

## CONSTRUCTION OF REGULATIONS FOR THE DEVELOPMENT OF COASTAL AREAS FOR TOURISM BASED ON LOCAL WISDOM IN PANDEGLANG REGENCY, BANTEN

### Konstruksi Regulasi Pengembangan Wilayah Pesisir Pantai untuk Pariwisata berdasarkan Kearifan Lokal di Kabupaten Pandeglang, Banten

Hilda Novyana<sup>1a</sup>, Suherman<sup>2b</sup>, Dwi Aryanti Ramadhani<sup>3c</sup>, Muthia Sakti<sup>\*4d</sup>, Erina Nur Afifa<sup>5e</sup>

<sup>12345</sup> Faculty of Law, Universitas Pembangunan Nasional "Veteran" Jakarta

<sup>a</sup> [hilda.novyana@upnvi.ac.id](mailto:hilda.novyana@upnvi.ac.id)

<sup>b</sup> [suherman@upnvi.ac.id](mailto:suherman@upnvi.ac.id)

<sup>c</sup> [dwiaryanti@upnvi.ac.id](mailto:dwiaryanti@upnvi.ac.id)

<sup>d</sup> [muthiasakti@upnvi.ac.id](mailto:muthiasakti@upnvi.ac.id)

<sup>e</sup> [2210611303@upnvi.ac.id](mailto:2210611303@upnvi.ac.id)

(\*) Corresponding Author

[muthiasakti@upnvi.ac.id](mailto:muthiasakti@upnvi.ac.id)

**How to Cite:** Muthia Sakti. (2024). Konstruksi Regulasi Pengembangan Wilayah Pesisir Pantai untuk Pariwisata berdasarkan Kearifan Lokal di Kabupaten Pandeglang, Banten [doi: 10.36526/js.v3i2.4598](https://doi.org/10.36526/js.v3i2.4598)

Received: 23-09-2024

Revised : 05-10-2024

Accepted: 30-11-2024

#### Keywords:

Regulation,  
tourism,  
coastal,  
local.

#### Abstract

In a country, territory is one of the mandatory elements for the establishment of the country. The potential owned by a region will not be utilized optimally if there is no development of the region. This study aims to determine how the construction of regulations in the development of coastal areas by Pandeglang Regency, to determine the effectiveness of the construction of regulations that have been owned by Pandeglang Regency and what problems arise, as well as solutions that can be applied as a solution to these problems. The normative legal research method is carried out by means of a literature study in the form of secondary data as a basic material for research and also by carrying out a qualitative approach. Pandeglang Regency has great potential for the development of coastal tourism. However, to maintain the sustainability of the local environment and culture, regulations are needed that integrate local wisdom in every aspect of tourism development. The results of the study indicate the need for regulations based on local wisdom to ensure sustainable coastal tourism development and provide adequate legal protection for the local community and environment.

## INTRODUCTION

In a country, territory is one of the elements that must be owned for the establishment of the country. Regions can be divided into various types, including urban areas, rural areas, coastal areas and so on (Rustiadi, Saeful-hakim, & Panuju, 2009). These areas will certainly be inhabited by people with the existing diversity. In Indonesia, the definition of a region has been defined in Law Number 26 of 2007 concerning Spatial Planning, namely space which is a geographical unity along with all related elements whose boundaries and systems are determined based on administrative and/or functional aspects. Regions also have characteristics and uniqueness as well as different potentials that should be developed and utilized for the common good. Moreover, Indonesia is an archipelagic country with the number of islands reaching 17,001 islands recorded by the Central Statistics Agency (BPS) in 2022.

The potential of a region will not be utilized optimally if there is no development in that region (Danggo & Hale, 2024). According to Putra, development is one way to implement development successfully. The development in question is an effort where humans can use resources optimally (Nasution, et al., 2023). Development can be done in various ways according to the planned priorities. By definition, regional development is a comprehensive and integrated program of all activities by taking into account existing resources and their contribution to the development of a region (Prihartanto, 2020). The goal of regional development is of course to create growth, progress, positive change, or the addition of physical, economic, environmental and social components. Regional development can be in the context of tourism development, involving the development of tourism products, marketing strategies, and so on (Nahlony, 2023).

Regional development has benefits for local communities. One of the benefits is improving the quality of life of the community through infrastructure development, economic development, increasing accessibility, environmental protection, community empowerment, and providing public services. In addition, regional development can also create jobs,

increase income and welfare, and encourage investment and the local economy (Burhanudin, 2023). Regions with strong economic potential, such as the tourism, agricultural or industrial sectors, tend to be in the spotlight in regional development because this potential can provide a stimulus to increase investment and create jobs (Gabriella A. Manampiring, 2023).

To develop a region, regulations issued by the government are needed. Local government policies or regulations in regional development in the tourism sector play a very important role in supporting the success of national tourism development (Simamora & Sinaga, 2016). Government regulations are needed to formulate policies that support regional development, regulate land use, and ensure the sustainability of development (Khairina, Purnomo, & Malawani, 2020). With clear and measurable regulations, it is hoped that regional development can proceed according to the established plan, and provide maximum benefits for the community and the surrounding environment.

Pandeglang Regency, located in Banten Province, Indonesia, is famous for its charming beach tourism. One of the famous beaches in this area is Carita Beach, which offers white sand, calm ocean waves, and views of Mount Krakatau. The strong economic potential in the coastal tourism sector makes Pandeglang Regency focus on regional development, because it can provide a stimulus to increase investment, create jobs, and improve the local economy. With its natural wealth, Carita Beach attracts many tourists and is one of the main attractions in the development efforts of Pandeglang Regency.

Pandeglang Regency has a land area of 2,746.89 km<sup>2</sup>, sea waters of 1,702 km<sup>2</sup> and a coastline of 230 km which has a variety of natural potential and is a regional asset of Pandeglang Regency. Various activities occur in the coastal areas of Pandeglang Regency which are carried out by the community to maximize the utilization of existing natural potential. Activities such as tourism, agriculture, capture fisheries and aquaculture, fishing ports, and so on. Various activities that occur in coastal areas need to be regulated to maintain the maximum utilization of natural potential, but remain maintained and can continue to be sustainable. Given, some threats that occur to coastal areas caused by natural disasters such as the tsunami that occurred in 2018 at Carita Beach, Sunda Strait (Cahyadi, 2019). And the threats that occur due to human activities that damage the natural ecosystem such as fishing with hazardous materials. Thus, regulations from the Pandeglang Regency regional government have an important role to be able to support regional development and protect from various forms of coastal threats in Pandeglang Regency.

In Law Number 27 of 2007 on Management of Coastal Areas and Small Islands, it has been mandated to the regional government to be able to prepare a coastal area management and development plan to be able to protect, conserve, rehabilitate, utilize, and enrich coastal area resources. In addition, regional autonomy has also given authority to the regional government to plan, implement, supervise, control, and evaluate regional development policies. Thus, with the natural potential of the coastal area owned by Pandeglang Regency, the regional government of Pandeglang Regency is required to have clear regulations to provide protection and create equality and legal certainty.

Based on some of the descriptions above, this study was conducted to determine how the regulatory construction owned by Pandeglang Regency in developing coastal areas. In addition, this study aims to determine how effective the regulatory construction owned by Pandeglang Regency is and what problems arise, as well as solutions that can be applied as a solution to these problems.

## METHOD

The method used in this study is the normative legal research method. Data collection in normative legal research is carried out by means of literature study in the form of secondary data as basic material for research by conducting searches for regulations and other literature related to the problems studied or often referred to as library legal research (Rizkianti & Dalimunthe, 2020). The type of approach used in this study is a qualitative approach. A qualitative approach is an approach that is descriptive, natural and does not use calculations or numbers (Prayogi, Irfandi, & Kurniawan, 2024). The aim of qualitative research is to find out the actuality, social reality and human perception through their recognition which may not be revealed through the prominence of formal measurements or pre-prepared research questions (Bado, 2022). Qualitative researchers believe that the most appropriate way to understand social phenomena is if they are able to obtain supporting facts that originate from the perceptions and expressions of the actors themselves.

## RESULTS AND DISCUSSION

### Result

Local wisdom on the coast of Pandeglang Regency, Banten, includes various cultural practices, traditions and local knowledge that can be used as tourism objects. Some prominent local wisdom that can be developed as tourist attractions include:

#### 1. Traditional Ceremonies and Coastal Rituals

Traditional ceremonies and rituals performed by coastal communities can be unique and authentic tourist attractions. Some examples are:

- a. Sea Almsgiving: This ceremony is carried out as a form of thanksgiving to God for the abundant sea products and to ask for safety for the fishermen. Sea Alms is usually accompanied by a parade of decorated boats and various other cultural activities.
- b. Melarung Ritual: The melarung ritual is a tradition of releasing offerings into the sea as a symbol of hope and prayer for safety and blessings. This is often an interesting sight for tourists who want to see the local culture firsthand.

#### 2. Traditional Art and Craft

Traditional crafts and arts made by coastal communities can be interesting tourist attractions. Some examples of local crafts are:

- a. Pandan Weaving: Pandan woven products, such as mats, baskets, and bags, are typical crafts that can be exhibited and sold to tourists.
- b. Beach Batik: Batik with typical coastal motifs, such as fish, coral, and waves, can be unique souvenirs for visitors.

#### 3. Traditional Culinary

Traditional culinary of Pandeglang coast offers a distinctive taste that can be an attraction for culinary tourism. Some examples of traditional food are:

- a. Milkfish Satay: This seasoned and grilled milkfish dish is a typical food that is much sought after by tourists.
- b. Pindang Fish: This fish dish with a distinctive, rich spice seasoning is one of the dishes that tourists like.
- c. Traditional Cakes: Cakes such as cucur, apem, and kelepon made from local ingredients can be served as an authentic culinary experience.

#### 4. Conservation-based Ecotourism

The coastal communities of Pandeglang have local knowledge about environmental conservation that can be developed into ecotourism objects. Some activities that can be offered are:

- a. Coral Reef Conservation: Tourists can be encouraged to participate in coral reef conservation activities, such as coral transplantation and mangrove planting.
- b. Marine Animal Observation: The Pandeglang coastal area is a habitat for various types of marine animals, including turtles and various species of fish. Marine animal observation and snorkeling or diving activities can be interesting tourist attractions.
- c. Environmental Education Tourism: A tourism program that educates visitors about the importance of protecting coastal ecosystems and the ways local communities can conserve their environment.

#### 5. Arts and Culture Performances

Local art and cultural performances, such as traditional dances, regional music, and folk theater, can be entertainment for tourists. Some examples that can be developed are:

- a. Pandeglang Mask Dance: This dance is part of the performing arts tradition that can be shown to tourists.
- b. Gamelan and Angklung Music: Traditional musical performances using regional musical instruments can provide visitors with a rich cultural experience.

#### 6. Coastal Village Tourism

The development of coastal tourism villages by involving local communities in tourism activities can provide authentic experiences to tourists. Some of the activities that may be offered include:

- a. Homestays in Traditional Houses: Tourists can stay in traditional houses managed by local residents, so they can experience the daily life of coastal communities.
- b. Fishermen's Daily Activities: Tourists can be invited to participate in fishermen's daily activities, such as catching fish, repairing nets, and preparing the catch for sale.

Local wisdom on the coast of Pandeglang Regency offers a variety of unique and authentic tourism objects. By developing and promoting this local wisdom, tourism in the coastal area of Pandeglang can grow sustainably, provide economic benefits to local communities, and at the same time preserve local culture and environment.

### **Discussion**

Pandeglang Regency has great potential for coastal tourism development. However, to maintain the sustainability of the environment and local culture, regulations are needed that integrate local wisdom in every aspect of tourism development. In this case, it is necessary to create regulations based on local wisdom to ensure the sustainable development of coastal tourism and provide adequate legal protection for local communities and the environment. The basic principles of developing coastal areas for tourism include:

1. There is recognition of local wisdom, in this case the community needs to acknowledge and respect the local wisdom that already exists as an integral part of the lives of coastal communities.
2. The existence of community participation, in this case ensuring the active participation of local communities in planning, implementing and supervising tourism activities.
3. The existence of environmental sustainability, maintaining the balance of coastal ecosystems by implementing environmentally friendly tourism practices.
4. There is economic and social sustainability, increasing the economic welfare of local communities through tourism without sacrificing social and cultural values.

Local wisdom-based regulation is an important step to develop sustainable coastal tourism in Pandeglang Regency. By involving local communities, preserving the environment, and respecting cultural values, this regulation can provide adequate legal protection and improve community welfare (Sari, Sumriyah, & Jusmadi, 2023). In formulating a policy related to tourism in a region, a direct role is needed from the Regional Government in adopting and implementing regulations based on local wisdom with full commitment from all stakeholders to achieve the goal of sustainable and inclusive tourism development (Munir, 2022). In relation to the preparation of a local wisdom-based tourism regulatory structure, it is necessary to pay attention to several things, including the following:

- a. Planning and development; in the initial stages planning and development are required, including:
  - 1) An inventory of relevant local wisdom that has potential around tourist attractions needs to be carried out by the Regional Government together with local communities.
  - 2) Conducting local wisdom-based tourism zoning mapping by dividing coastal areas into tourism zones based on the potential of local wisdom and existing ecosystems.
  - 3) Develop a Tourism Development Master Plan that integrates local wisdom into coastal tourism development strategies, including cultural preservation, community involvement, and environmental conservation.
- b. Operational strengthening; at this stage there needs to be operational strengthening to support the implementation of existing regulations. Among them:
  - 1) Local Wisdom-Based Business Permits will require every tourism business actor to obtain legality in the form of a permit that includes a commitment to respect and promote local wisdom.
  - 2) Establish Standard Operating Procedures (SOP) that regulate tourism operations to align with local wisdom and sustainability principles.
  - 3) Providing training and certification for tourism business actors and local communities regarding tourism practices that are based on local wisdom and environmentally friendly.
- c. Protection and preservation efforts that need to be carried out in areas around tourist attractions, such as:
  - 1) Establish and protect cultural sites that have local wisdom value as part of tourist attractions.
  - 2) Implementing conservation programs that involve local communities, such as mangrove planting, coral reef conservation, and waste management.
  - 3) Form a special task force to monitor the implementation of regulations and enforce the law for violations that occur.

- d. Community participation and involvement are needed as supporters and strengtheners of local wisdom-based tourism regulations, the role of the community can be:
- 1) Establish a communication forum consisting of government, business actors and local communities to discuss and resolve issues related to coastal tourism.
  - 2) Develop empowerment programs that increase the capacity of local communities to manage and utilize tourism potential sustainably.
  - 3) Ensure transparency and accountability in the management of funds and programs related to coastal tourism development.

In the process towards tourism that is legally certain and pays attention to local wisdom, it must go through an implementation stage and then an evaluation of existing regulations must be carried out. Newly formed regulations need to be implemented in stages, this can be in line with the implementation of periodic evaluations to ensure effectiveness and adaptability. Then, the regulation needs to go through a routine monitoring and evaluation process to regulate the impact of regulations on the preservation of local wisdom, the environment and community welfare. Finally, the revision and development stage needs to be carried out to compile a regulatory revision mechanism based on the evaluation results to ensure that the regulation remains relevant and effective.

## CONCLUSION

Local wisdom on the coast of Pandeglang Regency, Banten, includes various cultural practices, traditions and local knowledge that can be used as tourism objects. By developing and promoting this local wisdom, tourism in the coastal area of Pandeglang can grow sustainably, provide economic benefits to local communities, and at the same time preserve local culture and environment. However, to maintain the sustainability of the environment and local culture, regulations are needed that integrate local wisdom in every aspect of tourism development. In this case, there needs to be regulations based on local wisdom to provide certainty for the development of sustainable coastal tourism and provide adequate legal protection for local communities and the environment. The basic principles in this development include the recognition of local wisdom, community participation, environmental sustainability, and economic and social sustainability. This regulation must be implemented with full commitment from all stakeholders to achieve inclusive and sustainable tourism development. The process includes planning and development, operational strengthening, protection and preservation efforts, and community participation. In addition, it is necessary to conduct periodic evaluation and revision of regulations to ensure that the process towards tourism that is legally certain and pays attention to local wisdom can be implemented properly. Thus, local wisdom-based regulations can be an important step in developing sustainable coastal tourism in Pandeglang Regency, which not only improves the economic welfare of local communities but also preserves local culture and environment.

## DAFTAR PUSTAKA

- Rustiadi, E., Saeful-hakim, S., & Panuju, D. R. (2009). *Perencanaan dan Pengembangan Wilayah*. Jakarta: Yayasan Pustaka Obor Indonesia.
- Danggo, M. Y., & Hale, Y. M. (2024). Analisis Penentuan sektor Prioritas dalam Peningkatan Pembangunan Daerah di Kabupaten Manggarai. *Jurnal STIE Karya, Akuntansi dan Manajemen*, 1-11.
- Nasution, I., Handoko, H., Hadi, R., Hanum, R., Tarmizi, A., & Hamdan, H. (2023). Strategi Pengembangan Proyek Lembaga Pendidikan Islam di Madrasah Al- Jami'iyatul Washliyah Tembung. *Journal on Education*, 8376-8401.
- Prihartanto, E. (2020). Identifikasi Sarana dan Prasarana sebagai Proses Pengembangan Wilayah Pesisir Barat Kota Tarakan. *Borneo Engineering: Jurnal Teknik Sipil*, 99-112.
- Nahlony, R. N. (2023). Strategi Pengembangan Destinasi Wisata Penanganan Pandemi Covid-19 di Provinsi Bali. *Nawasena: Jurnal Ilmiah Pariwisata*, 1-7.
- Burhanudin, M. A. (2023). Potensi Kekayaan dan Keberagaman Maritim di Wilayah Papua dalam Upaya Mendorong Kesejahteraan Rakyat. *Mandub: Jurnal Politik, Sosial, Hukum dan Humaniora*, 157-176.
- Gabriella A. Manampiring, A. G. (2023). Analisis Kebutuhan Investasi Sektor Unggulan di Kabupaten Minahasa. *Jurnal Berkala Ilmiah Efisiensi*, 61-72.
- Simamora, R. K., & Sinaga, R. S. (2016). Peran Pemerintah Daerah dalam Pengembangan Pariwisata Alam dan Budaya di Kabupaten Tapanuli Utara. *Jurnal Ilmu Pemerintahan dan Sosial Politik*

UMA, 79-96.

Khairina, E., Purnomo, E. P., & Malawani, A. D. (2020). Sustainable Development Goals: Kebijakan Berwawasan Lingkungan Guna Menjaga Ketahanan Lingkungan di Kabupaten Bantul Daerah Istimewa Yogyakarta. *Jurnal Ketahanan Nasional*, 155-181.

Cahyadi, F. D. (2019). Sejarah Tsunami di Selat Sunda sebagai Dasar Pembangunan Wilayah Pesisir Banten. *Prosiding Seminar Nasional: Revitalisasi Nilai Budaya dan Sejarah Bahari Banten sebagai National Character Building*, (hal. 116). Serang.

Rizkianti, W., & Dalimunthe, S. N. (2020). Jual Beli Apartemen kepada Pihak ketiga atas Dasar Perjanjian Pengikatan Jual Beli (PPJB). *Adil: Jurnal Hukum*, 68- 86.

Prayogi, A., Irfandi, & Kurniawan, M. A. (2024). Pendekatan Kualitatif dan Kuantitatif: Suatu Telaah. *Complex: Jurnal Multidisiplin*, 30-37.

Bado, B. (2022). *Model Pendekatan Kualitatif: Telaah dalam Metode Penelitian Ilmiah*. Klaten: Tahta Media Group.

Sari, F. P., Sumriyah, S., & Jusmadi, R. (2023). Perlindungan Hukum terhadap Wisatawan di Kawasan Wisata Religi menurut Undang-Undang Nomor 10 Tahun 2009 tentang Kepariwisata. *Interdisciplinary Journal on Law, Social Sciences and Humanities*, 76-94.

Munir, U. (2022). Konsep Kebijakan Pariwisata berbasis Kerakyatan (Studi Pariwisata di Pulau Lombok). *Jurnal Yustisia Merdeka*, 125-134.