

Research Article

Sustainability of Tourism Villages in Madura

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This research aims to analyze the sustainability of tourist villages in Madura. This research is very urgent because four districts in Madura have very large tourism village potential (145 villages), but village SDGs achievements are relatively low in East Java. Tourism villages are very strategic for achieving village SDGs, as an integrated and sustainable effort to create villages without poverty. The research results show that the development of tourist villages in Madura has been implemented on a massive scale but its sustainability is greatly influenced by community conflicts after the village head election. After the village head election, tourist villages are often characterized by two conflicting community groups, namely: the group supporting the elected village head and the group supporting the village head candidate who was not elected. A tourist village that has been developed by the previous village head will be guaranteed its sustainability if the new village head selected comes from the previous group of village heads and vice versa. So every change of village head often has implications for the sustainability of the tourist village. Many tourist villages in Madura were closed after a change of village head.

Keywords: sustainability, tourism village

1. Introduction

The tourism sector has proven to involve many economic actors in various fields, such as transportation, agriculture, trade, communication, services, banking and non-banking finance, construction, creative industries, processing industries, and others (1,2). The importance of the tourism sector in the local economy is clearly seen in the Tourism Village, where tourism's sustainability heavily depends on its management's success (Peter et al., n.d.). When the newly elected village chief took over, many hopes were pinned on his ability to maintain the sustainability of tourism in the village (3). With support from various economic sectors, it is hoped that the tourism village can continue to develop and provide sustainable economic benefits to the local community (4–6).

The village chief wasted no time in getting to work, collaborating with stakeholders from the banking and non-banking finance sectors to secure funding for infrastructure

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Published: 19 February 2025

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the ICESIDE Conference Committee.



improvements in the tourism village (7–10). With a focus on enhancing the visitor experience and promoting local culture, the chief also reached out to the creative industries for innovative ideas to attract more tourists (11,12).

Madura is an island in East Java Province that has a huge and diverse tourism potential. Madura has more than 145 villages with tourism potential. Ideally, tourism villages in Madura are supported by social capital that can facilitate positive expectations and efficient collective action. So that the development of tourist villages can be sustainable and supported by the participation of all stakeholders, inclusively. However, in reality, the sustainability of tourist village development in Madura is still hampered by the problems of personal ego, group ego, sectoral ego, and regional ego.

TABLE 1: Tourism Potential in Madura in 2023.

Regency	Number of Potential Tourist Villages	Number of Tourist Attractions (locations)	Number of Visitors (People)	Economic Potential (Rp)	PAD Potential (Rp)
Sumenep	57	30	1.498.411	343.275.075.000	17.090.716.500
Pamekasan	26	26	158.084	42.197.085.000	2.074.220.700
Sampang	23	13	842.241	70.970.870.000	2.909.243.400
Bangkalan	39	20	1.851.956	343.284.090.000	12.475.328.200
Total	145	89	4.350.692	799.727.120.000	34.549.508.800

Source: Rahayuningsih ES, 2023

The development of tourist villages in Madura has complex problems because it often has to clash with political policies that do not carry a universal spirit. Now, the development of tourist villages in Madura must be supported by social capital and collective action. This is a problem because they can be the commitment of a certain person or group of people, such as the village head, community leaders, or youth leaders, without being supported by stakeholders and helping the entire village community collectively.

As a matter of fact, the development of tourism villages in Madura seems to run stagnant and does not show significant development. The poverty and regional backwardness in Madura compared to other East Java regions are undeniable facts. East Java BPS data for 2023 shows that East Java in 2022 had 4.1 million poor people who were mainly concentrated in the Madura region(13).

In order to accelerate the Village SDGs, sustainable tourism village development is very relevant to be implemented because many studies show that tourism is very strategic in creating employment opportunities for the poor. Thus, the purpose of this

study is to reveal the sustainability of tourist village development in Madura. Data from BPS East Java in 2022 shows that Bangkalan, Sampang, Pamekasan, and Sumenep districts on Madura Island have the potential to be developed as sustainable tourist destinations (14,15). With a focus on accelerating the achievement of Sustainable Development Goals (SDGs) at the village level, the development of tourism villages in Madura can be a solution to create jobs for the poor. Therefore, this study aims to investigate the level of sustainability of tourist village development in Madura, with the hope of providing guidance for more effective policies and practices in the future.

TABLE 2: Poor Population in Madura in 2021 and 2022.

Regency	Number of Poor Population (Thousands)		% Poverty Rate	
	2021	2022	2021	2022
Bangkalan	215.97	196.11	21.57	19.44
Sampang	237.23	217.97	23.76	21.61
Pamekasan	137.12	126.02	15.30	13.93
Sumenep	224.73	206.20	20.51	18.76
East Java	4.572.73	4.181.29	11.40	10.38

Source: BPS Jatim, 2023

2. Methods

The approach used in this research is case study research (case study) which has a descriptive nature. Case study is an approach in which doing it intensively, in detail and also in depth on certain symptoms. The problem is specific, which can be done either with individual or group targets, even in the wider community. The most important research objective does not lie in a generalization of results, but the success of a treatment at a certain time. This approach is carried out systematically to collect, process, and conclude data using certain techniques in order to find answers to the problems at hand. The data obtained includes interview transcripts, field notes, photographs, personal documents, and various other similar data (16,17).

This research is located on Madura Island, precisely in Bira Tengah Village, Sokobanah District, Sampang Regency, East Java Province. The location selection was carried out with the considerations Bira Tengah Village is one of the tourist villages among 145 tourist villages in Madura that has succeeded in optimally utilizing its potential and maintaining its sustainability well even though it has been hampered by

various problems and conflicts that are very heavy to the realm of law. Besides that, Lon Malang Beach Tourism in Bira Tengah Village already has many achievements at the provincial and national levels.

This research uses data sources, namely primary data and secondary data. Informants were selected through purposive sampling of relevant stakeholders, namely: the current village head, village government officials, supporters of the current village head, unsuccessful candidates for village head, supporters of the unsuccessful village head candidates, BUMDes administrators, Pokdarwis administrators, ASPRIM administrators, and other related parties. Secondary data is obtained from relevant documents.

The validity test of the data in this study uses a credibility test with source triangulation. Source triangulation testing is a data testing method that involves checking data obtained from several sources, followed by making decisions based on the same and accurate opinions. The data obtained is then analyzed by the researchers, resulting in conclusions.

3. Result and Discussions

The development of tourist villages is one form of collective action that involves the participation of community groups. The main problem with collective action is the free rider. Important determinants for the success of a collective action according to Olson (1965) are size, homogeneity, and group goals. Several economic experts state that success and sustainability are collective actions influenced by the presence of social capital, which consists of four elements: norm enforcement, trust, cooperation networks, and reciprocal relationships.

3.1. Norm Enforcement

Norms are formal and informal rules that apply in society. The indicator of normative strength can be measured by societal compliance and the enforcement of applicable formal and informal regulations. Field findings indicate that the level of community compliance with both formal and informal norms is relatively high. Various conflicts that have occurred can be resolved well through a combination of formal and informal approaches that complement each other.

Community compliance with informal norms is stronger than with formal norms. This is due to the existence of informal regulations derived from religious beliefs and local

culture that have long been ingrained and deeply rooted in everyday life. In addition, informal regulations are more adhered to because they are created collectively and by mutual agreement, making their implementation more binding on the community (18–20).

The community's adherence to informal norms is based on the Madurese culture, which emphasizes giving high respect to the pillars supporting Madurese culture, namely *bhuppa'-bhabhu'-ghuru-rato*, which in Indonesian means father and mother (parents), teacher (*ustad*, *kyai*, or religious leader), and queen (government leader). In other words, in the socio-cultural life of the Madurese community, there is a standard of compliance with key figures in a hierarchical manner. The existence of this normative construction binds every society in Madura, so violations against it will receive social and cultural sanctions.

The culture of the community in Madura, where obedience to key figures manifests itself in their socio-cultural life. For the Madurese ethnic entity, such obedience becomes a necessity to be actualized in daily life as a binding "rule" (21,22). Therefore, the deliberate neglect or violation of those rules results in the perpetrator facing social and cultural sanctions. The status of the *kyai* figure in that concept makes adherence to informal norms originating from village culture more respected and followed by the community.

The high teachings of Islam have a significant real contribution to the formation of local cultural values. As a religious society, the application of Islamic values should be deeply ingrained in coloring community life in various phases of life, such as the values of tolerance, forgiveness, patience, mutual love, mutual respect and appreciation, anti-violence, and others. However, in reality, these Islamic values have not yet fully manifested in the lives of some people in Madura.

One of the behaviors of some people in Madura that does not reflect Islamic values at all is the strong reliance on resolving conflicts through physical violence known as *carok*. *Carok* is an act carried out through vigilantism. The act of *carok* is a social phenomenon that still persists in the daily lives of some members of the local community, especially those living in rural areas. Then the Madurese culture, where the community still adheres to traditional customs with a close kinship level and a reluctance to disclose violations or crimes occurring in their area, makes the enforcement of informal norms better compared to formal norms (23).

Research findings (21) indicate that village residents in the remote island region of Sumenep Regency have several resolution options when in conflict, but they tend to prefer informal mechanisms because these are considered cheaper, faster, and more accessible compared to the formal system. In fact, the most prominent strength of informal dispute resolution mechanisms is their accessibility to the community, their instantaneous nature, and their relative ability to restore harmony within society.

Social norms are conceptualized as social rules or standards for appropriate behavior, with sanctions imposed for deviations from these norms or inappropriate behavior based on the standards of the social environment. Norms are a set of formal and informal rules that serve as an instrument to achieve alignment of actions or behaviors with social capital.

3.2. Trust

Trust is a pillar of social capital that is essential for building a strong foundation of togetherness within a community group. So that society can cooperate well and create a harmonious social life.

At the beginning of the operation of the Pantai Lon Malang tourist site in Bira Tengah Village, it was marked by strong opposition from a group of people on the grounds of violating religious norms. With various media and collaborative approaches with all stakeholders, the village tourism managers were finally able to convince all stakeholders to support the sustainability of the village tourism. The rejection of the operation of Lon Malang beach tourism in Bira Tengah Village by a group of residents is related to political competition and conflicts during the village head election.

The existence of Lon Malang Beach Tourism in Bira Tengah Village began when the newly elected village head started their work program and changed all the work programs of the previous village head, leading to a lack of continuity in village programs between village heads. The village government, in this case, the village officials, play a quite strategic role in running the wheel of governance at the village level. The village head has a very important role in village development because they are the extension of the state that is close to the community and serve as the community leader. The village head always prioritizes the aspirations of the community by fully involving them in village deliberation activities. The work program that was supposed to be sustainable has become unsustainable due to community conflicts with each change of village head.

The existence of conflicts between the old and new village heads, between the elected and unelected village head candidates, often leads to conflicts between two groups in the community. There are two conflicting community groups: the group supporting the elected (in power) village head and the group supporting the unelected village head candidate. It is this opposition group that often disrupts the sustainability of tourist villages in Madura for various reasons.

The change of village heads and conflicts between community groups have threatened the sustainability of tourist villages in Madura. Many tourist destinations that had developed in the Madura tourist village were suddenly closed due to the change of village head. Then new destinations started to emerge, opened by the new village head.

3.3. Cooperation Networks And Reciprocal Relationships

Individual interactions without having to choose are very important to create a harmonious environment and a willingness to cooperate with one another. However, this is relatively difficult to implement in Bira Tengah Village, because community interactions are still limited to their respective groups. The relationship between social groups is like oil and water; they can be close but cannot mix. Conflicts between these groups usually last for years, even crossing generations. Even a family relationship can become a prolonged conflict just because of differing choices for the village chief.

The existence of a network that can enhance relationships and community interactions can create solidarity among individuals, especially between community members and village officials or the village head. The level of solidarity or harmony between individuals and village officials can be an action that creates trust and efforts to produce good cooperation. The existence of this good relationship must be based on the willingness of individuals and village officials to reconcile personal interests and prioritize common interests in order to create optimal village tourism development. The issues that arise during the change of village head in Bira Tengah Village must be resolved immediately so that the relationship between the community and the village government runs smoothly, fostering a sense of solidarity and harmony among them.

The apparatus of Bira Tengah Village has been striving to maintain good relations with the community by providing equal services and opportunities to all residents without distinguishing their group origins.

The establishment of Lon Malang Beach, although initially met with resistance, gradually gained support from the community over time, as it was considered to have a positive impact on the welfare of the people. The benefits of the establishment of Lon Malang Beach are supported and beneficial for the community, both those who were previously supporters and non-supporters of the elected village head. This is because the government is currently focusing on tourism development by involving community participation so that this tourism development can continue into the future. So, the village government tries to maintain good relationships and harmony among all the community by allowing anyone to join the management or open a business in the tourist area to avoid jealousy among the community.

A good network in generating existing solidarity and harmony can also be obtained from the level of solidarity and harmony among the institutions present in the village. The level of solidarity or harmony must also be established among the institutions in the village. The existence of solidarity and harmony among the existing institutions can enhance cooperation and ensure that village development can proceed smoothly and optimally. Collaboration between existing institutions can be one way to create solidarity and harmony among those institutions in order to foster efficient cooperation. This has already been established between the institutions in Bira Tengah Village, where the presence of these institutions helps the village government achieve optimal development. The harmony that has been established reflects a positive aspect where there is cooperation between institutions in managing Lon Malang Beach.

The awareness of the village government to provide opportunities for the community to participate in existing work programs is one of the starting points to gain support and trust from the community. As a visible form, the social capital in Bira Tengah Village has a good category in the form of employees working at Lon Malang Beach Tourism, who come from various hamlets in Bira Tengah Village. This diversity can foster good relationships for social capital among the community.

Based on the data above, it can be seen that the community members who joined as management employees and traders at Pantai Lon Malang number 90 people. This is certainly good news, as this tourism provides an opportunity for job openings for the people in Desa Bira Tengah. Then, the diversity of residents from the hamlets in Bira Tengah Village indicates that the social capital in the village is currently functioning well, so that in its development, strong cooperation will be established among the residents of the existing hamlets.

TABLE 3: List of Employees and Traders of Lon Malang Beach Tourism in Bira Tengah Village, Sukobanah District, Sampang Regency, Year 2023.

No	Address	Position	Amount
1	Batu Lenger Timur Hamlet, Bira Tengah Village	Manager, secretary, admin, tour guide, safety, cleaning staff, bathroom attendant, cafe staff, mosque caretaker, and trader	41 person
2	Batu Lenger Barat Hamlet, Bira Tengah Village	Treasurer, ticket officer, tour guide, safety, bathroom attendant, cafe staff, souvenir center staff, screen printing staff, and trader	20 person
3	Gua Lorong Hamlet, Bira Tengah Village	Parking Attendant, Bathroom Attendant, and trader	13 person
4	Polai Barat Hamlet, Bira Tengah Village	Parking Attendant and trader	6 person
5	Polai Daya, Bira Tengah	Trader	4 person
6	Polai Timur, Bira Tengah	Trader	6 person
Amount			90 person

Source: Primary Data, Processed in 2023

In general, the institutional dimension in development is a set of rules that shape the choices of actions of individuals, groups, and other collective actors in society for the purpose of development. Organizations that consist of actors or groups of actors within society can have a significant impact on the community to carry out overall development. It can be said that organizations consisting of individuals or groups have an influence on the institutionalization of community participation in development. Thus, with the presence of good social capital in Bira Tengah Village, it can realize optimal and sustainable village tourism development because, fundamentally, the existence of Lon Malang Beach Tourism has significant benefits for the village community as well as for the regional economic growth. The existence of an award won by Pantai Lon Malang makes its presence a driving force for the continuation of its development, even though there are issues that could disrupt the sustainability of tourism in Desa Bira Tengah.

4. Conclusion

The social capital present in Bira Tengah Village is currently categorized as good, stemming from a level of compliance by the community with existing norms that can be effectively implemented for both the community and institutions. Basically, the community in Bira Tengah Village adheres more to the informal norms present in the village as a way to preserve the traditions and culture of Madura Village. They feel that informal norms are better because they are made through mutual agreement, leading to

higher compliance, enforcement, and sanctions compared to formal norms. Thus, with the implementation of these good norms, it can become something that enhances and maximizes the development of tourist villages, providing widespread benefits to both the village and the region.

In terms of trust, the level falls into the good category where the community is willing to participate and join existing institutions, and the good relationship between the community, the village head, and village institutions is the main factor in enhancing the development of the tourist village in Bira Tengah Village.

In the reciprocal aspect, it also falls into the good category where interaction, support and assistance, cooperation, and resource sharing are already functioning well. This indicates that the existence of reciprocal relationships within the community can enhance cooperation and good relations, as everyone feels mutually benefited by their actions, thereby creating optimal development for the tourist village.

In the aspect of networking, it is also categorized as good, where there is an individual's willingness to build networks, interact, and a high level of solidarity and harmony among the community, village heads, and village institutions. This creates a relationship that results in good cooperation, thereby achieving a network capable of producing optimal village tourism development. The overall presence of social capital in the village of Bira Tengah, which falls into the good category, will certainly lead to the optimal development of a tourist village and be carried out continuously so that it can continue to provide benefits for both the village and the region.

Acknowledgement

This research has been supported by grants from LPPM Universitas Trunojoyo Madura through National Collaboration Scheme 2024. We are especially indebted to anonymous reviewer of this publication for many valuable comment and suggestions.

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