Digital Branding and Revitalization, as an Effort to Improve the Image and Income of MSMEs in Blimbingsari Village, Banyuwangi Regency

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ABSTRACT

The existence of Blimbingsari beach as a buffer tourism in the central Banyuwangi area, has decreased visitor interest every year. The decline is caused by 3 most pressing problems, including; 1) Unreasonable culinary selling prices; 2) Piles of beach garbage; and 3) Poor beach appearance/atmosphere. These problems have begun to threaten the people who depend on beach activities for their economy. Funding support provided by the Ministry of Education, through the PPK Ormawa 2023 program. Provide a commitment to empowerment, to prevent threats to the welfare of beach communities due to decreased visitor interest. Carried out for 4 months productively, using a Participatory Action Research (PAR) approach. Qualitatively, the beach community has shown positive behavioral changes. These changes are marked by; Equitable culinary selling prices; Routine beach cleaning activities; and supporting the revitalization of the beach appearance. These changes contribute to restoring interest in tourist visits, as evidenced by an increase in tourist ticket sales.

Keywords: *PPK Ormawa, Empowerment, Tourism, Blimbingsari Beach, Digital Marketing*

1. INTRODUCTION

The Banyuwangi Regency Government has been encouraged to develop community-based tourism (CBT) (**Ahsani, 2022**) and invest in its tourism sector (**Murniati, 2021**) due to its potential for economic growth. The development of ecotourism has been identified as a promising opportunity, with strategies recommended to optimize its benefits (**Salsabila, 2024**). The harmonization of the tourism sector with the creative economy sectors, such as agriculture, forestry, fisheries, mining, excavation, construction, and education services, has been suggested to accelerate tourism in the region (**Wijaya, 2021**).

Triangle Diamond is the leading tourist attraction of Banyuwangi Regency which includes Ijen Crater; Sukomade; and Alas Purwo tours, which are the best-selling local and foreign tourist destinations to visit. For example, Ijen Crater tourism, it was recorded that during 10 days (December 24, 2023 - January 2, 2024) there were 15,009 tourists visiting, with details of 14,339 domestic tourists and 670 foreign / foreign tourists (**Husdinariyanto, 2024**).

A good tourism image will contribute to the profits of small and micro businesses, so that it can generate prosperity for the people of Banyuwangi Regency in the tourist destination area. Multiple studies have repeatedly shown that a favorable perception of tourism may have a

substantial beneficial impact on small and micro businesses, ultimately contributing to the overall well-being of the community. Molina and Seow emphasize the significance of innovation and sustainable growth in these businesses, with Molina especially highlighting the role of community tourism in the transformation of local livelihoods (**Molina**, **2021**; **Seow**, **2021**). Seow's results highlight the importance of government backing as a vital component. Amoah emphasizes the need of competitive sustainability, highlighting price sensitivity, site upkeep, and entrepreneurial acumen as crucial factors (**Amoah**, **2023**). According to Yaja (**Yaja**, **2021**), efficient marketing, namely in terms of branding and integrated communication, is crucial for these firms. These studies highlight the potential of a favorable tourist image to generate earnings and promote community development in small and micro (UMKM).

The most common challenges of tourism management in Indonesia are; 1) Weak human resource potential and skills; 2) Environmental impacts resulting from tourism activities; 3) Difficulty adopting digitalization/technology in tourism management and promotion. These three challenges may have been answered for areas with good governance interventions, but outside of that the challenges are still difficult to resolve. First, the problem of weak human resources is faced by the Tourism Village in Wonogiri. It was explained that tourism managers were inconsistent in performing their duties and functions, and the lack of human resources also encouraged internal conflict between village government officials and tourism managers. It was further explained that many villages dared to provide capital for the development of village tourism infrastructure, but the infrastructure ended up in disrepair because human resources were unable to consistently manage it. The development of village tourism infrastructure often faces challenges in maintenance and management, leading to disrepair. Luthfi found that the quality of village road infrastructure, a key component of tourism infrastructure, was not fully met due to inadequate planning and human resource commitment (**Luthfi**, **2019**). This is further supported by Rouf, who highlighted the lack of facilities and infrastructure in tourist villages, as well as the need for guidance and training from the village government (**Rouf**, **2023**). This phenomenon explains that social capital is also needed in managing the tourism business (**Praditia**, **2023**).

Second, The environmental impacts of beach tourism, including land use changes, invasive species introduction, and artificial beach filling, have been identified in various studies (**Nunes**, **2020**; **Pawestri**, **2023**). Tourism plays a crucial role in the global economy, sometimes serving as the primary source of revenue for many nations via the provision of services to international visitors. The Algarve is the primary tourist destination in mainland Portugal, with beach tourism, sometimes referred to as sun and sea tourism, playing a crucial role. Nevertheless, this endeavor also has adverse consequences. This research examined a specific situation at Praia da Cova Redonda, situated in the parish of Porches, inside the municipality of Lagoa. The study revealed detrimental effects on land use and occupancy due to the overwhelming human presence, the introduction of exotic species, and the artificial replenishment of beaches (**Nunes**, **2020**). Tourism expansion yields economic benefits but also gives rise to environmental challenges. Particularly in coastal tourist spots. The proliferation of several rides and superfluous structures, alongside essential buildings like prayer rooms and restrooms, exacerbates environmental issues and diminishes comfort. These impacts can be mitigated through measures such as environmental preservation and sustainable tourism development (**Pawestri**, **2023**). The problem of environmental impacts caused by tourism activities is experienced by the beach tourism area in Poncosari Village, Srandakan District, Bantul Regency, Yogyakarta. It is explained that there is waste generation in the tourist attraction area, due to tourism activities. The weight composition of organic waste from restaurant waste is 19.87%, and the volume composition of organic waste from

restaurant waste is 33.27%. Other waste is also found such as paper, wood, plastic, glass and metal (**Darmawi**, **2017**).

Third, The world has changed as a result of modern technical advancements, including how governments make decisions. However, the use of digital technology is still limited (**El Muhammady, 2023**). The limited use of digital technology in tourism is a significant issue, as highlighted by Zvaigzne and Levchenko. Both studies emphasize the importance of digital marketing and the potential for digital innovation in the industry (**Zvaigzne**, **2023**; **Levchenko**, **2022**). There is a lack of mutual understanding between tourist service providers and information technology experts about the unique aspects of each other's fields. However, by collaborating, they may work towards achieving shared prosperity (**Levchenko**, **2022**). However, points out that tourism companies often face challenges such as low-quality data analytics and the high cost of implementing digital tools(**Zvaigzne, 2023**). The lack of utilization of digitalization/technology in tourism management/promotion, experienced by Sidomulyo Village as a tourist village in Batu city. It was explained that the nuanced attractions of the flower garden experienced a lack of enthusiasts/visitors, this happened because of the lack of destination promotion and the lack of supporting media (**Rahma**, **2017**).

Tourism hygiene is one of the important aspects in the tourism business, so tourism hygiene must be included in an integrated and sustainable tourism management agenda. Keeping the area clean is the responsibility of all parties who are active in it, by doing; Fulfillment of adequate cleaning facilities; Proper and integrated waste management (waste management policy); Human resources with consistent management, and educated tourism visitors will provide sustainable tourism cleanliness (**Wafa**, **2024**). Efforts to maintain tourism cleanliness are also a moral responsibility to the environment/nature. Efforts to maintain tourism cleanliness / maintain natural beauty, also have a positive impact on local communities, such as; A clean and healthy living environment, and visitor satisfaction that contributes to providing financial prosperity for local communities. These efforts can also be referred to as the concept of ecotourism (Kristiana, 2019). Environmental conservation in tourism areas, can be reviewed through 12 criteria as follows "Environmental risks; Protection of sensitive environments; Protection of wild nature (flora & fauna; Greenhouse gas emissions; Energy conservation; Water management; Water safety; Water quality; Liquid waste; Reducing solid waste; Light and sound pollution; Environmentally friendly transportation" (**Kemenpar**, **2017**).

Tourism activities should pay attention to sustainable management, or commonly referred to as Sustainable Tourism Management. In simple terms, sustainable tourism is an effort to ensure the potential of natural, human/social, and cultural resources owned, to be utilized by the community today until future generations (**Arida**, **2017**). Supported by the 1995 sustainable tourism charter, which states that "Tourism development should be based on sustainable criteria, which means that development can be supported ecologically in the long term while being economically viable, ethically fair and socially towards the community". Sustainable tourism management has the following principles; 1) Local community participation in tourism management, including their involvement in the vision and mission of tourism, identification of tourism potential, and up to the tourism development strategy; 2) Collaboration / participation of external communities that have interests and expertise in the field of tourism; 3) As local ownership, which means that all components that support tourism activities, can be managed by local communities. Not external parties who take advantage without providing benefits to local communities; 4) Always use sustainable resources; 5) Can accommodate community goals; 6) Has a carrying capacity / land capacity in accordance with local boundaries, with considerations that include physical, social and cultural support; 7) Conduct good monitoring and evaluation activities; 8) Have good accountability; 9) Increase

the capacity of human resources through training; 10) Promote through various relevant media, including introducing the culture and conditions of the community, and its tourism advantages.

Blimbingsari beach tourism is located in Blimbingsari Village, Blimbingsari District, Banyuwangi Regency. It faces the same problems as the description of the phenomenon above. First, due to untrained human resources, most MSME groups behave unfairly. This behavior is selling products/culinary at unreasonable prices (much more expensive), without thinking about the long-term/sustainable impact. Tourist visitors/consumers are certainly very disadvantaged by the seller's trap, so this creates a negative perception of beach MSMEs and are reluctant to return to buy their products/culinary. Second, Blimbingsari beach tourism activities also result in negative environmental impacts. The environmental impact is waste generation due to the activities of restaurants and beach stalls. Waste generation at various points not only reduces the aesthetic value of the beach, but also creates unpleasant odors that greatly interfere with tourism activities, and pollute the environment. Third, tourism managers also do not use digital means to support tourism promotion. These three problems are then considered as serious and urgent problems, because the phenomenon of lack of visitors has an impact on reducing their income. A team of empowerment facilitators affiliated with BEM FISIP Kabinet Barakarya, Universitas Muhammadiyah Jember, assisted the local community who were then referred to as partners. Helping to restore the image of beach tourism through empowerment activities by conducting training, revitalization, and utilizing Tiktok and Instagram social media as digital marketing. Blimbingsari Beach Tourism has promising potential as a buffer tourism area in Banyuwangi Regency. The SWOT analysis conducted by previous researchers explained that the beach tourism development strategy can be focused through beach promotion and branding (Jayadi, 2020). This empowerment plan is supported and funded by the ministry of education, culture, research, and technology through the Student Organization Capacity Strengthening Program (PPK Ormawa 2023) of Rp 38,700,000 and the Blimbingsari Village Government. The training, revitalization, and digital branding activities involved; 26 beach MSMEs, including 10 grilled fish restaurants and 16 beach stalls; Blimbingsari Beach Tourism Awareness Group (POKDARWIS); Community leaders and volunteers. This activity was also supervised by the Blimbingsari Navy Post.

2. METHODS

This coastal community empowerment was carried out for 4 months productively starting in July - October 2023. Located at Blimbingsari Beach, Blimbingsari Village, Banyuwangi Regency. The Participatory Action Research (PAR) approach is used as a way to recognize problems and explore potential to create positive community change. The orientation of the PAR approach in community service is; Solving partner problems through ideas that arise from the partners themselves, so that when the idea has been successfully formulated and implemented, they realize its success comes from their own ideas. This effort is part of the approach to the group, and to get high participation from the community in the empowerment process. In an effort to rapidly increase community self-reliance, the team also used a persuasive-educative approach (**Lestari**, **2022**).

Participatory Action Research (PAR) is a powerful tool for addressing urgent social issues, as demonstrated in various studies. Sullivan and Lenette both highlight the importance of community participation in shaping research and driving change (**Sullivan**, **2005**; **Lenette**, **2022**). PAR has been shown to be effective in promoting social change, particularly when it is intersectional and decolonial in its approach (**Lenette**, **2022**). Participatory Action Research (PAR) is used to encourage effective social action and change, in order to overcome

the urgent problems being faced by partner communities. Based on the analysis conducted by the team, the partner community is faced with 3 problems as follows; 1) Unreasonable beach culinary selling prices by most MSMEs, so that this gives the perception of reluctance to buy from tourists/consumers, which then has an impact on all MSMEs; 2) The absence of integrated beach waste management, resulting in several beach points becoming the location of waste piles. The uncontrolled distribution of waste certainly results in a decreased value of the beauty of the beach; 3) The emptiness of the beach atmosphere and the huts that are considered rundown, also contribute to the weak image of the beach. The addition of decorations and facilities is important to accommodate the needs of tourists, digital promotion is needed to attract visits. Partner communities must be able to realize and be actively involved in solving their problems.

The team, then called community empowerment facilitators, starts its empowerment through 11 social movement steps as follows (table 1); 1) Conducting preliminary mapping; 2) Conducting partnership relationships and building trust; 3) Determining the research agenda for social change, including understanding the problems of partner communities; 4) Conducting participatory mapping, including the scope of the area targeted for empowerment; 5) Formulating partner community problems; 6) Developing movement strategies, based on partner problems; 7) Organizing partner communities, by socializing the action programs that will be carried out; 8) Program implementation / carrying out change actions; 9) Creating a partner community education center to accommodate the ideas and needs of partner communities, whose goals are oriented towards sustainable programs; 10) Consolidating and supporting which aims to seek program sustainability, as well as giving authority to partner community leaders to move independently and be able to learn, conduct research, and solve their own problems; 11) Reflecting on the entire process and results achieved in empowering partner communities. The results of empowerment are then analyzed using the SOAR method, in order to determine the strategy for further development of Blimbingsari beach tourism, which is appropriate and lasts in the long term (sustainable).

Table 1. Empowerment Implementation Timeline, 2023

No	Activities	Month 1	2	3	4	Team
1	Conduct initial mapping.					A50
2	Conduct partnership relationships.					A50
3	Undertake a research agenda for social change.					A50
4	Conduct participatory mapping.					A50
5	Formulate the problems of partner communities.					A50
6	Conduct movement strategizing.					A50
7	Organizing partner communities.					A100B
8	Implementation of social change programs/actions.					A100B
9	Create a partner community education center.					EOB
10	Consolidate and support.					EOB
11	Reflecting.					A50

Collaboration in empowerment activities is also adopted by the implementation team, to support the action plans that have been set. The collaboration involves local One Impact Volunteers to be actively involved in field activities; Academics from the Tourism Business Management Study Program, Banyuwangi State Polytechnic who will be involved in workshop activities, and provide recommendations for tourism development; Volunteers from student organizations affiliated with OSIS, PMR, and PRAMUKA from junior and senior high schools, to be involved in major beach cleaning activities; Demen Makan Banyuwangi Influencers who are then involved in digital branding activities for beach tourism, involving MSME players. Culinary

influencers will produce promotional videos, to support a product catalog of beach stalls that can be accessed online through the official Instagram account of Blimbingsari beach. The utilization of Instagram and Tiktok social media is used as digital branding, to explain the image of the beach with a new look. The program implementation team will go to the empowerment location partially-fully-partially (A50/A100B/50B).

3. RESULTS AND DISCUSSION

3.1. First Month Progress (Establishing Strong Partnerships)

Empowerment activities begin with initial mapping (figure 1), which is carried out by the implementation team together with field supervisors. The mapping was carried out qualitatively, by conducting field visits for observation, interviewing community leaders and actors involved in Blimbingsari beach tourism business activities as informants. Mapping activities were carried out for 1 week, including also conducting interviews with 10 purposeful visitors (based on age diversity), regarding their perceptions of current Blimbingsari beach tourism. The results of the mapping showed alignment with the 3 partner challenges as the initial conjecture described in the introduction. The results of the mapping were then compiled in the form of a simple proposal, to be presented to the Blimbingsari Village Government.

Figure 1. Results of Observation / Initial Mapping of Partner Conditions

Figure 2. Agenda Research, Participatory Mapping, Formulation and Organizing

The presentation of the initial mapping results to the Blimbingsari Village Government, encouraged permission and commitment to transform Blimbingsari beach tourism. The commitment was realized through a partnership to empower the beach community for 4 months. Conducting a research agenda for social change, using the Participatory Action Research (PAR) method together with the local community. The involvement of local communities in the research agenda for social change aims to strengthen the community's institutionalization of the social changes that will be planned. This research agenda for social change encourages activities/forums, which involve the active participation of partner communities in; Participatory mapping; Formulation of partner community problems; Formulation of movement strategies; and Conducting community organizing (figure 2).

3.2. Second Month Progress (Program Implementation)
3.2.1. Capacity Building of MSMEs and Tourism Managers

The implementation of the program plan begins with capacity building for MSMEs and Blimbingsari beach tourism managers (figure 3). Commitment and excellence in human resources are key to managing a tourism business. The capacity building was attended by; 26 MSMEs, consisting of 10 grilled fish restaurants and 16 angkringan stalls; Blimbingsari Beach Tourism Awareness Group (POKDARWIS); and attended by the Head of Blimbingsari Village. The activity began with the presentation of research results related to the strengths, weaknesses, opportunities, and threats of the current condition of Blimbingsari Beach tourism. Followed by a semi-development / beach revitalization plan, which must then be followed by good governance / behavior to maintain the things that have been built. One of the behavioral agreements that was strongly emphasized in the forum was; Leveling culinary/product sales with reasonable, clear, and fair prices. So that tourist visitors/consumers do not feel trapped in the buying and selling process. If all participants in capacity building activities have understood the importance of commitment and branding, then the next agenda is to record MSME products for digital product cataloging. The activity ended with a question and answer session between the target community and the empowerment facilitator.

Figure 3. Capacity Building of MSMEs and Tourism Managers

3.2.2. Product Catalog Creation and Revitalization of Blimbingsari Beach

The recording of Blimbingsari beach MSME products was used as a product catalog. Product catalogs were made one by one according to the names of grilled fish restaurants and angkringan stalls. A total of 20 product catalogs were successfully made, then uploaded online on Instagram social media with the business category. The catalog display can be seen in (Figure 4). The product catalogue that has been uploaded, has not been promoted through paid advertisements and endorsement of culinary influencers, before the beach revitalization is finalized.

The Blimbingsari beach garbage pile is one of the most striking image destroyers. So that before doing digital branding of tourism, the waste pile must be cleaned up immediately (figure 5). With the permission and supervision of the Blimbingsari Naval Post Base, the implementation team together with local One Impact volunteers and youth volunteers, from student organizations OSIS, PMR, and PRAMUKA from junior and senior high schools. Cleaning the beach periodically. Beach tourism and MSME managers were also involved.

Figure 4. MSME Product Catalog in Business Instagram Social Media account.

Figure 5. Large-scale community service, Blimbingsari Beach Cleanup

The revitalization of the beach began with the improvement of the main entrance road through grading. The main road took up to 2 weeks to complete, and the Blimbingsari Village Government also contributed to the process. Furthermore, the implementation team shopped for kitchen furniture and decorations/accessories to support Blimbingsari beach. Kitchen utensils such as blenders, glasses, plates, spoons/forks, stoves, regulators, thermoses, trays, bowls, scissors, mats, and pots. It will be donated to 16 pilot beach stalls, to support services including ensuring the speed and cleanliness of food. Furthermore, the stalls were also donated decorations such as; stall promotion banners, cafe decorative lights, and thatched roofs. The decorations serve to harmonize the entire appearance of the shop, to avoid a contrasting and shabby appearance. After the product catalog is made, beach garbage is cleaned up, the main road is repaired, micro businesses (start-up shops) get grants for business support tools, and shop huts have been fitted with harmonious accessories. Then the next step is to do paid advertising and promotion of beach tourism and culinary, through influencers who are considered popular and relevant (figure 6).

Figure 6. Beach Revitalization and MSME Business Support Equipment Grant

3.2.3. Digital Branding Through Social Media Tiktok and Instagram

The human resource capacity building and beach revitalization that have been provided have successfully changed the behavior of the partner community and the appearance of Blimbingsari beach tourism. The change in behavior is a change in their attitude to serve and be fair to consumers. Changes in the appearance of the beach are the cleanliness of the beach from piles of garbage, a better main entrance road, and the appearance of shop huts that are harmonious and attractive. We then promote these positive changes through social media (digital media). We advertise product catalogs from MSMEs through paid packages on business Instagram, and Blimbingsari beach tourism together with its culinary, we promote through the endorse services of culinary and tourism influencers. The endorse activity will support the product catalog that has been posted on the Instagram account, and provide a new positive image for Blimbingsari beach.

Figure 7. Video Capture Process for Digital Branding

Table 2. Development of Digital Branding of Blimbingsari Beach Tourism, 2023

No	Social Media	Development	
1	Tiktok	Uploaded	October 10, 2023.
		Link	https://vt.tiktok.com/ZSF7hdacM/
		1 Week	Viewers: 33.2K; Likes: 776; Reviews: 71
		April 2024	Viewers: 86,8K; Likes: 2513; Reviews: 150
2	Instagram	Uploaded	September 28, 2023.
		Link	https://www.instagram.com/reel/CxuztQ6r-XA/?igsh=aDUxcDl2cHdlYmN5
		1 Week	Viewers: 17.7K; Likes: 274; Reviews: 33.
		April 2024	Viewers: 40.9K; Likes: 971; Reviews: 46

Promotional videos that have been created and uploaded, by culinary and tourism influencers on Tiktok and Instagram social media (figure 7). Gave a tremendous effect by getting positive

reviews from netizens. 2 weeks after the promotional video was uploaded, Blimbingsari beach tourism experienced a significant increase in visits, this is also in line with the increase in sales of grilled fish restaurants and angkringan stalls that have been fostered. Details of the contribution of video branding can be seen in Table 2.

3.3. Third Month Progress (Creating Sustainability)

The successful implementation of the program to create positive social change has greatly contributed to building a good tourism image, as a popular weekend getaway option. These achievements are continuously monitored by the implementation team, to ensure the commitment/consistency of human resources in providing tourism services. The monitoring results explained that the partner community had behaved in accordance with the agreements that had been drawn up together, for example selling prices according to the product catalog and keeping Blimbingsari beach clean from tourism activities. Before the implementation team left the partners and empowerment sites, a community education center was created to maintain sustainability. The goal is that the partner community can solve its problems independently, in line with the development of tourism (figure 8).

Figure 8. Secretariat/Community Education Center

3.4. Fourth Month Progress (Reflection and Reporting)

The fourth month is the final stage in this Blimbingsari beach community empowerment program. The implementation team reflected on the programs that had been implemented, together with the Blimbingsari Village Government, the Blimbingsari Beach Tourism Awareness Group (POKDARWIS), and the supervisors as academics from Universitas Muhammadiyah Jember. The results of the reflection were then compiled as a report that was accounted for to the campus institution, and the ministry of education through the PPK Ormawa 2023 Program.

3.5. SOAR Analysis of Blimbingsari Beach Tourism Business Development

Blimbingsari beach tourism business activities have been running for 3 months after empowerment, the implementation team outside the PPK Ormawa program conducted a SOAR analysis for the purpose of developing beach tourism. Including to; maintain the existence of Blimbingsari beach and mitigate the risk of decreased visitor satisfaction. SOAR analysis in the development of Blimbingsari Beach tourism business is reviewed in terms of; Strengths; Opportunities; Aspirations found during tourism business activities, then formulated measurable results (alternatives/strategies) in SOAR analysis (table 3) (**Suryadi, 2021**).

Table 3. SOAR Matrix Analysis of BB Tourism Business Development, 2024

	STRENGTH (S)	OPPORTUNITIES (O)
	1. Strategic location 2. Tourist ticket IDR 5000 3. Parking included 4. View of Bali island 5. Lots of MSMEs with cheap products 6. Many places to relax	1. Tourism is on trend 2. Only a few beach tours in the central Banyuwangi area 3. Instagramable view
ASPIRATION (A) / **SA** / **OA**		
1. Improve beach cleanliness 2. Invite influencers for further promotion 3. Create a weekly festival as a destination	1. Create content that attracts visitors 2. Improve cleaning facilities 3. Form a music group to fill the weekend festival 4. Creating testimonials with visitors	1. Utilizing Kunir delivery such as grabfood and gofood, to support MSMEs. 2. Maximizing social media by uploading weekly content.
RESULT (R) / **SR** / **OR**		
1. Increase in visitors. 2. Tourism with a consistent image and convenience	1. Serve visitors in a friendly and courteous manner 2. Increase security and cleaning staff 3. Add new products.	1. Promoted with the latest trends. 2. Received joint posts with visitors on Instagram social media.

4. CONCLUSIONS

The empowerment strategy carried out for 4 months productively by BEM FISIP Kabinet Barakarya, Universitas Muhammadiyah Jember. It has successfully encouraged the progress of human resource behavior, and increased community income through the Blimbingsari beach tourism business. Through strong institutions, now in 2024 the community has been able to manage tourism independently. Able to maintain the achievements that have been built, and the commitments that have been agreed upon. Blimbingsari beach tourism also continues to carry out infrastructure developments, to accommodate tourism needs, and get attention from the Blimbingsari Village Government. The SOAR analysis conducted by the implementation team will be a recommendation for the next development agenda.

ACKNOWLEDGMENT

2023, and received a silver medal in the most interesting poster category held at the University
of Jember.

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