there are Farmer Groups who are able to develop superior products (palm sugar and ant sugar) and make sugar processing groups. The activity was part of the Forest Service's intervention, which was devoted to the women so that it became an attraction for the village. In addition there are direct local government interventions that facilitate tourism events, coordinating meetings, forming tourism Working Groups (Pok Ja) that come into direct contact with the women. This infrastructure aspect is the management of the land where they carry out the business process of tourism. The existence of national plantation company (PTPN) land, which is managed by village government (Kelurahan), is not directly managed by the Lebak Regional Government, in the other side, the land management that could be optimized by the residents.

The homestay managers are supported by the local government, with a socialization program, installation of electricity by the State Electricity Company (PLN), construction of bore wells and construction of paving block roads into the Sawarna Beach location. After the tsunami disaster in 2018 ago. This has an impact, although not optimal, especially for visitors who stay overnight in the village of Sawarna, through the support of the Regent of Lebak, Mrs. Iti Jayabaya who visits the Bayah area and tells to the public that Sawarna Bayah Lebak Beach is safe to visit.

Third, there are constraints on the part of the women, namely the existence of unsupportive attitudes, due to economic factors, family problems, divorced children, illness and do not understand the agenda of the Tourism Awareness Group. The women who find it difficult to carry out activities, so their understanding and involvement through the Tourism Awareness Group are involved. In addition, a young marriage age of around 16 years, a primary school graduate, does not have funds for the construction of homestays and stalls, in order to have more value.

Fourth, there is personal support in the form of a Saung (stall) owner who operates everything himself, builds gazebo, facilities, drilled wells and others. In Bayah there are still activities of the women in the form of handicraft making. Housewives around the beach are also involved in the Community of Streetworkers, Tourism Awareness Groups

around Sawarna Beach, while from the village there is Posyandu, PKK according to zones or units.

Second, a review of the process of Public Relations Tourism. Preparation of plans for consumption, food, based on visitor data, food menu, because there is no market around Sawarna Beach, which adjusts to the availability of fresh fish available. Whereas when there is a need related to the implementation of the program, making a number of speakers create several alternatives, as well as compiling an agenda related to daily activities in the field of tourism. Communication is done by homestay managers to support tourism communication activities, via mobile phones, customer information by word of mouth, Whatsapp and Facebook applications. Finally, the evaluation process is directly carried out by the women, starting from the calculation of guests, the amount of income, menus and how the process of managing homestays and restaurants / stalls going forward. While the pattern of cooperation and participation in the tourism agenda that is carried out in the family includes working with the husband, always supporting whatever is needed in the kitchen, in the stall and managing the homestay, meaning the role of the husband is very supportive of their wife.

Third, a review of Tourism Communication. The women tourism communication takes place both ways with the Tourism Awareness Group and other members of the board. This makes cooperation and coordination work well, according to key informants so that they remain well informed of all the latest information from the small family program (PKK), local government, as well as being active in art activities. In general, all of the above comments can be mapped in the form of tourism communication and the participation of the women who are homestay manager.

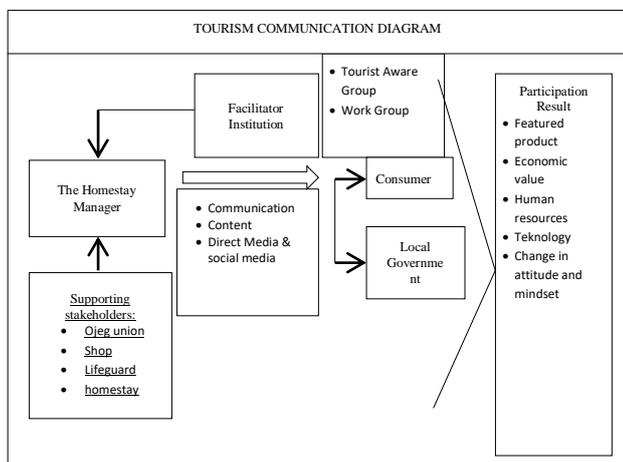


Fig. 1. Tourism Communication of The Women Homestay Manager with Supporting Stakeholders in Sawarna Beach Bayah District Lebak Regency Banten Province (Result Research, August 2019)

Furthermore, analysis of the data on the results of the research above is related to the pattern of women's participation in the promotion of maritime tourism in Sawarna Beach, Lebak Regency, Banten. First, the process of tourism public relations has been applied even though it simply covers the stages of fact finding, planning, communicating and evaluating. The homestay managers have their own skills in carrying out the process of tourism public relations.

Second, the pattern of participation of homestay managers turns out to be focused on the two-way communication process that occurs between homestay managers and consumers. Third, the women consisting of housewives are divided into two groups, namely the active and proactive and passive active groups. Active proactive groups are housewives who are involved in supporting the Pok Dar Wis agenda and actively participate, have initiations and innovations for their efforts, both physically and materially. Whereas the second type, passive active women, are housewives who have stalls, shops, lodging and active businesses in supporting the Pok Dar Wis agenda.

Fourth, the women in the Sawarna Coast region in general have been involved in the promotion of maritime tourism, but have not been optimal in the context of infrastructure, education, financial resources and efforts to increase the added value of service products that are the focus of Pok Dar Wis. Fifth, there is still confusion in the management of land, water and environmental resources, which makes these active women still marginalized in accessing local government policies.

Basically, the tourism industry and its development, cannot be separated from women's participation, the results of this study begin with an assessment of women's involvement in tourism policy, both in the environment, in the family as well as how the public relations process is applied, in the simplest form, without using public relations terms, which seemed common because it was understood simply by the woman of the homestay manager.

From the results of the interview above, it can be analyzed several things related to the pattern of women's participation in tourism communication in Sawarna Bayah Beach, Lebak Regency, Banten, which include:

- The pattern of women's participation is not only one side of how women are involved, but rather the process of how these woman have self-awareness to move forward, give economic value to all their daily activities, which ends in increasing their own resources and increasing family income.
- Tourism communication is formed from the reciprocal relationships of the women who are homestay manager, local government, consumers, supporting stakeholders (unity of life guards, ojeg unions / driver community), institutions as facilitators (Pok Dar Wis, PKK, Farmer Groups, UMKM), with the expected output including the emergence of superior products, economic value, self-awareness, developed resources for women and change for the better. There was participation, but who started the Pok Dar Wis organization, had several working groups (Pok Ja), there were Lifeguard Working Groups, Ojeg Union, homestay Working Groups and Lodging Working Groups, and all of the Tourism Office.

The process of public relations tourism has been applied even though it simply covers the stages of fact finding, planning, communicating and evaluating. The homestay managers have their own skills in carrying out the process of tourism public relations. Beginning with their understanding that at the beginning of the activity must always understand what the needs of

consumers or prospective guests to come. For example preparing equipment, types of food and relevant facilities. That is because each consumer has different tastes. Including cooperation with the motorcycle taxi union, lifeguard union and others. While the planning stage is carried out when the homestay managers arrange any agenda that will be conveyed to consumers and prospective guests. Generally planning is related to costs and who will be involved. While the communication phase is carried out by means of direct communication with consumers, through word of mouth, through communication on social media and direct activities with consumers who come directly. About word of mouth, that's relevant with If the tourists are determined, the promotion will run by itself through word of mouth. the power of this word of mouth moves from a small group that sends a chain message based on its image to a new and beautiful tourist area to give birth to a far larger group who want the same experience [7]. While the evaluation phase uses a meeting and coordination agenda between themselves to check with each other and process if there are things that need to be improved. The pattern of participation of homestay managers turns out to be focused on the two-way communication process that occurs between the women who are homestay managers and consumers. In the process there are roles of various parties that shape the success of their communication. The participation they do is active focus participation. This relates to the conditions and the environmental situation of the community in Sarwana Village. But there are still patterns of passive participation.

- Women consisting of housewives are divided into two groups, namely the active proactive and passive active groups. Active proactive groups are housewives who are involved in supporting the Pok Dar Wis agenda and actively participate, have initiations and innovations for their efforts, both physically and materially. For example, being involved in community groups, being involved in village programs and giving more value to their businesses, both in managing stalls, managing homestays and lodging. Whereas the second type, passive active women, are housewives who have stalls, shops, lodgings and are active in supporting the Pok Dar Wis agenda. But not having more innovation, the initiation to add value to its efforts. This is caused by patterns of thinking, habits and access to information that is still limited.

- The women in the Sawarna coastal area have generally been involved in the promotion of maritime tourism, but have not been optimal in the context of infrastructure, education, financial resources and efforts to increase the added value of service products that are the focus of Pok Dar Wis. This is called a structural gap pattern, according to the situation of the homestay owners who still have gaps with the infrastructure and environmental conditions where they are active. There is still confusion in the management of land, water and environmental resources, which makes these active women still marginalized in accessing local government policy.

#### IV. CONCLUSION

The conclusion of this study is that there is a pattern of women's participation that refers to three aspects namely proactive active patterns, passive active patterns and structural gap patterns. While suggestions for communication support and participation that involve women in growing their motivation for entrepreneurship and the development of cooperation with external parties who can support tourism publication and communication, foster their motivation for entrepreneurship. Second, increasing local government support for women.

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