

Rural Household Livelihood Strategies in the South Coast Tourism Area of Bantul Regency Facing the Covid-19 Pandemic

Strategi Penghidupan Rumah Tangga Pedesaan di Kawasan Wisata Pantai Selatan Kabupaten Bantul dalam Menghadapi Pandemi Covid-19

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ABSTRACT

Rural communities are known to have a tough life survival strategy in the face of all kinds of shocks problem, both natural and economic shocks. They are also easy to adapt. The Covid-19 pandemic affects the economic activities of rural communities in tourist areas, causing the community have a difficulty to earn a living in tourist areas from an economic perspective. This study aims to determine the household strategies of rural communities in achieving sustainable livelihoods in the Coastal Tourism Area of Bantul Regency in Facing the Covid-19 Pandemic. The basic method used is descriptive analytical. The research location was taken on a new beach in Bantul Regency which was crowded with visitors in the last 5 years, namely Goa Cemara Beach (Sanden District) and Baru Beach (Srandakan District). The data analysis method used is descriptive analysis method. The livelihood strategies chosen by rural households are divided into three criteria, namely survival strategies, consolidation, or accumulation. The classification of strategies is carried out based on the household income of the community. The result of the research is that the rural household strategy used to support the achievement of sustainable livelihoods is dominated by the consolidation strategy. Consolidation strategies are mostly carried out by the community both before, during and after the Covid 19 Pandemic. Consolidated community households develop themselves in the use of assets for medium-term goals and have sufficient assets to support daily household livelihoods.

Keywords: Coastal Area, Income, Livelihood, Pandemic, Tourism

ABSTRAK

Masyarakat pedesaan terkenal memiliki daya survival yang kuat dalam menghadapi segala goncangan baik goncangan alam ataupun ekonomi. Mereka juga mudah beradaptasi dengan perubahan yang terjadi di sekitarnya. Pandemi

Covid 19 mempengaruhi kegiatan ekonomi masyarakat pedesaan yang ada di Kawasan wisata sehingga menyebabkan dari sisi ekonomi masyarakat mengalami kesulitan untuk mencari nafkah di tempat wisata. Penelitian ini bertujuan untuk mengetahui strategi rumah tangga masyarakat pedesaan dalam pencapaian penghidupan berkelanjutan yang ada di Kawasan Wisata Pesisir Kabupaten Bantul Menghadapi Pandemi Covid 19. Metode dasar yang digunakan adalah deskriptif analitis. Pengambilan lokasi penelitian yaitu di pantai baru di Kabupaten Bantul yang ramai pengunjung pada 5 tahun terakhir yaitu Pantai Goa Cemara (Kecamatan Sanden) dan Pantai Baru (Kecamatan Srandakan). Metode analisis data yang digunakan adalah metode analisis secara deskriptif. Strategi penghidupan yang dipilih rumah tangga pedesaan dibagi menjadi tiga kriteria yaitu strategi survival, konsolidasi, atau akumulasi. Penggolongan strategi dilakukan berdasarkan pendapatan rumah tangga masyarakat. Hasil penelitian yang diperoleh yaitu strategi rumah tangga pedesaan yang digunakan untuk mendukung pencapaian penghidupan berkelanjutan di dominasi oleh strategi konsolidasi. Strategi konsolidasi banyak dilakukan masyarakat baik sebelum, saat dan setelah Pandemi Covid 19. Rumah tangga masyarakat konsolidasi mengembangkan diri dalam pemanfaatan aset untuk tujuan jangka menengah serta memiliki aset yang cukup untuk mendukung penghidupan rumah tangga sehari-hari.

Kata kunci : Kawasan Pesisir, Pendapatan, Penghidupan, Pandemi, Wisata

INTRODUCTION

The Covid-19 pandemic has an impact on all community activities, both in urban and rural communities. The impact of the pandemic is not only on public health conditions but also on the state of the economy. The household economy of the community does not only depend on the source of their family's livelihood but also on their family members. Households earn a steady income from sources of income for each family member in various occupations (Prayitno, 2013).

Rural communities are known to have excellent survival power in the face of all shocks caused by various things. They are also easy to adapt to changes that occur around them. This adaptive behavior is defined as a force that can be used to respond to situations outside the community which is then developed into adaptability (Farchan, 2019). This is illustrated by one of them in rural communities who work in the agricultural sector that during famine the community can live by relying on local food in their area, and not relying on the harvest of their land to buy food.

The geographical conditions of rural areas that are pristine and have beautiful landscapes have become tourist destinations that are favored by many tourists. Rural tourism has developed like other types of tourism by using rural resources to attract tourist visits. The hope is that rural tourism can improve the welfare of various parties involved in it (Hardianto, 2018). Rural tourist destinations favored by tourists are usually in the mountains and the coast. The existence of the Covid 19 Pandemic has affected the economic activities of rural communities in the Tourism Area because of the Large-Scale Social Restrictions (PSBB) regulations made to be able to suppress the development of the Corona Virus (Covid-19) in Indonesia (Nasruddin & Haq, 2020). This causes the economic side of the community to have difficulty making a living in tourist attractions.

Bantul Regency is directly adjacent to the Indian Ocean so it has many tourist destinations with coastal characteristics (Yulianto, 2018). All tourist attractions on the coast are affected by the Covid-19 Pandemic, so they are empty of visitors. Rural communities who previously depended on trade on the coast were looking for other income alternatives as a form of livelihood strategy to survive.

In the past, rural communities relied on the agricultural sector for their livelihoods, but when coastal areas were opened for tourism, people began to make a living in tourist areas. People make a living by trading in stalls, selling fish, opening toilets, clothing stores, renting children's toys, parking attendants, and so on. The COVID-19 pandemic has caused the people of coastal areas during the pandemic to be hampered in earning a living, some people continue to work by selling at tourist attractions, there are some people who do nothing, and the rest develop other livelihoods.

The livelihood components owned by the community help the community to survive and meet their needs. Livelihood components in the form of assets, access and activities in earning a living for the community are different so that the livelihood strategies carried out are also different (Pratiwi & Hardyastuti, 2011). The strategies applied by the community are based on the income earned by the household, including survival, consolidation, or accumulation strategies (Pratiwi et al., 2020). Based on this background, the purpose of this study is to determine the

household strategies of rural communities in achieving sustainable livelihoods in the Coastal Tourism Area of Bantul Regency in Facing the Covid-19 Pandemic.

METHODS

This research is descriptive using a quantitative approach. The research location was taken using a purposive sampling method, namely taking the location of a new beach in Bantul Regency which was crowded with visitors in the last 5 years, namely Goa Cemara Beach (Sanden District) and Baru Beach (Srandakan District). The research population is rural people who are looking for a living in the coastal tourism area, then 50 people are selected as respondents by simple random sampling method. The data analysis method used to determine the household strategy of rural communities in achieving sustainable livelihoods in the Bantul Tourism Area is a descriptive analysis method. The livelihood strategies chosen by community households include survival strategies, consolidation, or accumulation (White, 1991 in Mayasari, 2012). The classification of strategies based on farmers' household income is obtained by the following formula:

- Survival strategy: household income $< \text{mean} - (1/2 \text{ standard deviation})$
- Consolidation strategy: between a survival strategy and an accumulation strategy
- Accumulation strategy: household income $> \text{mean} + (1/2 \text{ standard deviation})$

RESULT AND DISCUSSION

The Covid 19 pandemic that occurred at the end of 2019 reduced the level of income of the people in the South Coastal Tourism Area. Most of the people who work as traders in the tourist area try to fulfill their daily needs by carrying out several livelihood strategies to be able to fulfill them. There are three livelihood strategies used in this study, namely survival, consolidation and accumulation strategies. The grouping of the three typologies of livelihood strategies is adapted to the conditions in the research area and added to the basis of a community strategy that reflects community involvement in an economic activity (Andriyan, 2013). The activities carried out by the community based on the strategies carried out during the Covid 19 Pandemic can be seen in table 1.

Table 1. Livelihood Strategy for South Coastal Communities, Bantul Regency

Strategy Type	Rural Community Activities During the Covid 19 Pandemic
Survival	Unemployed (not working) Keep selling in tourist areas waiting for visitors to come
Consolidation	farming shallots, rice, corn Start breeding goats, chickens, ducks Opening an order for an online seafood shop Selling street food Opening an angkringan business Become an online shop reseller for clothes
Accumulation	Raising cows that have been owned Utilizing existing agricultural land Work as a civil servant Shrimp Cultivation

Source: Primary Data Analysis (2022)

Household income can be used to find out the various livelihood strategies that are carried out to survive the shock of the Covid 19 Pandemic. The grouping of strategies chosen by rural communities according to livelihood strategies in the Bantul Regency Tourism Area can be seen in table 2.

Table 2. Percentage of Rural Households by Livelihood Strategy in Tourism Areas of Bantul Regency

No.	Strategy	Before Pandemic (2019)		During Pandemic (2020)		After Pandemic (2022)	
		Σ	%	Σ	%	Σ	%
1.	Survival	8	16	23	46	10	20
2.	Consolidation	28	56	23	46	30	60
3.	Accumulation	14	28	4	8	10	20

Source: Primary Data Analysis (2022)

The mean and standard deviation of community household income for three years is Rp. 54,038,232,- and Rp. 60,714,812,- most of the households were households with a consolidation strategy before the pandemic (56%), after the pandemic (46%), and after the pandemic subsided (60%). During a pandemic a lot of communities include in category survival (46%) and consolidation strategy (46%) because the community does not look for other job diversification to meet their needs and only relies on the main work that has been done before. Only a few

are included in the accumulation strategy because generally they already have a good livelihood component before the pandemic

Households with a consolidation strategy generally have sufficient assets to support daily household livelihoods. The income earned by this household is also relatively high when compared to farmer households with a survival strategy. Consolidated community households can also develop themselves in the use of assets for medium-term goals. The consolidation strategy prioritizes the security and stability of income from processing owned resources (Baiquni, 2006). People survive in the Pandemic by relying on their main job as teachers, utilizing agricultural land to grow crops, developing their food business activities by taking orders online and there are some who seek other income as laborers. Those who are successful in consolidating resource assets and increasing production can enter into the accumulation strategy.

Community households that use survival strategies have limited resources or assets. The income obtained is based on the outpouring of labor with limited skills. Households with survival strategies choose additional work to meet their household needs. The survival strategy is carried out by the community who persists in the main livelihood that was carried out before the pandemic. The community does not look for other job diversification to meet their needs and only relies on the main work that has been done before. The survival strategy was carried out during the Covid 19 Pandemic, namely in 2020, as many as 46% of households. They continue to sell at the restaurant they own on the beach, then the wives help their husbands in farming, and most of them do not work. They use their unsold trades to meet their daily food needs.

Households that have an accumulation strategy have high livelihood assets, namely natural assets, physical assets, financial assets, human assets, and social assets. Households accumulated with assets owned are able to increase their welfare through productive activities. The productive activities chosen by the accumulated household are intended for the long term in order to increase the components of their livelihood. The work carried out by those under this strategy is that they previously had assets in the form of rice mills. Then there are those who come up

with creative ideas by making protective face masks and taking advantage of the opportunities of the Pandemic. And there are those who take advantage of the assets they already have, namely managing fish ponds and selling their wares online. The difference in strategy selection is caused by different factors, one of which is household characteristics (Pitoyo & Alfana, 2015).

CONCLUSION

The rural household strategy used to support the achievement of sustainable livelihoods is dominated by the consolidation strategy. Consolidation strategies are mostly carried out by the community both before, during and after the Covid 19 Pandemic. Consolidated community households develop themselves in the use of assets for medium-term goals and have sufficient assets to support daily household livelihoods.

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