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## STRATEGY FOR THE DEVELOPMENT OF SUSTAINABLE INTEGRATED TOURISM AREAS IN SEDATI DISTRICT SIDOARJO

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### Muchlisiniyati Safeyah

Prodi Arsitektur, Fakultas Arsitektur dan Desain, Universitas Pembangunan Nasional "Veteran" Jawa Timur  
muchlisiniyati.ar@upnjatim.ac.id

### Wiwik Dwi Susanti

Prodi Arsitektur, Fakultas Arsitektur dan Desain, Universitas Pembangunan Nasional "Veteran" Jawa Timur  
wiwikds.ar@upnjatim.ac.id

### Fairuz Mutia

Prodi Arsitektur, Fakultas Arsitektur dan Desain, Universitas Pembangunan Nasional "Veteran" Jawa Timur  
fairuzmutia.ar@upnjatim.ac.id

### ABSTRACT

The tourism village trend that is developing at this time is one of the important parameters in the development of Sedati District. Sedati District has some potential to be developed into a tourist village. The potential of tourist villages in Sedati District can be grouped into three types of tourist villages, namely coastal, arts and culture, and history. However, the diversity of tourism potential that is owned is not widely known by the wider community, has not been managed properly, and has not been integrated between one tourist village and another. The purpose of this study is to explore the potential and constraints of tourist villages in Sedati District so that strategies can be drawn up for the development of a sustainable integrated tourism area. The research is qualitative and quantitative, with a research approach using the positivism paradigm. The data analysis technique in this study used descriptive qualitative analysis and SWOT analysis. Sedati District has 8 villages that have the potential to be developed as integrated tourism villages. Have something to do, something to see, and something to buy. The weakness is that tourism objects are not visually attractive, do not involve the community, lack promotion, and there is no branding. The development strategy that can be carried out is to integrate and collaborate with the three existing types of tourism; create a regional arrangement design concept and visual quality according to the characteristics; integrate land conversion according to the RTRW; educate and prepare the community and village officials as tourism actors; synergize inter-village policies at the sub-district level; establish cooperation with the Navy, and the private sector; promote and strengthen branding with internet media; forming pokdarwis to realize the development of tourist villages

**KEYWORDS:** development strategy, tourism area, integrated, sustainable

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## INTRODUCTION

Currently, tourist villages are one of the trends in tourism development in Indonesia. This trend is a response to a new motivation in traveling for urban and Western communities (Putra, 2018; Nuryanti, 1993). Moreover, during the current pandemic, tourist villages have become tourist destinations to be reckoned with. Tourists tend to choose destinations that prioritize a sense of security, comfort, cleanness, and health, in line with environmental sustainability. Tourism villages are included in the category of alternative tourism, namely tourism that prioritizes natural, cultural, unique, or local characteristics that exist in an area. Alternative tourism is a tourist destination for tourists who do not want to visit

crowded places because they want to discover something new (Mieczkowski, 1995).

Sedati District is one of the sub-districts in Sidoarjo Regency which has the potential to be developed as a tourist village. There are 16 villages that have unique characters. In the east is a coastal area that contains fishing villages, fish markets, riverside tours, ponds, fishing grounds, restaurants that serve superior seafood, thorn-pulled milkfish, processed seafood products, and others. Villages in coastal areas have traditions and cultures that are still preserved to this day, namely Ruwat/village cleaning and Nyadran/sea picking activities, there are also Banjar Kemuning and Reog Cemandi dances. Several remains can also be found in Sedati District, namely the tomb of Dewi Reni Sekardadu and the tomb of Nyai Ratu Sekarsari, there are also relics of the Majapahit kingdom, the

Tawangalun Temple. Unfortunately, the diversity of tourism potential that is owned is not widely known by the wider community, has not been managed properly, and has not been mutually integrated between one tourist village and another. Some tourism facilities and the development of tourist villages are still very minimal. To improve the sustainability and progress of the integrated and complementary tourist village area, serious efforts are needed to be able to develop the existing tourism potential. Existing tourism potential, if integrated and developed properly, can make tourism villages in Sedati District known by the wider community, and can become a mainstay of tourism for Sidoarjo Regency.

A tourist village is a rural area that displays a structure of community life that is bound by prevailing living procedures and traditions. The tourist village integrates components in the form of attractions, accommodation, and supporting facilities. A tourist village is a rural area that has an atmosphere of rural authenticity that reflects socio-economic life, socio-culture, customs, daily life, has a distinctive building architecture and village spatial structure, unique and interesting economic activities, and has the potential to develop. The potential that can be developed from tourist villages is tourist attractions, typical village food and drinks, souvenirs or folk crafts, lodging, and other tourism support (Nuryanti, 1993; Arlini, 2003, Hadiwijoyo, 2012).

The development of tourism village potential is one solution to preserving nature, and culture and improving the community's economy. Activities in tourist villages are an attraction in improving the regional economy. At a certain level, rural areas experience relatively slow economic development, so optimal utilization of the economic, social, and cultural potential of rural communities is a rational reason for developing tourist villages (Sugianto, 2016; Tahir, 2005; Nur, et al. 2018). The development of tourist villages is a solution to improve the community and regional economy and preserve the environment and culture. The concept of sustainable tourism development must be responsive to tourist interests, direct local community involvement, and emphasize long-term oriented protection and management efforts. Efforts made must meet economic, social, and aesthetic aspects, ecological sustainability, biodiversity, culture, and living systems. From the perspective of tourists, sustainable tourism must provide good service, provide a pleasant experience, and demonstrate the friendliness of the villagers, and interesting culture. The development of a tourist village requires the cooperation and participation of all village communities to advance it (Nur, et al. 2018; Permanasari 2011; Wahyuningsih, 2019). The

development of a sustainable tourism village must pay attention to the wishes of tourists, involve the village community, and pay attention to the preservation of nature, economy, and socio-culture of the local community. The concept of tourism village development in addition to emphasizing factors that are economically feasible, environmentally feasible, and socially acceptable, must also pay attention to technologically appropriate factors (Wirdayanti, 2021). Technology and the internet are important concerns for rural communities so they don't miss information and global developments.

Etymologically, strategy in management is defined as the main tips, methods, and tactics designed systematically in carrying out management functions, which are directed at organizational goals. The strategic management process has three stages, namely a) strategy formulation, b) strategy implementation, and c) strategy assessment. The stages in the strategic management process include developing a vision and mission, SWOT analysis, searching for alternative strategies, and selecting strategies (Nawawi, 2012; David, 2009; Efendi, 2010).

Aspects that must be identified in tourism planning, namely tourists, transportation, attractions, service facilities, information, and promotion. Characteristics of tourists who are expected to come. What is the condition of the transportation facilities and infrastructure? Whether the attractions or tourist objects have fulfilled something to see, namely there are special tourist objects and attractions that are different from other areas to be seen; something to do, namely the availability of facilities to carry out recreational activities that can make tourists feel at home; and something to buy, namely there are facilities for shopping such as souvenirs and typical handicrafts that tourists can take home. Are there service facilities that support tourism activities, such as accommodation, restaurants, public services, and so on? The dissemination of information and appropriate forms of promotion to promote these tourist destinations (Wattimena, 2017; Yoeti, 2008; Yoeti, 1996).

Sedati District has several villages with unique characteristics that have the potential to be developed as tourist villages. The development of a village into a sustainable integrated tourism village must explore and identify the potential and constraints that exist in the village. This study aims to explore the potential and constraints of villages in Sedati District. The aspects reviewed include tourists, transportation, attractions, service facilities, information, and promotions. From the results of the exploration carried out, it is hoped that it can provide an overview of the strategy for developing a sustainable integrated tourism area in Sedati District.

## RESEARCH METHOD

This research is qualitative and also uses quantitative data (Darjosanjoto, 2006). Qualitative research aims to reveal facts, circumstances, phenomena, and variables as they are following the conditions at the research site (Groat 2002). The research approach uses the positivism paradigm. The positivism paradigm is used to see the area of study through appropriate theories and literature approaches (Cohen, et al, 2005).

Primary research data was obtained from tourists, village officials, and managers of tourist attractions. The technique used is through interviews and field observations. Interviews were conducted with village officials, managers of tourist attractions, and tourists who were at tourist sites.

Quantitative methods were carried out at the time of data analysis. The data from the distribution of questionnaires using the google form application is aimed at tourists who have visited Sedati District. This questionnaire data were analyzed using SPSS so that later data related to tourist interest in tourists in the Sedati coastal area will be obtained.

While the qualitative analysis technique uses descriptive qualitative analysis and SWOT analysis. The SWOT analysis method is a method used to analyze the current actual condition systematically and in detail, including strengths, opportunities, weaknesses, and threats (Rangkuti, 2013).

## RESULT AND DISCUSSION

### *General Overview of Sedati District*

Sedati District is one of the sub-districts in Sidoarjo Regency which is located at the eastern end. This district is famous for the existence of Juanda Sidoarjo International Airport. The boundaries of the Sedati District are on the north side of the Waru Sidoarjo District, the east side of the Madura Strait, the south side of the Buduran District, and the west side of the Gedangan District area (Figure 1).



Figure 1. Sedati District Map

(Source: Central Bureau of Statistic of Sidoarjo Regency, 2018)

- Coastal Tourism
- History tourism
- Art and culture

Sedati District has 16 villages with an area of 79.26 Km<sup>2</sup>. The location of the sub-district which borders the Madura Strait causes villages in the Sedati District to have an average height of 31.3 meters above sea level (masl). The lowest area of Segoro Tambak village is 8 masl, and the highest is in Betro and Sedati Gede villages, which is 40 masl.

Sedati Subdistrict has 6 villages located in the coastal area, namely Kalanganyar village, Tambak Cemandi, Gisik Cemandi, Banjar Kemuning, Segoro Tambak, and Cemandi. Kalanganyar Village has the largest area among coastal villages and other villages in Sedati District, which is 27.30 km<sup>2</sup>. Villages in this coastal area have fishing villages, a fish market known as TPI Kalanganyar, fishing grounds, aquaculture ponds, river excursions, seafood restaurants, and a place to sell thorn-pulled milkfish, and processed products from seafood and ponds, such as crackers, shrimp paste. The Banjar Kemuning and Reog Cemandi dances originate from coastal villages. Nyadran and Ruwat Desa activities are still carried out by coastal villages to this day. The tomb of Dewi Reni Sekardadu is in Gisik Cemandi village, the tomb of Nyai Ratu Sekarsari is located in Pulungan village, and Tawagalun Temple is in Buncitan village. Pulungan village and Buncitan village are located not far from the coastal villages.

Although there are many potential tourist attractions as mentioned above, this tourist spot is not widely known by the public. Based on the results of the questionnaire, the tourist attractions that most tourists know about are fish markets (25%), fishing ponds (25%), seafood restaurants (19%), sales of milkfish pull out thorns (18%), and other tourist

attractions (13%). Tourist attractions in Sedati Sub-district that are not widely known are the Cemandi river crossing (33%), Tawangalun Temple (24%), the tomb of Dewi Reni Sekardadu, and the tomb of Nyai Ratu Sekarsari (23%), Nyadran (20%).

**Analysis of Potential and Constraints of Tourism Destinations in Sedati District**

Of the 16 villages in Sedati District, 8 villages have the potential for tourism objects to be developed. Of the 8 potential villages, it can be categorized into three types of tourism, namely coastal tourism, arts and culture tourism, and historical tourism. Coastal tourism is located in the villages of Banjar Kemuning, Cemandi, Gisik Cemandi, Kalang Anyar, and Tambak Cemandi (Table 1). Art and cultural tourism are located in Banjar Kemuning village with Banjar Kemuning dance, Cemandi village with Reog Cemandi, and coastal villages with Nyadran and Ruwat Desa culture. Historical tours are located in Buncitan village, Gisik Cemandi village, and Pulungan village.

**Table 1.** The Potential of Tourism Objects in Sedati District

No.	Village	Tourism
1	Banjar Kemuning	Kampung Coastal
		Kerang, Susur Sungai Tourism
2	Cemandi	Kolam Pancing, Coastal
		Tambak, Kuliner Seafood Tourism
3	Gisik Cemandi	Kolam Pancing, Coastal
		Pasar Ikan, Susur Sungai Tourism
4	Kalanganyar	Kolam Pancing, Coastal
		Tambak, Kuliner Seafood, Susur Sungai Tourism
5	Tambak Cemandi	Kolam Pancing, Coastal
		Susur Sungai, Curah Asmoro, Tambak Tourism
7	Buncitan	Candi History
8	Cemandi	Tawangalun Tourism
9	Banjar Kemuning	Reog Cemandi Art and culture
		Upacara Nyadran Art and culture
10	Gisik Cemandi	Makam Dewi Art and culture
		Reni Sekardadu Art and culture
11	Banjar Kemuning	Tari Banjar Art and culture
		Kemuning Art and culture
12	Pulungan	Makam Nyai Ratu Sekarsari Art and culture

Source: Researcher Analysis, 2021

A Fishing spot is a tourist spot that is visited by many tourists. This place is crowded especially on Saturday and Sunday. The average visitor visits this place once every 2 weeks. According to visitors, the

main attraction of fishing grounds is the number and size of fish available. Most of the existing fishing grounds are not visually appealing, with minimal facilities (Figure 2). The average visitor spends 3-5 hours, even up to 8 hours. The fishing grounds in Sedati District are owned by individuals, and most of the residents are outside Sedati District. According to the head of the Kalanganyar village, the existing fishing grounds do not contribute to the village and the village community at large.



**Figure 2.** Fishing spot of Tambak Jaya

(Source: researcher documentation 2021)

The Kalanganyar fish market is physically less attractive to visit. The impression is rundown, and muddy, the fishy smell of fish, and the heat are very pronounced. There is no permanent building to sell fish, only a row of semi-permanent stalls with asbestos roofs (Figure 3). However, this market is a place that is often visited because the fish is sold fresh and the price is cheap.

The location of the Kalanganyar fish market is in the village of Gisik Cemandi whose land status belongs to the Navy (TNI). In this area, there is an observation post for the TNI AL Juanda airbase, a pier, food stalls for fishermen, a prayer room, and a seafood restaurant. The pier looks immaculate, the bridge is made of bamboo, and the boat is just tied up without any support and anchor hooks (Figure 4).



**Figure 3.** Kalanganyar Fish Market

(Source: researcher documentation, 2021)





Figure 4. Gisik Cemandi Pier

(Source: researcher documentation 2021)

Existing river tours have not been managed properly. This tour is only done if there is a request from visitors. Although there are not many tourists who do riverside tourism activities, this tour should be taken into account in the development of tourism in Sedati District. The villages of Banjar Kemuning, Gisik Cemandi, and Tambak Cemandi capture the opportunity for riverside tourism as part of developing a tourist village.

Various types of processed seafood and ponds such as various crackers, shrimp paste, thorn-pulled milkfish, presto milkfish, smoked milkfish, and others, can easily find along the Kalanganyar village road. The place of sale becomes one with the residence. The condition of the place where souvenirs are sold is quite representative on average, only a small part of it seems sober. Buyers of milkfish pull out thorns, and processed seafood and pond products in Sedati District are not only from visitors who come but also from other areas in East Java and even outside Java.

Banjar Kemuning Dance is a dance that can be a tourist attraction in Sedati District. This dance is a new dance creation inspired by the village of Banjar Kemuning. Currently, the Banjar Kemuning dance has become a typical dance of the Sidoarjo Regency. This dance not only accompanies ceremonial activities in Sidoarjo Regency but also accompanies Nyadran activities in Banjar Kemuning village. The Banjar Kemuning dance depicts a fisherman's wife who is tough and strong, but flexible in facing the harshness of life, and always prays to God Almighty in her daily life when her husband goes sailing.

Another dance art that still survives today is Reog Cemandi. This dance originating from Cemandi village has been around since 1922. The Reog Cemandi dance must be presented at events in Cemandi village, such as Clean Village, 1 Muharram commemoration, and Kirap Village Head. This dance is identical to Cemandi's typical Barong, namely male Barong and female Barong. Reog Cemandi surrounds the village accompanied by 6 drummers. The Reog Cemandi dance is magical and aims to cleanse the village of calamities.

The *Nyadran* ceremony is held once a year every month before the month of Ramadan. This ceremony aims to express the fishermen's gratitude to God and to cleanse the village from all kinds of calamities or disasters. The form of *Nyadran* activities is very unique and interesting, and each village varies. The *Nyadran* ceremony in Banjar Kemuning village before the pandemic was very interesting and was attended by many people from outside the village. The *Nyadran* ceremony is preceded by activities such as *wayangan*, *istighosah*, *khataman* Al-Quran, salvation for the founders of the village, dangdut orchestra, and others. The activity of throwing offerings into the sea which is the peak of the activity is carried out in the morning. The offerings are in the form of a cone placed on a small boat. The boat is also decorated with a cone of snacks. All fishing boats that accompany the ceremony are decorated in such away. At this ceremony, ducks are also released into the sea with the aim that the ducks are kept by the residents who managed to get them.

Tawangalun Temple is one of the historical tours that can be visited in the Sedati District. Tawangalun Temple was founded in 1292. The shape of the temple is similar to the temples in Sidoarjo Regency, which are relics of the Majapahit Kingdom. The temple is made of red bricks with a width and length of 4 meters, and a height of  $\pm 2$  meters. Every 1 Shura, residents are busy doing salvation at the Tawangalun Temple complex. Not many know the existence of this temple. Information directions to the location are very limited. The location of the temple is in a residential area that has a road width of 3 meters. From Jalan Raya Buncitan enter as far as 500 m. Visitors to this temple are mostly students who get school assignments. In addition to Tawangalun Temple, historical tourism in Sedati District is the number of colonial architecture in Kalanganyar village. The colonial architecture has the Indisch Empire Style architectural style.

The tomb of Dewi Reni Sekardadu is in the village of Gisik Cemandi. According to history, Dewi Reni Sekardadu was the mother of Sunan Giri. Visitors who come to this tomb aim to seek blessings with activities carried out by reading the Koran, tahlil, and istighosah. Istighosah is held every Wednesday night. Visitors who come on average are regular visitors who regularly come once every 1-2 weeks. This tomb is crowded on Friday night Legi. Access to this tomb is quite easy. Most of the visitors come by motorbike. The condition of the tomb is clean and well-maintained. Visitors feel calm in this tomb because it is located a bit far from settlements. The management of this tomb relies on village funds and voluntary visitor contributions.

The tomb of Nyai Ratu Sekarsari or known as Nyai Ratu Rondo Kuning was the concubine of Prabu Brawijaya V from the Majapahit Kingdom, around

1535 AD. This tomb is located in the Indonesian Navy housing area. The tomb was repaired in 1973. This tomb is most visited on the night of *Kliwon* Friday or *Kliwon* Tuesday. Visitors are usually followers of beliefs or mysticism, which aim to meditate or hope for blessings.

There is no public transportation to go to tourist attractions in Sedati District. Visitors use private vehicles such as bicycles (1%), motorbikes (73%), and cars (26%). Access to locations to tourist attractions in Sedati District is quite easy, but for the most part, there are no representative road signs. Road conditions are quite good but are often damaged by trucks transporting building materials for new housing. Many new houses have sprung up in Sedati District. Ponds began to decrease with the presence of new housing.

Tourists who visit existing tourist objects obtain information from friends (70%), the internet (10%), and others such as family, and hunting personally (20%). Sources of information obtained from the internet come from uploading personal accounts, and mass media coverage. Sedati District has a website that can be easily accessed by the wider community. However, not much information can be accessed, especially related to tourist attractions.

Tourists visiting Sedati District have characteristics, namely: high school education level (64%), university (12%), others (24%); area of origin Sidoarjo (57%), Surabaya (37%), others (6%); types of work are private employees (44%), self-employed (30%), others (26%) such as civil servants, housewives, students. Visits made by tourists are quite intense, namely once a week (39%), one month 1-2 times (39%), and over 3 months (22%). Tourist visits to tourism objects in Sedati District are carried out with friends (41%), with family (37%), and individually (22%). The time spent by tourists in tourist attractions is less than 7 hours (7%), 1-2 hours (33%), 3-5 hours (27%), and 6-8 hours (33%).

Based on the results of interviews with 8 village heads who have tourism potential, it can be concluded that all village heads have a high desire to improve the lives of their people through tourism activities. The village head of Tambak Cemandi built a café equipped with a pier for photo spots along the river. The village head of Banjar Kemuning plans to develop marine tourism in 2022. The seriousness of this plan begins with the construction of a bridge in the fishing village in 2019 and repairing roads and gates to the location this year. The village head of Cemandi plans to develop Tanah Kas Desa as a rice field and culinary tourism village. The village head of Kalanganyar initiated the iwak village festival in 2019. The village head of Gisik Cemandi has had a plan to develop a coastal tourism village since 2019 in collaboration with the Navy, but it

has not been realized until now. Village development through tourism activities is supported by the Village Budget and Revenue (APBD). Pokdarwis is an institution at the community level whose members consist of tourism actors. Pokdarwis plays an important role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism. Of the 8 villages, only 2 villages have Pokdarwis, namely the village of Kalanganyar and the village of Gisik Cemandi. Pokdarwis Kalanganyar village was formed in February 2021, Gisik Cemandi village in 2019. Pokdarwis activities in Gisik Cemandi village are currently still not running optimally.

### SWOT Analysis

The potential analysis of Sedati District was carried out by a SWOT (Strength, Weaknesses, Opportunities, Threat) analysis. SWOT analysis is an analytical process that emphasizes tangible and intangible aspects.

#### Strengths

- It has 8 villages having the potential to be developed as coastal tourism, arts and culture tourism, and historical tourism. The locations of the 8 villages are close to each other.
- It has tourists with regular visits.
- It has something to do, something to see, dan something to buy.
- There is art and culture of Banjar Kemuning and *Reog* Cemandi dances which are still preserved and become the hallmark of the arts and culture of Sidoarjo Regency.
- It has unique and interesting activities that are regularly held, such as *Nyadran*, *Ruwat Desa*, fish festival (Festival *Iwak*).
- The accessibility to Sedati District and tourist destinations is very easy.

#### Weaknesses

- The development of tourism villages is still a program for each.
- Most villages have not yet had *Pokdarwis*.
- The management of tourism destinations is managed individually, not yet involving the village community.
- The tourist objects are not visually attractive, the facilities and infrastructure are limited, and there are no road signs.
- The lack of promotional activities, even though it has a Sedati District website.
- There is no Sedati District branding yet.

#### Opportunities

- The desire of the village head is quite high in advancing his village through tourism, and APBD funds are available.

- There are opportunities in improving the economy of rural communities and increasing village income.
- There are opportunities to preserve and promote arts and culture, historical buildings, and coastal nature.
- There are opportunities to increase community participation in village development.
- There is the development of processed products from seafood and ponds, as well as special culinary of Sedati District.
- Technology and the internet are developing without limits.
- There is cooperation in managing tourism villages with the Navy and the private sectors.

#### Threats

- The lack of community awareness and skills related to tourism.
- The unpreparedness of the village community in managing tourism destinations.
- Policies are still concentrated in each village.
- Behavioral patterns of visitors and the community which is difficult to control in maintaining cleanliness and environmental sustainability.
- The entry of tourist site managers from residents outside the Sedati District.
- Conversion of land use due to housing development.

#### Analysis of SO, ST, WO, and WT

The SO (Strength-Opportunities), ST (Strength-Threat), WO (Weaknesses-Opportunities), and WT (Weaknesses-Threat) strategies that can be done for developing sustainable integrated tourism in Sedati District are:

#### SO Strategies

- Integrating the potential of 8 villages into mutually supportive tourism activities.
- Elaborating coastal tourism with art and cultural tourism, as well as historical tourism.
- Developing the potential of each village by involving the village community.
- Promoting the arts and culture of Banjar Kemuning, Reog Cemandi, and Nyadran dances as part of tourism activities.
- 5. Promoting unique and interesting tourist destinations and events through the internet.
- Establishing cooperation with the Navy or the private sectors in managing tourism villages.

#### ST Strategies

- Educating and preparing village communities as tourism actors,

- Educating the village community and tourists in maintaining cleanliness and environmental sustainability.
- Synergizing inter-village policies at the sub-district level related to tourism villages.
- Integrating land conversion following the regional spatial development plan (RTRW).

#### WO Strategies

- Creating a design concept for the arrangement of tourism village destination areas that integrates one tourist village with other.
- Improving the visual quality of tourist attractions by prioritizing visual beauty according to the characteristics of Sedati District, which can be studied architecturally.
- Utilizing the Sedati Subdistrict website and other social media as a promotional and informational event in introducing coastal tourism objects, arts and culture tourism, and historical tourism. At the same time, strengthens the branding of Sedati District.

#### WT Strategies

- Forming *Pokdarwis* together with the village community in developing tourism villages.
- Increasing the role of village governments and communities in managing tourism destinations.
- Cooperating with the Navy and the private sectors in improving the quality of integrated tourism supporting facilities and infrastructures.

#### CONCLUSION

Sedati District has potential that can be developed as an integrated tourism destination, including coastal tourism, arts and culture tourism, and historical tourism. The strategies in developing a sustainable integrated tourism area in Sedati District, namely: integrating and collaborating coastal tourism, art, and cultural tourism, and historical tourism; creating an integrated regional arrangement design concept; creating design concepts in improving the visual quality of tourism destinations which are following the characteristics of Sedati District; integrating land conversion following the regional spatial planning development plan (RTRW); educating and preparing the community and village officials as tourism actors; synergizing inter-village policies at the sub-district level; establishing cooperation with the Indonesian Navy, and the private sectors; promoting and strengthening branding through internet media; forming a *Pokdarwis* team in accelerating the realization of sustainable integrated tourism.

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