


ESG (Environment, Social, Governance) and Tourism collaboration to Maximize Potential in Implementing the Blue Economy in the Banyuwangi Region

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Article Info	ABSTRACT
<p>Keywords: Blue Economy Environment Social Governance Tourism</p>	<p>Blue economy is a collection of activities that maximize maritime potential and are coupled with economic activities. The blue economy studied in this paper is related to tourism and the management activities of fishermen's catches. By maximizing regional, social, government, and tourism potential, researchers discovered the fact that the blue economy in the Banyuwangi Regency area will be formed strongly. In the ESG concept, researchers have determined that all three components have been fulfilled, both in terms of environment, social, and governance. These three concepts will be developed together with tourism to strengthen the blue economy concept in the Banyuwangi Regency area. The development of this concept will be prolonged because maximizing the blue economy cannot be measured and implemented in less than five years.</p>
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INTRODUCTION

Indonesia is a maritime country with most of its territory being water. Indonesia's nickname as a maritime country is relevant to its location geography in each region. One of the surrounded areas by maritime areas such as coastal areas, namely Banyuwangi Regency is located at the eastern tip of the island of Java, East Java province, and is nicknamed The Sunrise of Java region is an attractive tourist destination for tourists visiting Banyuwangi. Coastal areas are transition areas between terrestrial and terrestrial ecosystems The sea has a rich habitat with potential flora and fauna very diverse. Ecologically, coastal areas are very complex and have high natural resources. The coastal or beachfront area is a part of the area most productive area. Efforts to utilize coastal areas from both sides of exploitation and natural resources as well as space utilization for various other activities such as tourism, fisheries, ports, etc. (Rahmawati, 2009: 14).

The blue economy is currently an urgent government program because this national program is devoted to maximizing the maritime potential of the Unitary State of the Republic of Indonesia. Researchers raised this theme because there are no specific standards to maximize its application. The blue economy is a sustainable marine economic concept that produces economic and social benefits while preserving the marine environment for the long term. The blue economy concept refers to the use marine resources in a sustainable manner

to increase economic growth and prosperity social. This paradigm emphasizes the importance of recognizing the complex relationships between different sectors in the use of marine resources, due to their impact on the marine environment. Realizing economic concepts blue involves an integrated management approach, which includes marine spatial planning for overcome conflicting interests across sectors. This requires multi-party collaboration and data collection to better understand and communicate the impact of these activities on resources marine and marine ecosystems. This concept also encourages recognition of the value of natural resources and encourages "blue finance," which highlights the importance of marine resources as economic assets that need to be safeguarded and managed wisely. Through this approach, the blue economy concept aims to create a balance between economic growth, environmental sustainability, and better societal welfare in the future

This research was conducted to maximize the important role of the environment, society, and government in achieving the joint final goal of the blue economy program. Apart from that, researchers believe that the blue economy must also be directed at the tourism sector. With environmental, social, and government synergy, a blue economy-based economy will be realized and tourism in the Banyuwangi region will be formed. This research focuses on all sectors of the blue economy so that economic progress will be realized.

Fisheries are often grouped into various categories for management purposes, such as economic categories (industrial, artisanal, subsistence fisheries), spatial dimensions (freshwater: lakes, rivers; marine: coastal, ocean, foreign waters), seasonal profile, home port (origin vessel), landing port, fishing gear (trawler, long liner, purse seiner, etc.), vessel size (vessel length, tonnage, engine power), target species (multispecies, changing seasons), product type (fresh, frozen, preserved, live, salted), and markets (auctions, traders, sales organizations, processing industries, etc.). Apart from that, other classifications that are often used are recreational fisheries and traditional or indigenous fisheries. There is no universal definition that can be applied to small-scale fisheries (SSF) except that they are too dynamic, too biased, and uncertain fisheries. Fisheries management policies and practices throughout the world have been largely driven by and refer to large-scale industrial fishing.

Indonesia is a maritime country and is one of the largest fish producers in the world. Empirical facts show that marine fisheries resources are a source of livelihood for most coastal communities and a source of food for the community. With a sea area of 6.4 million km², the estimated fish resource potential reaches 12.01 million tonnes per year and the permitted fish catch (JTB) is around 8.6 million tonnes per year (Kepmen KP No. 19, 2022). Indonesia is the second largest producer of captured fisheries in the world after China. Based on the Food and Agriculture Organization report (FAO, 2022), Indonesia contributed 8–10% of global marine catches between 2017–2020.

Indonesia's coastal areas with a coastline of 95,181 km are home to millions of species of marine biota that live in mangrove ecosystem habitats covering an area of 3,364,076 ha, seagrass beds covering an area of 293,464 ha, and coral reefs covering an area of 2.53 ha. Optimizing the potential of marine resources makes the Indonesian nation advanced and prosperous. The sea will provide vital benefits for economic growth and

development, especially Indonesian trade, provided that it is managed properly and correctly by prioritizing the principles of sustainability.

The results of the latest study show a trend of decreasing marine fisheries production from world fishing activities since 2019–2020. Another important indicator, is globally, since 1974–2019, there has been an increase in overfishing activities and conversely, the condition of underfishing fisheries has shown a decreasing trend. KP Ministerial Decree No. 19 of 2022 concerning the Estimation of Fish Resource Potential states that some fish resource stocks in Indonesian waters are at the level of developing exploitation, others have been fully exploited, and even certain groups of fish species have experienced overfishing.

METHODS

This research is a type of qualitative research with the aim of analyzing the implementation of maritime concepts to increase the competitive advantage of the Banyuwangi district. Qualitative research is research that produces descriptive data in the form of written or spoken words from people or observable behavior. In another definition, it is explained that qualitative research is research that relies on data in the form of text, images, and unique analysis stages. This research uses a case study approach because it attempts to analyze processes, activities, and events [7].

The object of this research consists of two components that interact with each other in one process. The two components are internal and external parties. The data needed in this research comes from samples that represent these two components. To obtain valid data and information, this research will be carried out in two purposive interview stages, namely selective interviews and focus group discussions (FGD). This stage was carried out to compare changes before and after the introduction of the VRIO Theory in the internal environment of the Blauran Surabaya traditional market.

After the data collection process, traditional traders and managers will be given training on strategy planning based on the VRIO concept. After the training, the resource person will participate in a Focus Group Discussion (FGD) activity, with the aim of all parties discussing with each other. The data obtained from the FGD results will be analyzed to conclude the strategy formulation that will be used. After the FGD activity, the data will be processed to see a picture of internal and external conditions after the introduction of the ESG and Tourism collaboration concept

RESULTS AND DISCUSSION

The solution to the problem of maximizing the blue energy program is to collaborate ESG (Environment, Social, and Governance) with the tourism concept, so that this collaboration concept will give rise to the dynamics of sustainable projects in the maritime sector, especially in the Banyuwangi Regency area.

Based on the above, the researcher determined several problem formulations to strengthen the analysis during the research process, including:

1. How to formulate the right strategy to collaborate ESG with the tourism concept so that the implementation of blue energy can be maximized?

2. There is no precise and structured formulation of the collaboration concept,
3. There is a mission to strengthen maritime performance and all the potential possessed by Banyuwangi Regency.

Based on the description above, we can draw the conclusion that this concept will really help tourism performance in the Banyuwangi area and improve the archipelago's maritime affairs.

The process of developing coastal areas and small islands (PPK) using a sectoral approach often gives rise to complex problems, including the emergence of gaps in regions, income inequality, poverty, policy duplication, and errors in development implementation. top-down, policies carried out massively without paying attention to aspects of sustainability at the local community level is often leading to a lack of initiative, involvement, and sensitivity from residents of the archipelago region. The lack of community involvement and sense of concern is caused by policy top-down technocraticism that dominates rather than listens aspirations of local communities (Hermes, 2017; Marasabessy, 2018).

The introduction of area-based strategies regulated in Law No. 26 The year 2007 concerning Spatial Planning has changed the direction of policy national development from previously partially oriented to becoming a territorial concept. Implementation and technical direction are in in the formulation of the Regional Spatial Planning (RTRW) document, one of which explains that zoning is a strictly regulated type of land use approved, with certain conditions and disapproved or prohibited. Apart from being able to prevent conflicts from occurring with existing space utilization, zoning arrangements in the area archipelago (eastern Indonesia) are expected to prevent the degradation of coral reef ecosystems, seagrass beds, beaches (land of the coastal), mangroves, and other ecosystems, also avoid conflict of interest between stakeholders.

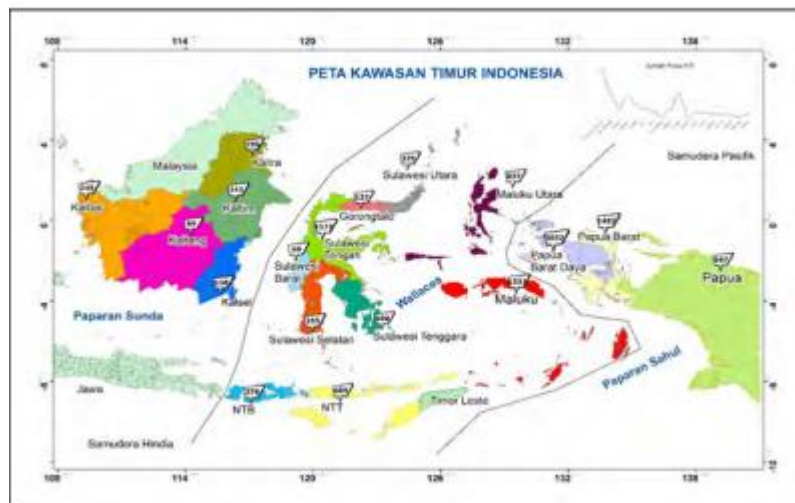


Figure 1

Referring to this data, of course, the archipelagic (coastal) region and sea) have high biodiversity both from in terms of ecosystem, species, and genetics. That diversity is an asset to support economic development and the welfare of local communities. There are small islands in Indonesia populated and unpopulated. A small, inhabited island The Eastern

Region of Indonesia has cultural patterns and characteristics unique local communities (indigenous people) (Queiroz et al., 2014), namely accustomed to carrying out economic, social, and cultural activities relating to the resources of coastal and marine areas based on local customs that have been passed down from generation to generation. Uniqueness This potential becomes an asset to support the economic development of islands (Taherong et al., 2023). The island community category (island natives) can be a group or community (fishermen catchers, cultivators, processors, fish traders, and others), that live together inhabiting coastal areas forming and has a unique culture related to its dependency on utilizing coastal and marine resources (Nurhayati & Agustina.,2020; Marasabessy et al., 2022). relating to the resources of coastal and marine areas based on local customs that have been passed down from generation to generation. Uniqueness

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Development of the archipelagic area to improve Marine tourism activities can optimally guarantee the growth local economy (Lee et al., 2018), taking into account broad suitable area, regional carrying capacity, and sustainability indicators of marine tourism destinations. Some parameters such as accessibility area, availability of tourist facilities and infrastructure, tourist attractions varied maritime conditions, availability of clean water, and guaranteed security for tourists it will open up space for interaction through the involvement and participation of local communities around the area to participate play an active role in increasing tourism value (Cobbinah et al., 2015; Hakim et al., 2017; Pornprasit & Rurkkhum, 2019).

The holistic approach as a conceptual framework for the management of sustainable fisheries through conservation policies such as quota restrictions, regulation of fishing seasons, and fishing gear fish, has increased in recent years (Garlock et al., 2022; Picher et al., 2009; Thébaud et al., 2023). Basic principles from a holistic approach is the understanding that in managing Fisheries resources need to involve two main components, namely fish resources and the humans who use them (Finley, 2009). Food security in the fisheries sector is essentially related with harmonized human relationships in utilizing resources fisheries resources and marine services wisely in an area (Garraud et al., 2023). In managing and utilizing resources and fisheries power sustainably, it is necessary to know the indicators The main thing is the stock of fish resources. The term “fish stock” refers to the numerical representation of estimated biomass values fish based on the collection of fish species over a period of time certain.

The sustainability of the coastal and marine ecology of small island groups becomes the basis for management through a commitment to the improvement of ecosystem health and environmental services. Four dimensions need to pay attention to, namely as follows.

1. Geo-ecological dimensions (geographical and ecological), diversity of coastal and marine life that is integrated between reefs corals, seagrass beds, mangroves, beaches, and life Coastal communities can improve the quality of waters which can be used for various fishing businesses, such as capture fisheries, mariculture and marine tourism. Span The unique and productive nature of Eastern Indonesia requires organization, structuring, and management for guarantee the availability of environmental services.
2. Socio-economic dimensions of local communities, generally society coastal (islanders) Eastern Indonesia is traditional communities and indigenous communities, have traditions and unique social institutions related to the characteristics of life humans and nature, and regulated by customary law.

The connectivity of island communities with natural resources nature has been going on for a long time, the dynamics of this interaction provide a positive impact through a local wisdom approach towards the sustainability of ecosystems and natural resources during the utilization process can balance community needs and the availability of natural resources. However, on the contrary, it can be potentially damaging if carried out en masse using destructive methods. Interact with coastal and marine natural resources in need of environmental ethics and comprehensive arrangements to ensure that management and utilization are optimized coastal and marine environmental resources are carried out systematically productive through the integration of local knowledge and modern conservation concepts. Community involvement directly to a protection activity of natural resources, becomes a form of collective and participatory form of support to ensure the success of the program. Finally, there will be socio-economic integration in the archipelagic region opening intra- and inter-regional accessibility networks for growing the economic productivity of local communities.

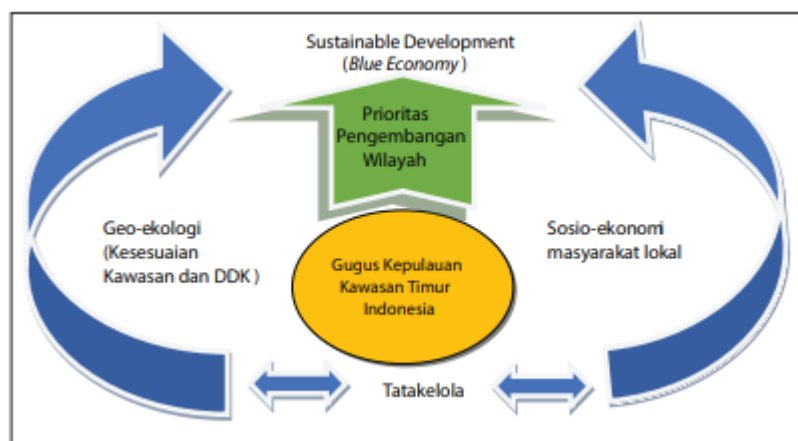


Figure 2

Competition in the exploitation of coastal and marine environments in the Region of Eastern Indonesia is increasing from time to time. Therefore, integrated management planning for this area is mandatory and carried out in synergy, not just considering ecological, economic, social, and cultural sustainability, but needs full political support from the government and related elements. Land use zoning aims to integrate compatible land uses (positive externalization), prevent some land from being disturbed by incompatible land uses (negative externalization), and put public goods to use based on location suitability.

Tourism is one of the leading sectors in Banyuwangi Regency. Natural and territorial wealth adjacent to the island of Bali with location the area is at the tip of Java, East Java Province, into several tourism potential in Banyuwangi. The vastness of Indonesia has resulted in this Each region has diverse tourism potential and beauty, making it an amazing tourist attraction. One of These areas include Plengsengan Beach, Kampung Mandar Village Banyuwangi District, Banyuwangi Regency. This tour gets a lot support and promotional media from the Regional Government, district tourism office Banyuwangi, media, journalists, and journalists who always support everyone who pioneered the development of tourism potential. This research aims to know about implementing the Blue Economy policy on tourism potential especially culinary tourism based on grilled fish and beach views local wisdom of the people of Kampung Mandar, Banyuwangi District. The research method uses empirical sociological research methods with descriptive-qualitative explanations. The results obtained from this research are the implementation of blue economy policies from the use of coastal areas Plengsengan Kampung Mandar as a culinary tourism destination that carries local wisdom. This is proven by raising the potential of fisheries with the Fish Market Festival at Plengsengan Beach, Kampung Mandar Banyuwangi by using online media and advertising promotional media in the form of brochures, billboards, banners, local radio and national television, media sales promotion in the form of event participation. This festival aims to introduce the fishing area as a seafood culinary center in the city area of Banyuwangi. This research is research that has not been carried out at the destination Banyuwangi mandar village tour. Because of the application used to raise tourism potential, the blue policy concept is prioritized The economy and local wisdom of the village will be more emphasized to the general public.

However, there are several drawbacks to suggestions and input in this research: (a) managers can improve public facilities such as WiFi networks at the Plengsengan Beach tourist destination Mandar Village, Banyuwangi; (b) carry out outreach to residents and tourists regarding awareness in maintaining safety and cleanliness the environment around the beach; (c) managers can add selfie spots for taking photos at the tourist destination Plengsengan Beach, Kampung Mandar Banyuwangi; (d) There are fish markets or fish auction halls in tourist destinations for more organized. The targeted output is articles in accredited national journals ranked 1-6, especially legal science journals related to law Customs Policies that have been realized including coordination between the Banyuwangi district government, the District Culture and Tourism Office Banyuwangi, Kampung Mandar Village Office, and Pokdarwis Kampung Mandar, the local community is willing to raise Mandar village as a claimed culinary tourism destination for grilled fish (seafood) based on local wisdom Collaboration with Banyuwangi Regency Government event/festival projects such as the Fish program Kampung Mandar Market, Village Mural Festival, Art Week Festival all of which were held at the Fish Market Kampung Mandar.

CONCLUSION

The participation of all stakeholders, such as the government and government regions, are obliged to make regulations and implement policies pro-people bottom up; the private sector

carries out commitments collaboratively through community assistance and funding sustainable partnerships; academics through deep scientific studies the embodiment of the tri dharma of higher education; and a significant role at the level local communities as natural resource owners to manage, utilize and supervise the archipelagic area in harmony. Efforts to prevent the "tragedy of the commons" will work in synergy through optimizing natural resources, monitoring and evaluating periodic activities, strengthening local community institutions, and mutual awareness of users and beneficiaries of the resource power to carry out conservation efforts. Integrated regional management Coasts and seas are essentially connectivity between ecology, socio-cultural economics, and industry processes. The status of fisheries natural resources and ecosystem services in the Region of Eastern Indonesia from a sustainable management perspective is determined based on aesthetic values, community habits, and local cultural wisdom to synergize with zoning regional development. For this reason, the community should be placed in the position of owning, processing, planning, and deciding from the initial stage of a program that you want to launch. The concept of implementing blue economy policies in tourism potential is based on local wisdom (Plengsengan Beach, Kampung Mandar Banyuwangi). used and implemented by promoting culinary tourism of grilled fish (seafood) in along the coast of Plengsengan beach, established the Kampung Mandar Fish Market as a destination for visitors (tourists) to enjoy grilled fish and pamper your stomach with panoramic views of the coastline, Kampung Mandar is a forum for organizing events or festivals launched by The Regional Government stationed at the Kampung Mandar Fish Market is like Village Mural Festival, Banyuwangi Art Week Mandar Food Festival as an event promotions, improvements to infrastructure (facilities and infrastructure) such as selfie photo spots and a coastal area manager (can be from the Pokdarwis community) is formed for this purpose long-term sustainability and continuity of the tourist area avoid environmental pollution. Implementation is also possible for the future by building a place to auction fresh fish in the coastal area of Plengsengan Beach which is based on survey data and observations obtained by the majority of residents earn their living as Fisherman

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