SUSTAINABLE LIVELIHOOD PELAKU USAHA MASYARAKAT PESISIR DALAM PERKEMBANGAN KAWASAN PANTAI TIMANG,
KABUPATEN GUNUNGKIDUL, DAERAH ISTIMEWA YOGYAKARTA SKRIPSI DISUSUN OLEH: AYU FATMA JULITA
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ABSTRACT

This study examines the livelihood dynamics of local entrepreneurs at Timang Beach, Gunungkidul Regency, Special Region of Yogyakarta, as the area transitioned from a lobster fishing site into an adventure tourism destination featuring a traditional gondola and a suspension bridge. This shift created new employment and business opportunities for local residents, including roles as gondola operators, tour jeep drivers, ticket booth attendants, culinary entrepreneurs, and other support staff. The research aims to understand the livelihood diversification and adaptation strategies employed by these entrepreneurs, the underlying reasons for their involvement in the tourism sector, and how these livelihood dynamics evolved alongside the area's tourism development. Conducted over one month from mid-February to mid-March the study employed a qualitative method with an ethnographic approach. Data were gathered through participant observation, in-depth interviews, and document analysis involving ten local entrepreneurs; these informants were purposively selected to represent the diversity of businesses emerging in the area (gondola, jeep, culinary, and ticket sales). All informants were residents of the local hamlet, reflecting the reality that business access at Timang Beach is effectively restricted to locals and managed communally including rate agreements and work-zone allocations coordinated by key community figures despite the fact that formal land ownership remains with the government. This localized context distinguishes the livelihood dynamics at Timang Beach from other previously studied coastal tourism cases. The analysis utilizes the Sustainable Livelihoods Framework (Scoones, 1998) to understand how natural, human, social, physical, and financial capitals are leveraged to shape community livelihood strategies.

The findings indicate that the community has not completely abandoned traditional occupations such as fishing and farming; instead, they combine these with tourism-sector work as a form of livelihood diversification. Involvement in tourism enterprises is supported by the interconnected use of the five livelihood capitals, leading to increased income, job creation, and the accumulation of household assets. However, these benefits are unevenly distributed and tend to be concentrated among specific business operators possessing greater access and capital, rather than reaching the coastal community as a whole. These findings confirm that tourism development at Timang Beach has not replaced the coastal community's traditional livelihoods; instead, it has fostered an adaptive and sustainable pattern of livelihood diversification, albeit one where the distribution of benefits remains limited to a small segment of the local population with access to social networks and the tourism area itself.

Keywords: livelihood dynamics, coastal community, Timang Beach, tourism, sustainable livelihood, livelihood diversification.