

Research Article

Optimizing Social Capital in Coastal Areas: Building Collective Memory of Semarang

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Abstract.

Geographical, environmental, economic, and historical collectively contribute to Semarang's unique appeal. As a coastal city, Semarang's identity is deeply rooted in the historical, cultural, and communal legacies that have evolved over time. The integration of natural landscapes, heritage sites, and community traditions in the "Old City" area, located near the coast, has positioned it as a symbolic representation of Semarang as a waterfront city. This region is linked to the main road that runs along the coastline, emphasizing its coastal character. Reconstructing a collective memory of Semarang as a waterfront city in the 21st century poses significant challenges, necessitating innovative strategies and continuous efforts. An integrative approach to coastal development is crucial, transforming the area into a unique, economically valuable tourist destination by utilizing its historical, cultural, natural, and community assets. These elements serve as powerful social capital in shaping a prosperous future and restoring Semarang's waterfront and maritime identity, even if they have to face various challenges and obstacles. This study aims to identify a model for integrative coastal area development that emphasizes the involvement and welfare of the local community. Identifying the characteristics and potential of local communities is essential in developing coastal tourism destinations. Developing heritage-based coastal tourism, rooted in culture and local wisdom while remaining adaptive to globalization, is crucial to embedding Semarang's legacy as a waterfront city into public consciousness.

Keywords: potential optimization, coastal area, social capital, waterfront city

1. Introduction

The people of coastal cities in Indonesia are closely related to life which is based on the sea, the marine sector and all the potential that exists in it (Kardono, 2015). Today there is a phenomenon that the beach and the area around it are not just a gateway, entering and leaving land and sea, but their role and function are optimized as a tourist destination. The Semarang community around the coast has quite a variety of skills. They strive to adapt to the currents of change and the demands of the current global era to strengthen their identity as a village with specific characteristics. Observing the changes and developments in coastal cities and the communities living within them, the use of space in coastal cities is generally dominated by private sectors. Communities

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that have traditionally lived and made their livelihood in areas directly connected to the sea, if not given careful attention, risk losing their identity as coastal culture communities, displaced by the maritime sector within the industrial and trade service sectors. The discussion of 'identity' can be linked to the concept of 'social capital,' which will be further explored below.

Optimization of coastal areas and their ecosystems involves natural resources, human resources, and does not simply overlook the conservation aspects of local wisdom or traditional culture. The existence of cultural heritage sites and community traditions that are still preserved today serves as social capital for Semarang, a city located along the coast. The batik-making culture that continues in Kampung Batik, along with the traditional methods of preserving catches through smoking, drying, and salting in various fishing villages passed down through generations, are continuously developed. They consistently adopt and utilize technological advancements to produce high-quality products that meet market demands. Meanwhile, the cultural heritage buildings in the Old Town area (a legacy of the colonial city) are invaluable capital that must be preserved to maintain their sustainability. The city government has collaborated with the private sector to manage and utilize the Old Town area as a center for business, entertainment, and tourism, without altering the architecture or environment of the area. Integrating interests between local governments, the business world and the community is not an easy thing, but the utilization and management of coastal city space must be synchronized with existing management plans. In the past, coastal city entities were often described as communities with beautiful, comfortable and prosperous territories. At present, coastal communities must face challenges due to the rapid capitalization of coastal space and the onslaught of globalization that is coming.

Entering the 21st century, the socio-economic life of coastal residents in the Semarang area is not far from the previous period (Semarang City Planning Office, 2016-2021). The majority of the population still has strong dependence on traditional economic life, relying on the natural environment. When there are changes and developments in land use by the private sector, they are in a vulnerable position economically and socially. due to various underlying factors. On the other hand, information disclosure, telecommunications and social media have not been able to spur coastal city community groups (women's groups, youth groups, fisher farmers) to make various breakthroughs to optimize the potential of nature, the environment, cultivation products, to package them into value-added economic activities, as an alternative new economic source to improve their lives.

In the first quarter of the 21st century, most of the people and coastal cities are in power & in the economic environment of the capital. The owners of capital do not hesitate to develop their business right in traditional residential areas, so fishermen who only have soft skills in the field of marine waters end up experiencing quite a difficult household life. They as a group do not yet have the ability to optimize their local potential, empower themselves, change the face of the village, make use of the natural environment to become more economically and strategically valuable.

Restoring public memory of Semarang's glory as a waterfront city, is not only based on the utilization of coastal space, but the existence of the Old City of Semarang is one of the symbols of Semarang's maritime existence during the colonial period, and it is not impossible that in the future it will be realized again, when management and utilization pay attention to aspects justice, environmental sustainability, safety and comfort of the community concerned. The purpose of the research is to get an explanation of community-based tourism development strategies in the coastal area of Semarang city, produce easy and inexpensive destinations for tourists, so that the general public has awareness of the collective memory that Semarang is a coastal city (waterfront city) and maintains heritage and traditional cultural values. coastal communities from changes in global currents.

2. Literature Review

Coastal Resources are biological, non-biological resources; production, and environmental services (Semarang City Regional Regulation, 2011. No. 23. Concerning Coastal Area Management). Coastal areas can include coastal areas. Permana, et al (2010) explained that the coast is a village that has the potential to become a tourism village. Ali (2015) provides an explanation of the use of coastal city space as a necessity, reclamation of the Losari Makassar beach, a strategy adopted for the development of a business center that emphasizes the involvement of the private sector. Biological resources and Community resources within them become important social resources in the development of the area. Putnam's (2020) insightful definition can be invoked again in the next section below to showcase how norms, beliefs, and networks operate in Semarang coastal communities to create a distinctive identity. The Semarang coastal area is still under the influence of Mount Ungaran which sends volcanic material through Kali Garang, causing the Semarang coastal area to be a fertile area and suitable for settlement (Sjoberg, 1960).

In Cascading Semarang (2019: 58) it is stated that an initial study needs to be carried out in development, together with the community so that the existing challenges can be aligned with the right efforts to boost the local economy. Chambers (1995) explains that increasing community capacity is carried out by developing community potential and participation in a sustainable manner, which is oriented to individuals or groups. The Semarang City Government admits that the community has tried to allocate funds independently to provide security for themselves (Semarang City Government, 2016: 26), but has not yet developed its capacity for a welfare purpose and even made it as capital for development. As stated by Huntington (Suwarsono and So, 1991: 22-25) Local potential becomes an ecotourism resource consisting of natural resources and human resources. Dahuri (1996) conveyed that there are alternative utilizations of mangrove ecosystems that can be carried out without destroying this ecosystem.

3. Research Methodology

This research uses a qualitative descriptive method which can then be followed up with development within the framework (Zubaedi, 2013), research and development methods will enable qualitative studies of coastal areas that contain a variety of potential natural, cultural and human resources, which are very important. This research seeks to analyze the potential and challenges faced to re-realize Semarang as a waterfront city. Data collection in this study was carried out using two techniques, namely using literature and observation studies, as well as interviews. Documentation/library studies are used as a support for vacancies in the field. Informants in this study are community leaders, related officials who are authorized and responsible for the management and utilization of the old city area as one of the symbols of Semarang's existence as a coastal city. Researchers carry out inductive data analysis, starting from the field or empirical facts by going into the field.

4. Research Result and Discussion

4.1. Semarang as a Water Front City A Challenge in the 21st Century

The concept of area and zoning in relation to spatial planning can not only cover spatial aspects, but in the geopolitical context, zoning is only juxtaposed with development areas, but also involves involvement. As a city whose front is the sea, the functioning

and existence of coastal space can be categorized as being at the national, provincial and district/city levels. The geopolitical and economic position and function of coastal space must be aligned with the conditions of the community within it, so that it has the expected benefits and roles, namely providing community welfare and economic income for the government.

The city of Semarang as a coastal city is a functional area which also has a role to meet the needs of the people who live in coastal and coastal areas. Vice versa, the beach or coastal area is a functional area that plays a role in supporting the economic, social and cultural life of the city of Semarang. Thus, between Semarang as a city with diverse regional conditions (beaches, hilly plains), although physically different, functionally they complement each other.

Returning maritime glory related to the development of coastal cities, is a common thought to make it happen. This condition is in line with the four main problems faced by coastal cities that have coastal areas. In coastal areas in Indonesia in general, the majority of people are economically disadvantaged, damage to natural resources and the environment, low independence of village social organizations and decreased local cultural values. This condition is also triggered by the poor infrastructure and environmental health of settlements. The problem above is a serious problem to handle when a coastal city wants to restore its wealth as a region which is one of the indicators of marine-based economic activity.

Nowadays, restoring marine-based social, economic, cultural and environmental activities is a challenge in itself for the City of Semarang. Therefore, to achieve this, it requires management in a sustainable and global perspective. Steps that are being taken include paying attention to the aspirations and participation of the community. The involvement of various elements in planning environmental management, implementing coastal area conservation, increasing community skills, and preserving marine life is a serious concern that continues to be carried out.

4.2. Tourism Social Capital Strengthening Characteristics of Coastal Cities

Semarang as a city bordering the sea is of course a city facing the sea. Like other coastal cities, Semarang, with its unique regional topography, has natural, historical, and cultural potential, is a special attraction for tourists, including its coastal areas. Therefore, to restore public memory, it is very necessary what conditions can be used

as reinforcement for the label of a coastal city. Therefore, the research that has been carried out also attempts to analyze the potential of Semarang as a coastal city that must be developed and the existing social capital that needs to be maintained. The results of the analysis of various conditions and changes or developments that occur, try to optimize it to improve welfare and increase the city's economic income, without losing its identity as a coastal city with maritime and maritime aspects inherent in it.

In the 21st century, tourists and the public who enjoy the City of Semarang in the 'Old Town' Area, the Beach Area, fishing villages and the Harbor which are only a few kilometers from the Old City, can be used as a tourist destination. With the integration of various areas that have witnessed the historical journey of Semarang City, tourists and the public are expected to be able to recall 'Semarang's past history', which contains various historical facts, culture and people, ports, beaches with mangrove forests, Batik villages, and the community. Tambak Lorok, are places that are integrated with the Kota Lama' tourist destination. It all reminds us of the glory of Semarang in the past. In the past, the existence of ports and coastal areas was further strengthened by optimizing river routes as transportation for the transport of people and goods from ports to centers of economic and business activity in the city of Semarang. Rivers that flow into the central, eastern and western parts of Semarang City are used as freight infrastructure, connecting the upstream and downstream areas of the river.

Several beaches have the potential to be developed into the Semarang water front city brand, including Marina Beach. This area has adequate support, very easy road accessibility, equipped with various supporting facilities, sea tourism infrastructure, various rides, and the location is not far from the city center, Marina Beach only about 4 km. This beach has exotic views in the morning and evening. In the past, this beach was a mangrove and shoot forest, then in the present era, it has become a tourist destination from land reclamation. This beach is a combination of natural (flora and fauna) and artificial components consisting of transportation around the beach by boat, small-scale wildlife park, and children's playground. At certain times live music performances and other arts are held. Apart from that, there are Maron Beach and Tirang Beach, which are still relatively original, are flat stretches of sand, but road facilities are still inadequate, even though they are located behind a residential area. This tourism object does not yet have performance events that support the attractiveness of the beach.

4.3. Old City Buffer Semarang WaterFront City

In terms of spatial planning, the city of Semarang and the old city are like two sides of a coin that cannot be separated. Various colonial legacies centered in the North Semarang area total around 100 buildings, which consist of a service center government building, a religious activity center, Kauman mosque, Belenduk church, Gedangan church, buildings for economic and business activity centers. The spatial design with the location of each building represents a city in the Netherlands. This area presents its own uniqueness which is somewhat different from other coastal cities in general. The space of the city of Semarang and the old city is a gradation of two generations, as a process of development in the colonial period of the late 19th-early 20th centuries, and subsequent development in the period of the Indonesian republic, which combined to produce interesting gradations.

During the Dutch Colonial period that controlled Indonesia until 1942, the residents of the old town, consisting of Dutch, other Europeans, foreign East Timorese and some natives, received protection and security from the colonial government. The colonial government provided security for the people and the area, with the construction of the Vijhoek fort. The Berok Bridge, called De Zuider Port, is one of the gates of the fort. The transportation route that connects the port with the city center is the main road Heeren Straat, currently named Jl. Letjend Suprpto, Jln Bojong which is now known as Jln Pemuda which ended at the Peace House as the governor's office. The city of Semarang at that time had grown wider. To the north, the settlements are almost close to the beach, which is around Kebon Laut

The old city of Semarang, which often gets the title of outstart or Little Netherland, is a city that until now still has buildings left from the glory of the past that are still standing. The old town in the Colonial Era was centered around the Berok River which was directly connected to the coastal area. The buildings that stand in the Kota Lama area have an architectural style following the building style that developed on the European continent around the 17th century, as well as the interior ornaments in each building. Building style with towering walls, windows and doors, as a strategy to adjust to the tropical climate in Indonesia. At the end of the first quarter of the 21st century, the Semarang City government continues to restore function but prohibits users/tenants from changing the slightest spatial design, so that the collective memory of the past is maintained. All buildings in this area are in class A, if someone violates them they

will receive criminal penalties and fines as stipulated in the Law on the Protection of Cultural Heritage Buildings (BCB)

The question that is often raised is how to restore Semarang's glory as a coastal city and how to make the old city area one of the icons of Semarang's maritime economic glory. When the old city became one of the symbols of the glory of economic and maritime activities, Semarang as a coastal city, what came to people's hearts was the beauty of natural panoramas supported by various infrastructures and communities that put marine life first. In the colonial era, the port became the gateway for the community's economic and cultural activities. In the era of the Republic of Indonesia, the function of the beach was also developed as a tourist destination. Semarang with its coastal area must improve continuously in an effort to maintain this area as a center for maritime economic, cultural and tourism activities. This area experiences a decrease every period [the ground surface is about 40 cm. This is due to the occurrence of continuous mud deposits every year, so that it becomes a serious problem for the city government, to maintain the icon of a coastal city, to attract business people and foreign tourists.

The geographical, natural and topographical factors of the old city, which is located in a lowland area and is considered to be in a coastal area, have become a special concern for the local government, since the colonial period until the early 21st century. Preventive actions are continuously carried out to prevent damage and extinction. The value of the old city area as a symbol of the coastal city of Semarang is closely related to the physical structure of the old city area which is close to the beach/sea boundary with the mainland, supporting infrastructure such as import/export ports, fishing ports, industrial ports, and physical quality in the area. . The main road network, environmental roads, electricity networks and so on, as well as the scenery or natural charm that is owned is a challenge to improve its quality

The challenges faced are complex, requiring community involvement in Maritime Strengthening to be carried out in a sustainable and planned manner. Participation in all sectors, by involving or including the community and stakeholders in an appropriate and responsive manner during the development process. This process covers from initial planning, drafting and implementation to management. In this process, community aspirations and initiatives become important. With this approach, challenges in the form of protests due to disappointment, feeling aggrieved, unfair, marginalized and marginalized can be anticipated or at least can be minimized. Social challenges are sometimes unexpected, so that the preventive efforts made by the Semarang City government, in anticipation of the impact of coastal area development, are prioritized.

4.4. Tourism Social Capital Strengthening Characteristics of Coastal Cities

The direction of the water front city is to optimize the potential of marine resources through various innovations and community creativity. Basically it is to build together with the community so that the existing challenges can be aligned with the right efforts to boost the local economy, provide employment with a holistic solution to turn challenges into opportunities. Along with that, the government is trying to create a coalition in order to work with and for the people in various regions of Semarang (Cascading, 2015). In carrying out the development of the coastal area, involve them in a constructive and useful way, so that they can be part of the changes that will be implemented to keep Semarang's future stronger and more resilient.

Talking about the beach area and also the coast as a unified area with the people in it, there are several strategic steps to be able to realize this area as a tourist destination. Speaking of tourist destinations, we need to look back at the existence of historic villages in the area around the coast, to be precise around the Bubakan area. At the beginning of the 18th century, what we know as the Old City of Semarang has shown the landscape of a traditional city center, although it is not exactly the same as the center of a royal city in general. In this era, the city center was around Kauman, complete with Dalem, squares and mosques. At that time the settlements of the indigenous communities had grown wider, the ethnic Chinese settlements known as Kampung Chinatown were based on three things, namely roads, rivers and places of worship (pagodas). The flow of the Semarang River at that time was still deep and navigable far upstream, so along that time you could find busy people loading and unloading goods, because there were also supporting facilities, namely the warehouse and wharf belonging to Lieutenant Khouw Ping in Pekojan River giving birth to the toponyms of Koping River and Jalan Koping. (Liem Thian Joe, 1933: 39 - 40)

The condition of the Semarang coast is sloping and open. During the Colonial era until the early 20th century, the Semarang River watershed could be navigated far upstream, on the edges of which there was a stretch of rice fields as a buffer or hinterland. Ecologically, the lower part of the city (plains) such as Bubakan, which is located not far from the beach area, is suitable as a residential area. Since the end of the 19th century the growth of the city of Semarang has clearly led to an industrial city. Various facilities supporting private activities, factories, transportation networks and others are growing rapidly in the Lower City, especially around the Old City area. For several centuries,

it can be said that the attention of the authorities has only focused on the Lower City (benedenstad). Since Semarang became “Gemeente Semarang” on April 1, 1906, Burgemeester (Mayor) became the sole authority in urban planning and development. Since then, a new trend emerged, namely the development of the city towards the Upper City (New Temple).

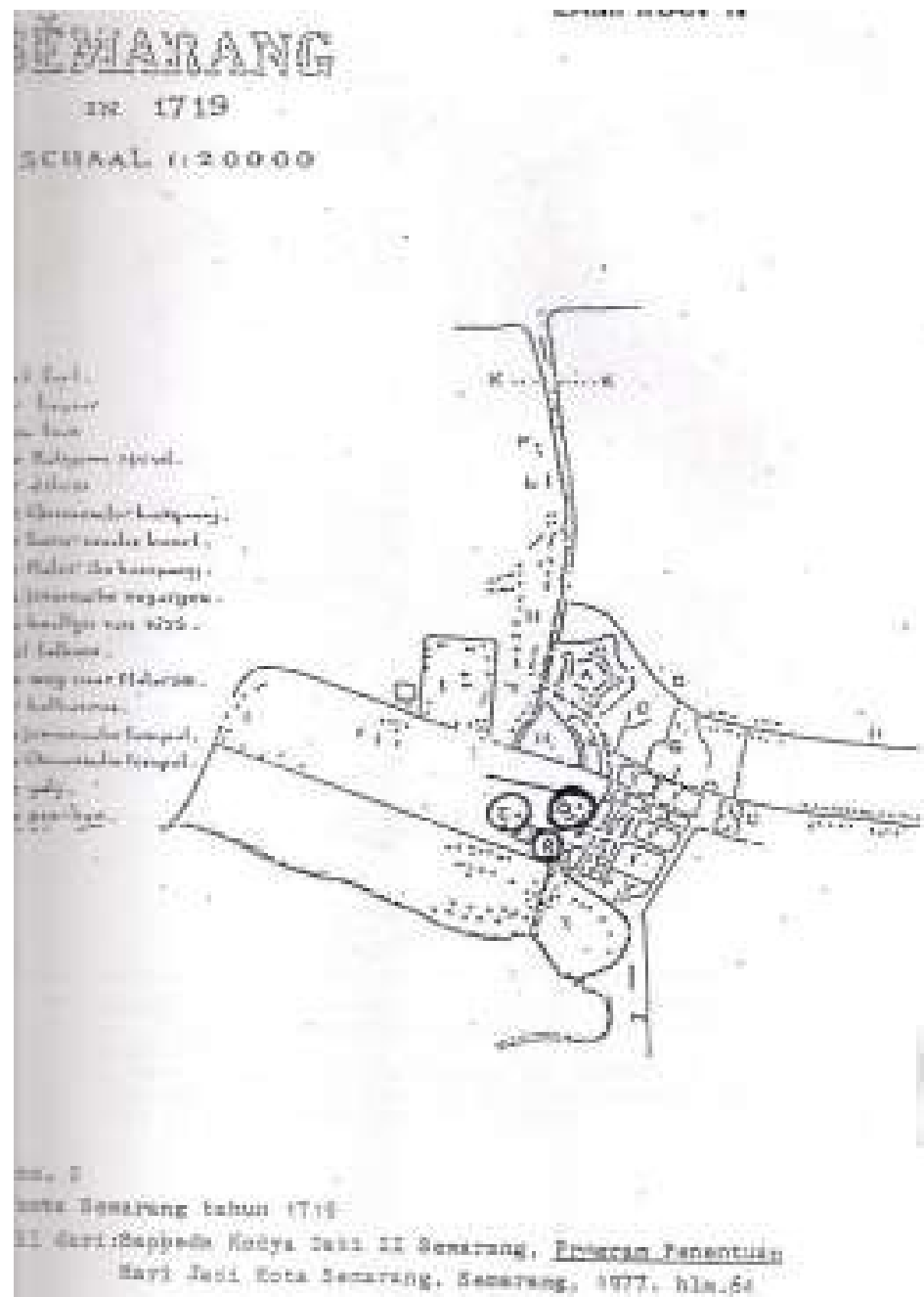


Figure 1:

When the beach and coastal area are used as the maritime identity of Semarang City, stakeholders and the private sector carefully identify various opportunities that

can be developed. For the people who live in this area, the first thing to do is identify the problems and also the potential they have. Along with the steps above, coastal tourism destinations can be developed with strategies for utilizing community social capital. Social capital, in the concept of regional development, requires the integration of coastal tourism zones, cultural tourism, and fishing settlements. Society is an essential factor in this process. The reclamation of Marina Beach, which is managed by the private sector as a center for business and residential development, prioritizes private sector involvement and has been accompanied by internal efforts from the local community. These efforts include maintaining and enhancing the functionality of the old city without altering its original form. It also involves preserving the cultural heritage of the local community through time-honored economic activities, such as the batik-making tradition in the Batik Village and various types of marine product processing in the Tambak Lorok Village

In order to make it a tourist destination, the government is trying to increase the capacity of the community individually or in groups. The Government of Semarang City realizes that all this time the residents of the coastal and coastal areas have participated in building their own resilience, but only to deal with pressures and shocks. (Semarang City Government, 2016: 26), but has not yet developed its capacity for an optimal welfare goal, through profit-oriented business activities. In the last few years, several areas have been used as mangrove forests, they have not been optimized as artificial tourist areas, but are still limited to holding back the waves. Through empowering communities who live in coastal and coastal areas, these forests can be managed in an integrated manner, providing added value to the people in the environment concerned. Realizing a superior coastal city, requires experts and people who have the ability. Assistance is an effective strategy to strengthen the people's economy based on local excellence, quality, and being able to build a conducive business climate.

Mangrove forests, natural resources and local residents, as superior resources, which can be integrated into an integrated component for tourism utilization. The existence of mangrove forests is one of the ecotourism-laden destinations, as a form of tourist trips to natural areas that are carried out with the aim of conserving the environment, preserving the lives and welfare of the local population. In coastal areas and coastal areas usually not only one ecosystem is found as a carrying capacity, but consists of various diversity. This is not an obstacle, but rather a potential that can be managed to ensure its sustainability as stated by (Kordi, 2011; Suryono, 2013; Putrawan, 2014; Maryono, 2016; Suartha and Sudharta, 2016). The pluralism of ecosystems found in

coastal areas is very possible to increase their role, so that they have high economic value. Based on the Semarang City Spatial Plan (RTRW) for 2011-2031, the spatial pattern of the Semarang City area, along the mangrove forested coastline, is the essence of maintaining forest ecosystems and natural habitats, which function to provide protection to the livelihoods of the community with its culture, flora and fauna. the fauna in it.

5. Conclusion

Utilization of beach and coastal space is one of the city government's programs, to further enhance the excellence and welfare of the local community. The Old City, as one of the symbols of Semarang, has experienced a commercial heyday that was oriented towards trade and maritime economy. The government, together with business actors and the people of the city of Semarang, are currently working in an integrated way to restore the collective memory of Semarang as a coastal city with the glory of the marine economy, business and maritime culture. Basically, nowadays there is a lot that can be done by related elements in order to empower local communities, coastal and coastal areas. The development of coastal tourist attractions and management in an integrated manner will be able to present panoramic beauty and comfort. Presenting a tourist destination based on the local wisdom of the coastal and coastal communities, the identity of the just Semarang Waterfront City is embedded in it. The results of these findings become the basis and guidance for researchers to conduct further studies. Existing findings can be utilized by other researchers in an effort to find forms/designs/models of solving problems through policy interventions or sustainable empowerment.

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