

“Comment” As A Development Of Marine Tourism And Flood Disaster Management Based On Go Green At Blendung Beach

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Abstract

The phenomenon of tidal waves in coastal areas is a common thing. The Keramat Sari beach is no exception (people are familiar with Blendung beach) which is located in Blendung Village, Ulujami District, Pemalang Regency. Around the Pantura, almost every year there are high and low tidal floods. This tidal flood even entered the houses of the residents. Rob at Blendung Beach has occurred since April until now (November), and reached the highest rob reaching an adult's foot on June 3, 2020. This tidal flood has greatly impacted the sustainability of Blendung Beach tourism in terms of the economy of the residents who manage and sell on Blendung Beach. Moreover, with the Covid-19 pandemic, which has made the economy decline so that the problem is even more complicated. Therefore, the author offers an idea in the form of "COMMENT" as an effort to empower the community to develop marine tourism and flood disaster management based on Go Green in Blendung Beach. COMMENT offers five excellent programs called the 5 Pillars of the COMMENT Program. The five pillars of the program include (1) a program reforestation (planting trees); (2) the movement of throwing garbage in its place; (3) clean living culture program; (4) recycle (recycling waste); and (5) a CD (principled management training programCommunity Development). COMMENT aims to develop marine tourism and flood disaster management at Blendung Beach. Through this program, it is expected to improve the quality and competitiveness of Blendung Beach tourism to attract tourists so that later the village economy can grow and develop where it can meet sustainable economic growth. This scientific article uses a descriptive qualitative method with an approach Asset, Based, Community, and Development (ABCD).

Keywords: COMMENT, Rob Flood, Go Green, Blendung Beach

INTRODUCTION

In the northern part of the island of Java, tidal floods often occur. Especially around the northern coast, almost every year there are high and low tidal floods. Even in the northern part of the city of Pekalongan, the tidal flood had entered the houses of the residents. It is of course very disturbing. As stated by Sumintarsih (2008), rob is one of the cases of environmental damage, which has a condition where rising tides inundate residential areas, not only in terms of environmental damage, but also loss of sources of life related to rice fields, dry fields, ponds and panami. As for the impact on community socio-economic activities such as disruption to the function of coastal areas, disruption to the function of facilities and infrastructure, disruption to population settlements, reduced productivity of agricultural land, and increased risk of disease outbreaks (Sumintarsih, 2018).

This tidal flood came slowly until it reached the sea level. Rob occurs due to rising sea levels caused by the melting of the north and south poles due to global warming. As revealed in his research Putuhena (2011), that the phenomenon of rising sea levels has an influence and is related to global warming. The impact of global warming will cause an increase in sea surface temperature which then results in the expansion of sea water. Global warming also has an impact on the melting of eternal ice in the mountains and the Arctic and Antarctic regions. The expansion of sea water and the melting of eternal snow will cause sea levels to rise which has an impact on tidal flooding events (Putuhena, 2011). Then Sumintarsih stated that the rising tidal inundation was caused by several things, including: land subsidence, coastal reclamation, underground water extraction, and the tide itself (Putuhena: 2011).

On June 3, 2020 there was a very powerful tidal flood that swept across the northern coast of Java. Lots of news and videos circulating showing the raging sea waves and devouring the land. All beaches in Ulujami District were affected by tidal flooding. No exception Kramat Sari Indah Beach or commonly called Blendung Beach. Blendung Beach is a beach located in Blendung Village, Ulujami District, Pemalang Regency. This beach is related to and adjacent to Kertosari Beach. Although this beach is not as popular as Nyamplung Beach and Widuri Beach, Blendung Beach is a fairly wide and well-known beach in Ulujami District, even its existence is heard outside the city such as Pekalongan, Batang, Banjarnegara, and Tegal. Quite a lot of stalls that stand on this beach as one of the livelihoods of some residents of Blendung Village. Every Sunday, Friday and holiday this beach is always crowded. However, if a tidal flood occurs, this beach will be deserted. And lately there have been frequent tidal floods that have drowned the road to the beach, even the road at the gate is the highest flooded so that motorbikes cannot pass.



Figure 1. Blendung Beach Entrance The tidal

The flood at Blendung Beach this time was the largest flood from previous years. For the first time this tidal flood hit the residents of Ulujami, Peralang. In addition, this tidal flood also attacked the agricultural and fishery sectors of Blendung Village. Most of the rice fields were submerged by the tidal flood which is basically salt water. So that rice plants die and harvest fails. Several fish ponds were damaged by the tidal flood. The affected fish farmers suffered losses because their fish were carried away by the tidal flood.

This tidal flood has an impact on the sustainability of Blendung Beach tourism in terms of the economy of the residents who manage and sell on Blendung Beach. Moreover, with the Covid-19 pandemic, which has made the economy decline so that the problem is even more complicated. Not a few of the traders in Blendung Beach left their stalls after the big flood. Therefore, the author offers an idea in the form of "COMMENT" as an effort to develop marine tourism and flood disaster management based on *Go Green* at Blendung Beach. The reason the author chose Blendung Beach apart from being a tourist in the village where the author was born, is because when compared to other beaches in the vicinity such as Kertosari Beach and Kaliprahu Beach, Blendung Beach has the most severe level of quality degradation or 'messy'. Not only that, another reason is because at Blendung Beach there are still many things that need to be improved. COMMENT (*Coastal Disaster Management*) is an idea as an effort to empower the community to maximize the potential of regional tourism by utilizing the role of Human Resources (HR) in the tourism sector and the potential of local Natural Resources (SDA). Through this program, it is expected to improve the quality and competitiveness of Blendung Beach tourism to attract tourists so that later the village economy can grow and develop. Based on the subject being studied, namely the impact of tidal flooding on Blendung Beach and its development strategy. This research is included *infield research* where the researcher goes to the research location and observes and conducts direct interviews with related parties.

This type of research is descriptive qualitative research. This qualitative descriptive research intends to describe, describe, and describe a phenomenon or event in the object under study (Idrus: 2009).

Data collection techniques used are observation techniques, documentation techniques, and interview techniques. Observation technique is a research method that is carried out by observing the object either directly or indirectly, because through observation allows the symptoms of research to be observed closely. Documentation technique is a data search technique by digging up transcripts of books, newspapers, magazines, agendas, taking pictures, archives, and so on. Interview technique is a research method used to obtain answers from respondents through question and answer (This method is used to obtain a number of data in the form of general descriptions related to the perceived impact of tidal flooding at Blendung Beach. In conducting interviews, researchers used a recording device, namely a *recorder* to expedite and facilitate researchers in conducting the interview. The researchers used standard interview types open, which means that they still provide a research instrument, but are more free to find problems more openly (Yusuf: 2016).

This research checks by using triangulation methods. The triangulation method in this study is to compare the results of surveys or observations, interviews, and documentation. The purpose of triangulation is to obtain valid data (Konto S: 2010). Observation

RESULT AND DISCUSSION

Overview of Blendung Beach and Post Flood Disaster

Blendung Village has tourism potential, namely Pantai Indah Keramat Sari or often called Blendung beach. At first, Blendung beach was called Youth beach, then The name was changed to Keramat Sari Indah Beach by the Regent of Pematang, namely Mr Makhrus coincided with the inauguration of the beach tourism in 1999. Reason given a sacred name is because Blendung beach is said to be able to cure various diseases and can strengthen the love of lovers. Blendung Beach is a familiar name for this beach attraction, people prefer to call it Blendung Beach than Pantai. Sari Indah. The reason for the Keramat Sari Indah is because it is easier to remember and mention, as well as its location located in the village of Blendung.



Figure 2. Blendung Beach Map

If measured from the city center of Pemalang Regency, Blendung Beach is about 26 km away. Access to the Blendung Beach tourist attraction is quite easy, from the Ambokulon T-junction, Jalan Raya Utara Beach (Pantura) to the north by motorbike it only takes about 20 minutes. In 2008 the Department of Transportation, Tourism and Culture of Pemalang Regency made improvements to tourism facilities and infrastructure at the Blendung Beach tourist attraction. In that year the road to the beach was quite smooth, with both sides of the road flanked by ponds owned by the community, and an attractive small bridge was also made with the dominance of light blue. As a kind of marker to enter the tourist area of Blendung Beach, there is a gate as the entrance to the beach. The entrance fee to this beach is relatively cheap, only IDR 5,000/motor for weekdays and IDR 10,000 / motorbike for big holidays such as Eid.

The condition of the Blendung Beach tourist attraction is still quite natural and the air is cool because the trees are quite shady in the area so that visitors feel comfortable while at the Blendung Beach tourist attraction. The stretch of sand along the edge of Blendung Beach is usually a toy for children. On this beach there are many neatly lined pine trees, lots of seating for visitors, and many stalls that provide snacks such as fried foods, megono rice, lontong, and others. Every Sunday or Friday is always crowded, until on June 3, 2020 there was a big tidal flood that hit the coast of Ulujami. This tidal flood is the biggest flood from previous years. This tidal flood has an impact on the sustainability of Blendung Beach tourism in terms of the economy of the residents who manage and sell on Blendung Beach. Moreover, with the Covid-19 pandemic, which has made the economy decline so that the problem is even more complicated.

In the afternoon, the tidal flood is getting higher because the share of sea water is increasing. The tidal flood that occurred made the coastal plains a few inches higher because the flood currents that swept the land also carried sand. Actually, this rob did not drown the coastal

land, but this rob flooded the access road to the beach. The most severe or high tidal flood is at the entrance to the beach, because that is where the land is very low. In addition, the access road to Blendung Beach is already damaged and has holes. Pak Jibon, one of the guards at the entrance to Blendung Beach, said that the road access to the beach had been damaged so far the village government had not repaired it.

“There Are still a lot of things that need to be repaired from this beach, and the most important thing is the road assets, the roads should be casted, not paved, if they are paved they will be damaged quickly. Some traders also complained about the road, some even asked the village government but there was no response” (Jibon:2020)

People who were going to visit Blendung Beach turned back after seeing the road was damaged and the flood was severe. This tidal flood is basically salt water that can accelerate the rusting of iron. That's the reason why people are reluctant to break through the tidal flood. So that it has an impact on the reduced income of those who sell on Blendung Beach. This was revealed by Mrs. Siti, who has been selling at Blendung Beach for almost ten years, saying that the tidal flood caused a lack of visitors.

"This rob happened before fasting until now, there is a big rob that is up to half a body tall after Eid al-Fitr. Yes, the visitors are quiet because of this flood, if I percentage it can reach 70%-80%"(Siti: 2020).

Mr. Casmidi also has the same opinion, the tidal flood made Blendung Beach deserted.

“Until now, it's still breaking down, even if it's little by little, and of course, the roads are flooded to the motorcycle engines. So there will be no visitors, because the 'eman' motorbike will be 'karaten'. This beach is crowded with visitors every Friday, Sunday, and public holidays. And that's even if it doesn't flood, if it floods, it's quiet” (Chasmidi: 2020).

Basically, this tidal flood has an impact on the sustainability of Blendung Beach. Beach managers and traders certainly feel the impact. As a result of this tidal flood, their income has decreased. Not a few of the traders at Blendung Beach left their stalls alone after the big flood.

Overview of COMMENT and its Concept

COMMENT (*Coastal Disaster Management*) is an idea as an effort to empower the community to maximize the potential of regional tourism by utilizing the role of human resources in the tourism sector and the potential of local natural resources. COMMENT aims to develop marine tourism and flood disaster management at Blendung Beach. Through this program, it is expected to improve the quality and competitiveness of Blendung Beach tourism to attract tourists so that later the village economy can grow and develop. The concept of the COMMENT program is carried out by maximizing human resources in managing the tourism sector and educating them to care more about the environment or what we know as *Go Green*.

Go Green is a movement or action to take care of the earth from natural damage caused by humans so that it can be comfortable to live in. This is a manifestation of human awareness and concern for nature. The great tidal flood that hit the coast of Ulujami was nothing but a warning for humans not to further damage the earth. Basically, this tidal flood occurs because of the phenomenon of global *warming*. Climate change is caused by human activities, either directly or indirectly. According to several sources, this natural damage began in the industrial era which had a negative impact on nature. For example, using excessive and unwise energy, cutting down trees on a large scale, littering, using chemicals that are not environmentally friendly, and so on (Marfai: 2014).

The tidal flood on the Ulujami coast is a tangible form of the consequences of *global warming*. In 2020 in Antarctica there is a surprising thing that the temperature is increasing and is the highest it has been in previous years. This causes the ice chunks there to melt and it is feared that it will increase the volume of water on earth so that it drowns the land. This makes people even more worried and the trend is getting more and *Go Green* more echoed. As sea levels continue to rise, the author offers a-based COMMENT (Coastal Disaster Management) program *Go Green*. This COMMENT program aims to improve natural conditions, especially on the coast due to floods and foster awareness of the importance of protecting the environment we live in (Putra, A & Handayani: 2014).

In connection with the object or place that the author chose, namely Blendung Beach, in this scientific article the author will also convey a little about the strategies in the development of Blendung Beach tourism.

Five Pillars of the COMMENT Program

Reforestation (Planting Trees)

Reforestation is a reforestation activity by planting trees with the aim of improving the environment. Planting trees is one of the real activities in protecting the environment. Besides being able to produce oxygen that is beneficial for human life, trees can also help absorb more water into the soil. Moreover, the trees on the coast or the coast that we know in the form of mangroves and pine-type trees can prevent soil abrasion and become natural embankments from exposure to sea waves that cause flooding (History: 2014).

Anyone can plant this tree and it is hoped that the village government and the Pematang ReGENCY Tourism Office will jointly plant trees on Blendung Beach. This program *reforestation*

aims to prevent and minimize flood disasters. Through this program, it is hoped that it can awaken and inspire people to care more about and protect the environment.



Figure 3. Reforestation by Planting Seedlings of Sea Fir Trees

Dispose of Garbage in Place

Disposing of garbage in its place is one of the efforts to care for the environment. Disposing of garbage in its place seems to be difficult to cultivate in Indonesia. There are still many people who throw garbage carelessly. However, it can have a negative impact on the environment. Moreover, the waste that is often encountered is plastic waste which is very difficult to decompose and takes a very long time. The problem

Plastic waste pollution in Indonesian seas is a serious matter. This is because Indonesia is the second largest producer of waste in the world after China, where this has become one of the topics discussed in the international forum in Norway (Okezon.com). It is very unfortunate that Indonesia's sea conditions are very polluted. Not only in the ocean, but plastic waste is piling up on the land so that it can cause catastrophic flooding. Therefore, the movement to dispose of garbage in its place aims to invite and provide a real example to the community so that they do not litter. The program for disposing of waste in its place is also carried out by providing places or trash cans at several strategic points. In addition, they also put up posters advising them to dispose of garbage in its place. This is done so that visitors to Blendung Beach and the community want to dispose of their garbage in its place.



Figure 4. The Campaign for Not Disposing of Garbage

Clean Living Culture

Carefully the occurrence of this Covid-19 pandemic has created a new habit, namely diligently washing hands. Not only that, clean habits also include other things, namely preparing food hygienically. In this clean living culture program which is of course implemented at Beach Blendung, there are several things that must be considered, including the cleanliness of visitors, the cleanliness of tourist attractions, and the cleanliness of food and drinks. In this case, it is a special concern for the manager to provide a hand washing area and an infrared thermometer to check the body temperature of visitors who will enter Blendung Beach tourism.

In cleaning this place, it is more specific to the movement of throwing garbage in its place. This should be done on a daily basis and monitored consistently. In terms of food hygiene, the management together with the Pematang Regency Tourism Office are expected to check the food ingredients or snacks sold by stall traders on Blendung Beach. This check aims to ensure that the food and drinks sold are clean and halal goods so that they are fit for consumption. Implementing a clean living culture requires a habit that continues so that it will become a new positive culture. Therefore, the role of the media such as posters to indirectly invite the public to maintain personal and environmental hygiene is important.



Figure 5. Hand Washing area at the Beach Warung Blending

Recycle (Waste Recycling)

Garbage increases every day, especially plastic waste. Plastic seems to be inherent in people's lives. The high use of plastic will make it produce more waste. Single-use plastic packaging products will certainly be very troublesome for the environment. Therefore, it is necessary to recycle waste in order to minimize the volume of waste that is increasing every year. This waste recycling process can be in the form of making useful or aesthetic value items that can be sold and make money. This waste recycling program can take the form of sorting the types of waste and collecting them into one material to be later transformed into various useful items such as accessories, traditional toys, and can even be made into bricks for buildings.

CD (Community Development) Principled Management Training

CD (Community Development) is one of the community empowerment efforts that refers to community development in increasing local potential and being able to manage it. Barker (1995), explains that the concept of empowerment in the discourse of community development is always associated with the concept of self-help, participation, networking, and justice. Basically, empowerment is placed on the strength of the level of individuals, groups (*groups*), communities and institutions (including socio-economic organizations). In general, the process of developing rural youth can be carried out by referring to the principles of community development CD (*Community Development*), namely: (1) ecological; which includes *holism*, sustainability, diversity, organic development, balanced development, principles, social justice and human rights, overcoming harmful structures, overcoming harmful discourses, empowerment, human rights and definition of needs; (2) value local knowledge; includes respecting local culture, respecting local resources, respecting local community skills, respecting local processes and participation; (3) process; covering process, results and vision, process integrity, awareness raising, participation, cooperation, consensus, development steps, peace and

non-violence, inclusiveness, and community building; and (4) global and local; includes global and local linkages, and anti-colonial practices (Jim Ife, 2002).

In this CD-based management training program, managers are given training on how to manage a tour professionally in order to create a good work environment and of course it will affect visitor satisfaction in terms of services and supporting facilities. One example of an activity from this CD-based management training program is about organizational learning which is expected to improve coordination and cohesiveness. So that it can manage Blendung Beach tourism in a structured and good manner.

COMMENT Implementation Strategy

There are several strategic steps in implementing the COMMENT idea. Are as follows.

Preparation Stage

There are several things that must be prepared in implementing this COMMENT idea, including:

a. Research Stage

The first thing that needs to be prepared in this program is the data search stage. The data used in writing this program are primary and secondary data. Primary data is obtained by conducting interviews with sources or informants. As for secondary data, the authors did through literature studies in journals, the internet, newspapers and other scientific articles.

b. Regulatory

Stage The second preparatory stage is the regulation stage, the regulation or licensing stage is carried out by the Blendung Village government and the Blendung Beach manager, in this stage, because this idea is recommending, its implementation will include a proposal for the establishment of a program aimed at the Government, related to the granting of permits. and program funding.

Implementation Stages

The next implementation stage is the implementation stage. In this stage, the COMMENT program will start operating by offering five excellent programs which the author calls the 5 Pillars of the COMMENT Program. The five pillars of the program include a program *reforestation* (planting trees), a movement to dispose of waste in its place, a clean living culture program, *recycle* (recycling waste), and a CD (principled management training program *Community Development*). The five programs can be run simultaneously or partially. However, the successful implementation of this program requires no small amount of money, because it requires funds to

purchase equipment and add facilities to support the implementation of this COMMENT program. Apart from the costs and funding, the author made a start to implement this COMMENT program with the management of Blendung Beach.

Supervision

Stage The next implementation stage is the supervision stage. In this stage, the COMMENT program will be supervised by the Blendung Village Government together with the Pematang Rejang Regency Tourism Office. This supervision aims to control so that in its implementation, the program does not conflict with the initial planning.

Evaluation

Stage The next stage of program implementation is the evaluation stage. This stage will be carried out by all staff and program administrators together with the Blendung Village Government. The aim is to assess the extent to which the program is useful for the environment and society, so that the results of the evaluation serve as material for further program improvement.

Strategies in the Development of Blendung Beach Tourism in General

From observations and observations at Blendung Beach, it was found that: things that become problems in the development of Blendung Beach tourism. Therefore, a strategic strategy is needed to develop Blendung Beach so that it becomes a better tourism destination in the future. Of course, these strategies look at the conditions in the field so that everything that is attempted is in accordance with the conditions that occur. These strategies are to establish a good and harmonious relationship. The harmony of society is very important, both the relationship between the people and the people and the people and the government. With conducive and good community conditions, a cohesiveness will be created that will support each other to jointly build a better life order. Mrs. Siti, a trader at Blendung Beach, said that the management at this beach is less compact.

“The management of this beach is not yet efficient. Yes for this lack of efficiency do not blame anyone. This is a matter of being less compact, less compact from the traders, from the door, and from the government” (Siti: 2020).

The next strategy is to improve the quality of human resources. This HR improvement in accordance with the COMMENT program can be pursued by holding a CD-based management training program. This training is mandatory for beach managers or Karang Taruna. It is hoped that the training will create managers who are honest, with integrity, mastering basic accounting, and the spirit of nationalism. In the training, socialization can also be carried out on various

regional regulations (PERDA) related to sustainable tourism development by the private sector, the community and programs from the Pematang Regency Tourism and Culture Office. I agree with the statement that the quality of human resources is the main key in the successful use of natural resources and development. Human resources that are good and master science, of course, will be ready and able to manage natural resources optimally. Next to improve road access to Blendung Beach. Currently the road to the beach is partly paved and partly just gravel. It has been more than six years since 2015 access roads have been left damaged and have holes. When it rains heavily, water fills the potholes on the road. Some of the roads are so low that when the tidal flood comes, the water covers the road up to half a motorbike. Whereas road access is the main asset to invite visitors. If the road is damaged and flooded, many visitors are reluctant to continue their journey and choose to turn around. From the information of the traders, many visitors regretted the damaged roads that had not been repaired. Santi, one of the visitors to Blendung Beach, said that she often comes to this beach and hopes that the roads will be repaired.

"Well I traveled here because the place is close to my house and the atmosphere is still very beautiful, there are still many trees. But the road to the beach is broken, and that's me come here if there is no flood or a little flood. Try if it is repaired it will be more crowded".

"Actually, Blendung beach is one of the beaches in Pematang Regency which has enough potential growing, but now in critical condition. This is a lot of complaints to buyers who had come to my shop to mention the access roads are still damaged and does not go in repair. There are also those who say that their complaints about facilities that are no longer visible its existence as it had seen when he was little. It has begun to be felt traders at pinggiran beaches have considered declining income in their pockets. Only there are certain times they have enough income, as in the weekend as well as national holidays" (Waryono: 2020).

Another strategy is to add playgrounds and instagrammable photo spots. The Playgrounds include jet skis, duck water bikes, slides, swings, and so on. Indeed, this requires a lot of money, but it can be tried little by little so that in the end everything can be fixed. By doing so, it is hoped that it will increase village income and attract investors to participate in building better and more advanced tourism.

This progress is indicated by the large number of visitors who come and better facilities with various attractive buildings as in developed countries. *"The Hope is that in the future it will be more compact, the roads will be improved, add interesting spots to increase attraction, and add facilities and infrastructure"* (Siti: 2020).

"My hope is that we will work together to improve this tour, the road is repaired so that it is smooth and doesn't flood again so that the visitors are more crowded" (Chasmidi:2020)

CONCLUSION

The phenomenon of rob in coastal areas is something that often happens. Rob at Blendung Beach has occurred since April until now (November), and reached the highest rob reaching an adult's foot on June 3, 2020. Tidal flooding occurs for several reasons, including: rising sea levels caused by melting of the north and south poles due to global warming, land subsidence, beach reclamation, groundwater extraction, the amount of plastic waste, and the tide itself. This tidal flood has a huge impact on the sustainability of Blendung Beach tourism. The impact of the tidal flood on Blendung Beach, among others, significantly reduced the number of visitors, damaged several stalls and trees, damaged public facilities, and disrupted the economy of Blendung Village residents who sell on Blendung Beach.

COMMENT (*Coastal Disaster Management*) is an idea as an effort to empower the community to maximize the potential of regional tourism by utilizing the role of human resources in the tourism sector and the potential of local natural resources. COMMENT offers five excellent programs called the 5 Pillars of the COMMENT Program. The five pillars of the program include a program *reforestation* (planting trees), a movement to dispose of waste in its place, a clean living culture program, *recycle* (recycling waste), and a CD (principled management training program *Community Development*). COMMENT aims to develop marine tourism and flood disaster management at Blendung Beach. Through this program, it is expected to improve the quality and competitiveness of Blendung Beach tourism to attract tourists so that later the village economy can grow and develop.

As for the strategies for the development of Blendung Beach tourism in general that can be pursued, these strategies include: establishing a harmonious relationship between residents and the village government, management training for Karang Taruna who manages Blendung Beach, planting more mangrove or pine trees to build natural embankments along the shoreline, improve road access by casting roads, repair and add public facilities such as building gazebos, places or trash cans, adding playgrounds and interesting spots *instagramable*.

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Wawancara dengan bapak Jibon, tanggal 28 Oktober

