Coastal Area Management Strategy Towards a Green Economy

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Abstract	
	Purpose: This study aims to find out what the government's strategy is in managing coastal areas in the Bawahukan sub-district and what obstacles are faced by the government in managing coastal areas towards a green economy in Lebatukan District, Lembata Regency, NTT Province.
	Design/methodology/approach: This type of research is a qualitative research with 16 informants.
	Findings: Based on the research conducted, it shows that the government has carried out many policies or strategies in managing the coastal area of the lebatukan sub-district such as carrying out community-based management, opening tourist villages, conducting mangrove rehabilitation, supervising fishing fishermen, issuing prohibitions on destroying and logging mangroves and reviving Muro traditions.
	Originality: This research is a continuation of previous research but has differences from previous research which researchers found where policies or strategies related to the management of the coastal area of the Tatukuk sub-district towards a green economy are now starting to be developed.
	Research Limitations/implication: Judging from the extent of the place/location of research, the researcher tries to limit the scope so that the writer is not bound by the amount of information and data collected from the research location. This study focuses on information collected at research locations that are directly relevant to the subjects studied.
	Practical & social implications: The results of this research can theoretically and conceptually contribute as a reading list for further research. In addition, the results of this research are expected to be used as learning and information for the community regarding the importance of protecting the environment in coastal areas and how to manage natural resources properly and correctly.
Keywords	*Management; Coastal Zone; Green Economy, Environment Management, Natural Conservation*

INTRODUCTION

Increased development and utilization of coastal areas, as well as increased awareness of environmental conditions in coastal areas has been driven by the growth of industrial and commercial globalization. Human behavior that is not environmentally friendly coupled with the use of non-renewable natural resources has the potential to damage environmental resources. On the other hand, the earth's ability to meet human needs in a sustainable manner and improve welfare is decreasing due to the threat of climate change and global warming.

Development that focuses on production growth has proven to be capable of boosting the economy but has failed in the social and environmental fields which has resulted in the destruction of natural resources and human life due to the way of life of modern society. One illustration of this failure is the role of tourism in the production of greenhouse gases, forest degradation and the extinction of many species and marine biodiversity. Green economy is a theory that is expected to provide better answers and act as a link between development, social justice, development and preservation of natural resources.

Lembata Regency is a district in the province of East Nusa Tenggara where the entire land area is in the form of islands, namely Lembata Island (Lomblen) which is

surrounded by the sea with a coastline of 493 km and is spread throughout all sub-districts. Even though they live below the poverty line, the majority of the population work as fishermen and farmers in these districts and cities. Lembata is an island that is very vulnerable to landslides, flash floods, tsunamis, volcanic eruptions and earthquakes. This is due to the lack of public and government attention regarding the ecological condition of Lembata district which is starting to be threatened.

Table 1 Area

No	Village Name	Area (km2)
1.	Lamatuka village	2.50
2.	Baopana village	1.60
3.	Freedom Village	20.00
4.	Hadakewa Village	19,021
5.	Lerahinga village	17.65
6.	Waieng Village	13.00
7.	Tapobara village	5,40
8.	Tapolangu Village	56,57
9.	Dikesare Village	20,37
10.	Lamadele Village	23.80
11.	Lewoeleng Village	17.80
12.	Lodotodokowa Village	13.56
13.	Atakowa Village	17.35
14.	Seranggorang village	13,33
15.	Balurebong village	29.94
16.	Banitobo village	37,10
17.	Lamalela Village	24.80
	Amount	333,791

Data Source: Lebatukan District Office

The coastal area of Lembata Regency is often used for capture fisheries activities and has very strong tourism potential, including from a cultural perspective. In addition, the coastal area of Lembata Regency also has great potential in the development of the salt industry and the beauty of its beaches which have been widely used as water,

culinary and cultural attractions, for example in the Lebatukan sub-district (Basri, 2021).

Lebatukan District has a population of 9,563 people consisting of 4,506 men and 5,057 women.

Table 2 Total Village Population

Village Name	Population			Number of families
	Man	Woman	Amount	
Lamatuka village	228	269	497	147
Baopana village	406	439	845	226
Freedom Village	366	386	752	217
Hadakewa Village	524	573	1097	274
Lerahinga village	237	260	497	130
Waieng Village	411	473	914	247
Tapobaran Village	240	246	486	127
Tapolangu Village	276	319	595	155
Dikesare Village	208	245	453	119
Lamadale Village	193	205	398	104
Lewoeleng Village	262	344	606	188
Lodotodokowa Village	243	313	556	193
Atakowa Village	139	170	309	83
Seranggorang village	163	186	349	100
Balurebong village	218	213	431	104
Banitobo village	203	227	430	99
Lamalela Village	159	189	348	116
Amount	4,506	5057	9,563	2,629

Data Source: Lebatukan District Office

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Lebatukan District has great potential, especially in the management of its coast when viewed from the beauty of nature and culture and its people. Unfortunately, the people of Lebatukan District are still based on nature without wanting to make reforms. They still view nature as an object (object) and there are still many natural resources in their area so they feel they have the right to take and manage it without caring if it is bad for the environment.

Most of the residents of the Lebatukan sub-district work as fishermen (catch fishermen) and most of them work as farmers in the field of food crops and horticulture and in the coconut and cashew plantations, some also work as private employees.

Table 3 Occupation

Livelihood (Job)	Percentage
Farmer	33 %
Fisherman	32%
Self-employed	15 %
Civil Servants (PNS)	10 %
Employee	10 %

Data Source: Lebatukan District Office

The great potential for coastal management attracts many parties to take part in its management without regard to environmental conditions. This can be seen from the important habitat of the coastal area in the form of coral reefs which were damaged by the use of bombs and trawlers in Hadakewa Bay, Tebukan sub-district, which caused a decrease in the number of fish (Walker & Plotnikova, 2018).

The coastal areas of Indonesia are famous for their richness and diversity of natural resources, both renewable and unrenewable. The natural resources of small islands when combined with reliable human resources and supported by science and technology supported by appropriate utilization and management policies can be a big capital for the development of coastal areas , the coastal area is a transitional area between land and sea. When viewed from the coastline (coastalline), then a coastal area has

two kinds of boundaries perpendicular to the coastline (cross-shore). (Kristian, 2021)

According to Kay and Alder, the coast is a unique region, because in the context of landscapes the coastal area is a place where land and sea meet. Furthermore, coastal areas are important areas from various planning and management perspectives. The transition between land and sea in coastal areas has formed diverse and highly productive ecosystems and provides extraordinary economic value to humans (Loka, 2016).

According to the coastal area is a transitional area between land and sea where parts of the sea are still influenced by land activities, such as sedimentation and fresh water flow, where parts of the land are still affected by ocean activities such as tides, sea breezes and saltwater seepage (Ketchum, 1972)

Coastal areas have a strategic meaning because they are transitional areas (interfaces) between terrestrial and marine ecosystems, and have good potential for natural resources and environmental services (Mungan & Gosnell, 1996). The wealth of this coastal area has a special attraction for various parties to utilize its resources and encourage various agencies to regulate their utilization (Faried, 2020)). Kekayaan wilayah pesisir ini mempunyai daya tarik tersendiri bagi berbagai pihak untuk memanfaatkan sumber dayanya dan mendorong berbagai instansi untuk meregulasi pemanfaatannya (JAMAL, 2019)

Apart from that, the opening of a 5 hectare shrimp pond in the Merdeka village, Bawahukan sub-district by means of opening a mangrove forest which is disputed by the village community because the mangrove forest is a source of livelihood for the community to make salt and catch fish and shrimp for sale, furthermore the lack of appeals from the government regarding the importance of protecting the environment for the community and tourists in the Lewolein tourist village, hadakewa village, tapolangu village and other underwater tourism villages. Coupled with the recent eruptions, earthquakes and flash floods (Kristian, 2021).

Sumber daya alam pulau-pulau kecil bila dipadukan dengan sumber daya manusia yang handal serta didukung dengan iptek

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yang ditunjang dengan kebijakan pemanfaatan dan pengelolaan yang tepat bisa menjadi modal yang besar bagi pengembangan wilayah pesisir (Katiandagho, 2020).

Wilayah pesisir merupakan wilayah yang penting ditinjau dari berbagai sudut pandang perencanaan dan pengelolaan (Ari Atu Dewi, 2018). Transisi antara daratan dan lautan di wilayah pesisir telah membentuk ekosisitem yang beragam dan sangat produktif serta memberikan nilai ekonomi yang luar biasa terhadap manusia (Amin & Purnomo, 2021).

Pengelolaan dan pengembangan pesisir laut sebagai kawasan wisata bahari harus dilihat sebagai salah satu gerakan untuk "mengubah perilaku" semua pihak baik masyarakat maupun pelaku usaha/swasta (pemilik resort/vila dan biro perjalanan) dan pemerintah daerah. Dalam konteks ini adalah perubahan mindset serta tindakan dari kegiatan merusak menjadi ke arah lebih positif (Pardede et al., 2022).

Management is defined as working with people individually or in groups in order to achieve organizational or institutional goals(Walker & Plotnikova, 2018). All interested parties must be involved in the management of coastal areas because the potential for management is quite large, especially in the field of tourism which raises issues from a social, economic and environmental perspective. Therefore, local government policy measures are needed to transform coastal areas towards a green economy (Dianjaya & Epira, 2020).

The management and development of the sea coast as a marine tourism area must be seen as one of the movements to change the behavior of all parties, both the community and business/private actors (resort/villa owners and travel agents) and local goverments. In this context, there is a change in mindset and actions from destructive activities to a more positive direction (Pratiwi Mushar, 2015).

The concept of common property resources by Hardin is known as the "tragedy of pie commons" used to explain why economic activity can lead to environmental damage. Millions of owners have the same right to utilize common property resources, such as oceans, air, fish in the sea, water, land, forests and others (Helmi & Satria, 2012). There is no single rule that limits the use of these common resources, so there is over-exploitation of these resources. Each beneficiary may use it as fully as possible with the assumption that other people will make use of these resources if they are not utilized as fully as possible (Ketchum, 1972).

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In October 2008, UNEP sparked the idea of "Green economy" in order to support efforts to reduce greenhouse gas emissions. The idea of "green economy" aims to provide great opportunities for efforts to utilize the concept of "green economy" in order to support the implementation of development that is oriented towards environmental and ecosystem aspects. A green economy is an economic regime that improves human well-being and social equity, while significantly reducing environmental risks. A green economy also means an economy that produces low or no carbon dioxide emissions and environmental pollution, saves natural resources and is socially just (Kementerian Keuangan Republik Indonesia, 2021)

Based on observations, the coastal area of Lembata Regency has the mobility to develop both in the tourism and culinary fields. Therefore the researcher is interested in studying the problem with the title "Coastal Area Management Strategy Towards a Green Economy in Lembata District, NTT Province".(Bennett, 1991)

LITERATUR REVIEW
Management Strategy

Strategy is also interpreted as an overall plan of activities that is systematically arranged and general in nature and is used to achieve the goals that have been set and must

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be kept secret and not everyone can know about it (Solihin, 2012)**.**

Management

Management is called a process or method, which means a series of activities with the core of planning, organizing, actuating and controlling in achieving predetermined goals (Big Dictionary of the Indonesian Language, 2008). This is supported by the opinion of Hamidi and Lutfi (2010: 153) who argue that "Management is defined as working with people who are carried out individually or in groups in order to achieve organizational or institutional goals.

Coastal Region

Law (UU) No. 27 of 2007 which has been amended by Law no. 1 of 2014 concerning the Management of Coastal Areas and Small Islands, the coastal area is defined as a transitional area between land and sea ecosystems that are affected by land and sea changes, landward covering the sub-district administration area and seaward as far as 12 (twelve) miles measured from coastline, waters connecting the coast and islands, bays, shallow waters, brackish swamps and lagoons (Suryani, 2020).

The coast is a unique area, because in the context of landscapes the coastal area is a place where land and sea meet. Furthermore, coastal areas are important areas from various planning and management perspectives. Transitions between land and sea in coastal areas have formed diverse and highly productive ecosystems and provide extraordinary economic value to humans (Kristian, 2021).

The potential of coastal resources is generally divided into four groups namely (1) renewable resources, (2) non-renewable resources, (3) marine energy and (4) environmental services. marine (environmental services).

Coastal Resource Management

The management and development of the sea coast as a marine tourism area must be seen as one of the movements to "change the behavior" of all parties, both the community and business/private actors (resort/villa owners and travel agents) and local governments. In this context, there is a change in mindset and actions from destructive activities to a more positive direction. There are three approaches that can be taken, namely: the sustainable tourism development approach, the community empowerment approach, and the ecotourism approach (Marasabessy et al., 2018).

Green Economy

A green economy is defined as an economy that aims to reduce environmental risk, ecological scarcity which in essence is sustainable development without destroying the environment. The process of changing society towards a green economy will affect a more ecological lifestyle which indirectly creates ecological and self-governing settlements or in other words revolutionary change (Walker & Plotnikova, 2018).

A green economy is an economic activity that in addition to increasing people's welfare as the ultimate goal of economic activity, is also expected to have an impact on achieving justice, both justice for society and the environment and natural resources themselves. Several green economy indicators include: a low-carbon economy, resource efficient, and socially inclusive. Uniting the economy and the environment by realizing the advancement of renewable economic growth that comes from nature without destroying it (Faried, 2020).

RESEARCH METHODS

This study uses a qualitative approach method. Qualitative research is research that is descriptive in nature and uses more analysis with an inductive approach (Tarasov et al., 2019). Qualitative research can also be interpreted as research conducted to understand a phenomenon that occurs. The author directly clarifies with the data sources that have been determined, in order to obtain more detailed and detailed information (Albi Anggito, 2018).

Qualitative research does not use statistics, but collects data, analyzes it, then narrates it. Usually related to social problems, and related to realistic conditions or holistic natural settings. Qualitative research seeks to gain enlightenment and understanding of a

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phenomenon and how to overcome it. All data obtained comes from the field and is prepared honestly (Albi Anggito, 2018).

In connection with this, this study uses a descriptive qualitative research method. This method is able to provide a detailed explanation of the Strategy for Managing Coastal Areas Towards a Green Economy in Lembata District, NTT Province (Suryani, 2020).

RESULTS AND DISCUSSION
Characteristic Results

Respondents in this study were data sourced from 2 staff from the environmental service, 1 staff from the tourism office, 1 staff at the Tabukuk sub-district office, 1 staff from the marine service, 4 village heads and 7 people from the community.

The information obtained is in the form of perceptions, opinions, feelings, and knowledge. As for some of the informants in the research interview process were: Ladies and gentlemen who were in the sub-district office, the Environment Service, the Tourism Office and the Maritime Affairs and Fisheries Service. Village Heads and communities in the coastal area of Lebatukan District, Lembata Regency (Bennett, 1991).

Discussion

Based on the results of the study, the coastal area of the Bawahukan sub-district is indeed widely used as a tourist spot and plantation land because of its natural beauty and soil fertility. Of course, with great potential in the field of tourism carries the risk of damage. The problems that occur in the Tebuhukan sub-district are: problems of physical environmental damage such as damage to mangrove ecosystems, coral reefs and beaches (sand excavation), damage to fish resources, sea water pollution, decreased aesthetic/tourism functions caused by natural disasters. And the next problem is socio-economic problems, such as the problem of poverty and low levels of education, lack of understanding of the value of coastal resources.

In research conducted by researchers, it was found that policies or strategies related to the management of coastal areas in Lebatukan District towards a green economy had begun to be developed. This can be seen from the issuance of prohibitions against destroying the coastal environment and the revival of customary rules that protect coastal resources.

Based on the results of interviews obtained from the government and local government agencies, it was stated that the community and government work together in the management of the coastal area of the Bawahukan sub-district by developing a tourism sector that focuses on social activities, in this case the community as a supporter of rehabilitation and maintaining the preservation and sustainability of its coastal ecosystems and increasing economy which is an alternative to the tourism sector.

Constraints are things or conditions that make a job slow or not smooth. Based on the research results obtained, it can be said that the government's constraints in managing coastal areas towards a green economy are: The old-fashioned mindset of some people where they think that the beach and sea do not have private ownership but are public property so they are free to do anything coupled with the lack of community understanding regarding the value of coastal resources, as well as communities outside the area who do damage due to law which only binds local residents while there is no strong legal source binding outsiders, there is a conflict between the community and a shrimp pond company where the company opens shrimp ponds with how to cut down mangrove trees(Bennett, 1991).

The results clearly show that the constraints faced by the government actually arise from a lack of coordination and compliance from outsiders and the government which in turn creates conflict.

CONCLUSION

Based on the results of research and discussion regarding the strategy for managing coastal areas towards a green economy in Lembata Regency, NTT Province, the authors conclude that:

The government's strategy in managing the coastal area of Lebatukan District is by way of the government working with the community in developing the

tourism sector as an alternative activity to boost the economy and as a supporter in the coastal area rehabilitation process, issuing rules/bans on logging mangrove trees and reviving the muro tradition to prevent area damage. coast. In addition, the government also carries out community-based management, supervises fishing fishermen and tourists who come and rehabilitates mangrove forests and tourist villages.

Obstacles faced by the government in managing the coastal area of Lebatukan District towards a green economy are the lack of coordination and communication between the local government and the community, the lack of law enforcement which causes conflict between the community and the private sector. In addition, the destructive activities of the people outside the area are obstacles and problems that must be resolved immediately.

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