

DAMPAK PENGEMBANGAN WISATA BAHARI LAMONGAN TERHADAP PERUBAHAN LINGKUNGAN SOSIAL MASYARAKAT DESA PACIRAN, LAMONGAN

INTISARI

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Tujuan dari penelitian ini adalah mengkaji kondisi sosial (termasuk ekonomi dan budaya) masyarakat dan mengkaji tingkat kerusakan lingkungan akibat adanya pengembangan WBL serta merumuskan strategi pengelolaan lingkungan Sosial WBL. Lokasi penelitian dilakukan di Desa Paciran, Kecamatan Paciran Kabupaten Lamongan pada bulan November 2014. Pengumpulan data dilakukan dengan metode survey dengan kuisioner, wawancara, dan obeservasi. Responden yang diambil adalah 100 orang dengan syarat penduduk Desa Paciran yang bekerja di WBL sebagai pegawai, pedagang, tenaga *part time* dan *supplier*. Penentuan sampel responden dilakukan dengan menggunakan teknik Random Sampling. Teknis analisis yang digunakan adalah dengan analisis deskriptif kuantitatif dan kualitatif, analisis spasial, dan analisis strategi pengelolaan lingkungan.

Hasil penelitian menunjukkan bahwa pengembangan WBL memberikan pengaruh yang pesat terhadap kondisi sosial masyarakat dalam hal perilaku dan gaya hidup, budaya bahasa, dan keadaan lingkungan sosial. Di bidang ekonomi, pengembangan WBL memberikan pengaruh besar terhadap perubahan jam kerja dan tingkat kesejahteraan. Begitupun pengaruh pada bidang sosial budaya yang dapat dilihat dari makanan, minuman, dan barang yang dijual di WBL, serta tradisi “kupatan” yang tetap dijalankan di dalam area WBL. Pengaruh yang ditimbulkan pada lingkungan biogeofisik adalah perubahan fungsi lahan dari sawah dan ladang menjadi area WBL, dibuatnya taman dan dipeliharanya beberapa jenis hewan yang menambah unsur kelestarian lingkungan. Selain pengaruh positif yang telah disebutkan, terdapat juga pengaruh negatif akibat adanya pengembangan WBL yaitu permasalahan sampah, kemacetan, kebisingan, abrasi, dan sedimentasi. Hal tersebut dapat diatasi dengan mengadakan kerjasama antara pihak WBL, pemerintah setempat, dinas terkait dan masyarakat yang terlibat.

Kata Kunci: pengembangan wisata, dampak sosial ekonomi budaya masyarakat, dampak lingkungan biofisik.

THE IMPACT OF LAMONGAN MARINE TOURISM DEVELOPMENT TOWARD SOSIAL ENVIRONMENT CHANGING IN PACIRAN, LAMONGAN

ABSTRACT

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The objectives of this research are to examine the social conditions (including economic and cultural) of communities, to assess the level of environmental damage due to the development of WBL, and to formulate management strategies social environment in WBL. This research was conducted in Paciran Village of Paciran Sub district, Lamongan in November 2014. Data collection was performed by using survey method by distributing questionnaires, doing interview, and observation. The respondents taken were 100 people on the condition of the villagers who worked in the WBL as clerks, merchants, part-time worker and suppliers. Determination of respondent sample was performed by using Random Sampling Technique. Then, the primary data was analyzed by descriptive quantitative and qualitative analysis, spatial analysis, and analysis of environmental management strategies.

The result of the research shows that Lamongan Marine Tourism development gave rapid impact for social conditions of the community in terms of behavior and lifestyle, language culture, social, and environmental circumstances. In the economic field, the development of Lamongan Marine Tourism provided a major influence on changing the working hours and the level of well-being. As well as the influence of the socio-cultural field which can be seen from food, beverages and goods which is sold in the Lamongan Marine Tourism and tradition "Kupatan" which still run in the area of Lamongan Marine Tourism. The effect on the biophysical environment was the land use, it was changed from fields into Lamongan Marine Tourism areas, made park and maintenance of some of animals which adds an element of environmental sustainability. In the other hand, there are also negative effects due to the development of Lamongan Marine Tourism, such as the trash and waste problem, congestion, noise, abration and sedimentation. That problem could be resolved by organizing cooperation between the Lamongan Marine Tourism, local governments, related agencies and communities involved.

Keywords: tourism development, sosio-economi-cultural impact, biophysical environment impact.