

Social Capital of Coastal Communities in the Development of Panduri Beach, Jenu District, Tuban Regency

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Abstract

Indonesia has many tourist destinations spread from Sabang to Merauke, especially natural attractions along the coastline. Tuban Regency, East Java Province, is geographically located in the coastal area located in the north of Java Island with a marine resource area of 9,481.52 km, a coastline of 65 km. Along the coastline, many tourist attractions offer beauty, one of which is Panduri Beach. The purpose of this study is to determine the social capital to support the development of tourist attractions owned by the community can influence their participation in tourism development. The benefits of this research are to increase cooperation with the government and related agencies in developing the area, collecting information related to social capital around the Panduri Beach tourist area. Social capital is capital owned by humans referring to cooperative behavior in organizations with social networks, norms, social trust that can bridge the creation of profitable cooperation to encourage increased economic welfare of the community. The approach used in this study is a qualitative approach. Qualitative methodology aims to understand a phenomenon in a natural social context by prioritizing the process of in-depth communication interaction between researchers and the phenomenon being studied. Judging from the respondents' good answers and agreement on the questionnaire variables given, it can be concluded that good quality in utilizing social capital. The results of the study show that the value of trust in the development of Panduri Beach tourism gets a value of 77.5% (very good), the value of social networks towards the development of Panduri Beach tourism is 75% (Good), and the value of social norms towards the development of Panduri Beach tourism is 85% (Very Good).

Keywords: Social Capital, Trust Value, Social Network, Social Norms, Panduri Beach

1. Introduction

The charm of the beauty of coastal tourism and the ecosystem that supports the potential of a coastal area in Indonesia is the development of marine tourism for tourists that requires the preparation of optimal facilities and infrastructure (Hidayat, 2016).

Tuban Regency is one of the regencies in East Java that is geographically located in the coastal area. Tuban Regency is located in the north of Java Island with a marine resource area of 9,481.52 km and a coastline of 65 km. Along the coastline of Tuban Regency, there are many tourist attractions that offer beautiful coastal panoramas, including: Boom Beach, Kelapa Beach, Pasir Putih Beach, Mangrove Beach, Cemara Beach, Semilir Beach, and Panduri Beach. The development of the tourism sector in

Tuban depends not only on physical infrastructure and promotion, but also on the social capital possessed by the local community.

One of the prominent tourist destinations that attracts visitors in Tuban Regency is Panduri Beach, located in Tasikharjo Village, Jenu District, Tuban Regency. Panduri Beach offers pristine natural charm, with soft white sand, clear seawater, and captivating views of the open sea. This potential can be developed into a major attraction for tourists seeking tranquility and authentic natural beauty. The presence of local residents selling goods and food can be a unique asset in increasing the utilization of tourism potential and achieving a positive economic impact. The existence of capital for ecotourism development derived from the interactions of community members is commonly referred to as social capital.

Putnam's theory in Alfianti (2021) emphasizes that social capital is a value regarding trust and reciprocity that exists between members of society as a whole and their leaders.

2. Research Method

2.1 Place of Implementation

This research was conducted at the Panduri Beach tourist area in Tasikharjo Village, Jenu District, Tuban Regency, from April 19 to June 23, 2025.

2.2 Methods used

The approach used in this research is a qualitative method with a case study approach. This method is used to collect broader and more accurate data and obtain a more comprehensive picture of the phenomenon being studied using a Likert scale.

2.3 How to Determine Respondents

When determining a sample, researchers use a random sampling procedure to narrow the population. Random sampling does not provide the opportunity to choose a sample, so the sample generated through this method has a higher representativeness. To take a sample with probability sampling, there are three steps that must be taken: determining the level of sampling error, determining the sample size, and taking the sample with the right technique. Random sampling makes the capture of all characteristics of the population members into the selected sample. The samples taken will compensate each other so that the overall sample taken will have the same average and deviation as the population.

2.4 Data Analysis

The analysis of the community's social capital level was conducted using scoring analysis. This method assigns values to each sub-variable parameter characteristic to calculate its value and determine its ranking. This method aims to evaluate individual and group perceptions, attitudes, and opinions regarding a particular phenomenon. The scoring analysis in this study utilized a Likert scale, with each question assigned five classifications with different weights (Sugiono, 2022).



3. Result and Discussion

3.1 Community Social Capital Trust

When met during the day at the location, the manager and head of the Pokdarwis at Panduri Beach, Mr. Sumaji, along with 15 members of the Tanjung Asih tourism awareness group, received several points related to social capital in the trust of the community around the Panduri Beach tourist area located in Tasikharjo village, Jenu sub-district, Tuban regency. The research results show a common view, in the form of shared hopes and goals among the community, to transform Panduri Beach into a tourism destination, specifically for coastal preservation and abrasion mitigation, addressing social issues, and revitalizing economic activity. This tourism will clearly change the community's mindset. Next, it shows a form of mutual trust between the community, one of which is through the involvement of votes (decisions) to grant permission to use the tourism concept at Panduri Beach, this is in accordance with the statement during the interview with Mr. Sumaji (head of the Tanjung Asri Pokdarwis). Trust within a community can occur between tourism awareness groups and local residents and other stakeholders, such as the government, surrounding companies, the police (polsek), and related agencies such as the Environmental Agency and the Food Security, Agriculture, and Fisheries Agency. The value of community trust in stakeholders and other related parties regarding the development of the management of the Panduri Beach tourist attraction can be seen in the table 1.

Table 1. The Value of Trust in the Development of Panduri Beach Tourism

No	Social Network Elements	S	S	N	T	STS	amount	score
		S			S			
1	Local Residents	1	-	-	-	-	1	5
2	Village Government	-	1	-	-	-	1	4
3	Community Leaders	-	-	1	-	-	1	3
4	Fisheries Department	-	-	1	-	-	1	3
5	Environmental Department	-	-	1	-	-	1	3
6	Police Station	-	1	-	-	-	1	4
7	Tourists	-	1	-	-	-	1	4
8	POKDARWIS	1	-	-	-	-	1	5
	amount	2	3	3	-	-	8	31

The table data above shows that of the 8 respondents taken from the questionnaire given, it can be seen that almost all of them have established trust well from various parties/stakeholders with details of 3 respondents answered strongly agree, 2 respondents answered agree and 3 respondents answered neutral. From the above data can be entered into a Likert scale with the following details:

Interpretation of assessment results:

Y: Highest score x Number of respondents = 5x8 = 40

X: Lowest score x Number of respondents = 1x8 = 8

If the total score of the respondent's assessment is 31, then the respondent's interpretation of social capital trust is the result value with score interpretation criteria based on intervals.

Number 80% - 100% = Strongly agree/ Very

$$na = \frac{\text{Total Skor}}{Y \times 100} = na = \frac{31}{40 \times 100} = 77,5$$

The value of 77.5% is in the category (Agree/Good)

After the respondent data was collected, it was then processed into a diagram. The following diagram shows the percentage of respondents' responses

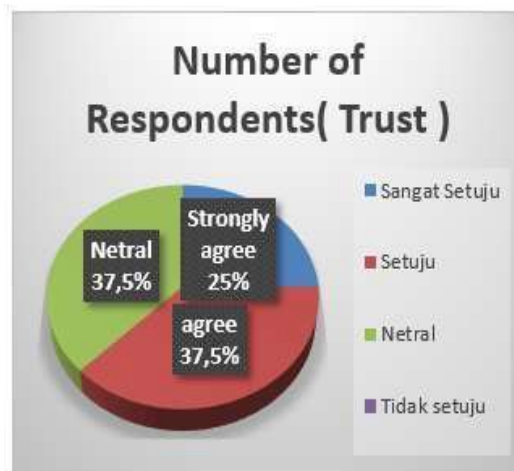


Figure 1. Diagram of the Number of Respondents Against the Value of Public Trust

3.2 Community Social Capital Network

The data processing for scoring analysis in this study used a Likert scale, where each question was given five classifications with different weights (Sugiyono, 2022). The results of the study indicate that there has been no planned and scheduled knowledge exchange between the community, including between the Pokdarwis and residents and village officials. This is consistent with interviews with village government officials who are not very aware of developments and future plans for advancing development and

systematic networks. However, the community's social capital network between administrators and the community is well established. Administrators and managers of tourist attractions

Panduri Beach, namely the Tanjung Asri Tourism Awareness Group, has demonstrated good practices in creating and utilizing social networks for the community since its inception. This is evident in how the management invites local residents to participate directly in managing and maintaining the sustainability of this tourist attraction. In terms of social capital related to social networks, Panduri Beach has demonstrated a cooperative and institutional bond between Pokdarwis management, the surrounding community, stakeholders, including the government and related agencies. The value of the community's social network towards the development of the management of the Panduri Beach tourist attraction can be seen in the following table.

Table 2. The Value of Social Networks on the Development of Panduri Beach Tourism

No	Social Network Elements	SS	S	N	T	STS	amount	Score
1	Local Residents	-	1	-	-	-	1	4
2	Village Government	-	1	-	-	-	1	4
3	Community Leaders	-	-	1	-	-	1	3
4	Fisheries Department	-	-	1	-	-	1	3
5	Environmental Department	-	-	1	-	-	1	3
6	Police Station	-	1	-	-	-	1	4
7	Tourists	-	1	-	-	-	1	4
8	POKDARWIS	1	-	-	-	-	1	5
	amount	1	4	3	-	-	8	30

The data in the table above shows that of the 8 respondents taken from the questionnaire given, it can be seen that almost the majority of the network social already well formed from various parties/stakeholders with details of 1 respondent answered strongly agree, 4 respondents answered agree and 3 respondents answered neutral. The data above can be entered into a Likert scale with the following details:

Interpretation of assessment results:

Y: Highest score x Number of respondents = $5 \times 8 = 40$

X: Lowest score x Number of respondents = $1 \times 8 = 8$

If the total score of the respondent's assessment is 30, then the respondent's interpretation of the social network in social capital is the result value with the score interpretation criteria based on intervals.

$$na = \frac{\text{Total Skor}}{Y \times 100} = na = \frac{30}{40 \times 100} = 75$$

A value of 75% is in the Agree/Good category.

The following diagram is to facilitate the presentation, retrieval and reduction of data which ultimately leads to data conclusions on the number of respondents regarding the social network value contained in social capital at Panduri Beach.

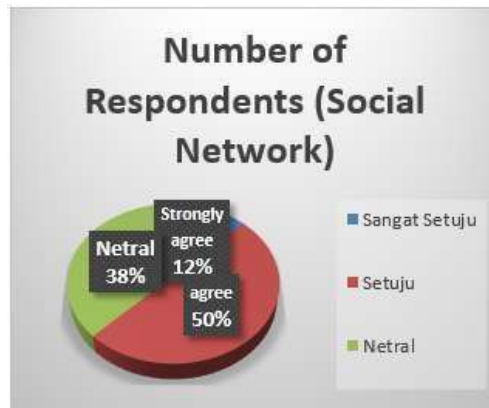


Figure 2. Diagram of the Number of Respondents Against the Value of the Community's Social Network

The network and cooperation ties between the administrators and managers of Panduri Beach tourism with all existing stakeholders have begun to show good data. The results of interviews with environmental counselors, Mr. Nurdiono at the Tuban Regency Environmental Service office, can be seen at the Panduri Beach location which still has several problems in waste management, the programs scheduled by the Environmental Service include: making ecogreen-based tourism and making this location a climate village, considering that this location was previously a location where many trees and shrubs grew in the form of pandan plants and now at the Beach location there are newly planted pine trees, this shows good attention from the Environmental Service.

1.1 Social Norms of Society

Met at the village hall office, Mr. Damuri as the head of Tasikharjo village, Jenu sub-district, Tuban regency, revealed that the population of Tasikharjo village is around 2,732 people, who have quite good and interesting local wisdom, this is in line with what was expressed by Mr. Darkom as a traditional leader / traditional figure and caretaker of the tomb of Syech Subakir, who works every day in the Tasikharjo village government. After returning from the office, he has to take care of the tomb which according to most local residents is a religious tourism destination.

While conducting research in the Panduri Beach area, it coincided with the haul of Syech Subakir in the month of Dzuhijah / June 2025, where at that time there was a shadow puppet show and public religious studies. From these activities, it can be seen the existence of social capital in the form of social norms that have developed in the Panduri Beach area, where local residents were enthusiastic to enliven and support the activities starting from the cleaning activity of the Panduri Beach parking area and mutual cooperation cleaning around the tomb that will be used as a center of activities.

The data processing for scoring analysis in this study utilized a Likert scale, with each question assigned five classifications with varying weights (Sugiono, 2022). The community's social norms regarding the development and management of the Panduri Beach tourist attraction can be seen in the table below:

Table 3. Social Norm Values for Panduri Beach Tourism Development

No	Social Network Elements	SS	S	N	TS	STS	amount	Score
1	Local Residents	1	-	-	-	-	1	5
2	Village Government	1	-	-	-	-	1	5
3	Community Leaders	1	-	-	-	-	1	5
4	Fisheries Department	-	-	1	-	-	1	3
5	Environmental Department	-	-	1	-	-	1	3
6	Police Station	-	1	-	-	-	1	4
7	Tourists	-	1	-	-	-	1	4
8	POKDARWIS	1	-	-	-	-	1	5
	amount	4	2	2	-	-	8	34

The table above shows that from 8 respondents, each with 5 questions from the questionnaire, it can be seen that most social norms are well-established among various parties/stakeholders. Four respondents strongly agreed, two agreed, and two were neutral. The data above can be summarized on a Likert scale as follows:

Interpretation of Assessment Results:

Y: Highest score x Number of respondents = $5 \times 8 = 40$

X: Lowest score x Number of respondents = $1 \times 8 = 8$

If the total score of the respondents' assessment is 34, then the respondents' interpretation of the social network in social capital is the result value with the criteria for interpreting the score based on the interval. The following diagram to facilitate data presentation and conclusions on the number of respondents regarding the value of social norms contained in social capital at Panduri Beach can be seen in the following percentage diagram.

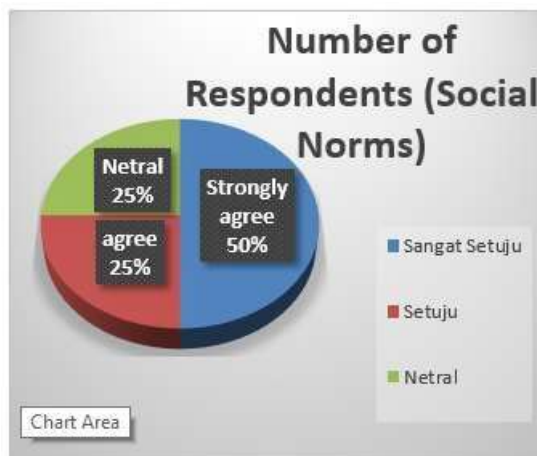


Figure 3. Diagram of the Number of Respondents Regarding the Values of Social Norms in Society

The network and cooperative ties between the management and management of Panduri Beach tourism with all existing stakeholders have begun to show good data. The results of interviews with Mr. Samdo as a security officer explained that the conditions around Panduri Beach are very conducive, this is none other than because the security officers routinely carry out assistance and security activities at least once a week on weekends and school holidays which are the peak tourist attractions. This also creates a sense of security and comfort for visitors and has made a recent incident of lost helmets that occurred in the Panduri Beach parking lot which resulted in a lack of security, therefore now CCTV has been installed to facilitate tracking and tighten security around Panduri Beach.

4. CONCLUSION

The conclusions obtained in this study are as follows.

1. The results of the study indicate that the social capital elements of the Panduri Beach coastal community in Tasikharjo Village, Jenu District, Tuban Regency consist of: (a) trust; (b) participation in a network; (c) obedience to social norms. The social capital value of the Panduri Beach coastal community in Tasikharjo Village, Jenu District, Tuban Regency has Trust with a score of 77.5%, has a social network with a score of 75% and has Obedience to Social Norms with a score of 85% which means that the Panduri Beach tourist attraction can be developed well. The most influential social capital element is social norms with a score of 85% in the form of obedience to religious norms, morality, and politeness which have a positive influence on the development of ecotourism towards the development of cultural ecotourism.
2. The results of the study indicate that social capital between communities or bonding social capital is sufficient and needs to be improved, this is still seen from the lack of knowledge exchange function between communities related to information on the role and potential of the community in the tourism area which has not been implemented in a planned and agenda manner, so that it can have an impact on the community experiencing obstacles which will further cause slow tourism management. The results of the Bridging social capital study between the community and stakeholders are running less than optimally, meaning there has been no exchange of knowledge for example in the form of tourism training for the community and minimal collaboration between stakeholders and the community, especially the Tanjung Asih POKDARWIS Management.

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