

***Blue Economy and Sustainable Marine Tourism:
An Islamic Economic Perspective on Tiga Pier Beach, Pamekasan***

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Abstract

Tiga Pier Beach in Pamekasan Regency has emerged as a marine tourism destination contributing to local socio-economic development. Prior to tourism initiatives, the area lacked adequate waste management; however, the introduction of daily cleaning services has reduced environmental degradation. This study explores the application of *blue economy* principles creativity, innovation, local resource utilization, and zero-waste practices in fostering sustainable marine tourism, analyzed through an Islamic economic lens. Using a descriptive qualitative method, data were obtained from *Badan Usaha Milik Desa* (BUMDes) and Civil Service officials in Branta Village. Findings reveal that blue economy implementation is reflected in four key practices: (1) natural efficiency through low CO₂ emissions and resource conservation, (2) zero-waste management, (3) community empowerment to enhance social awareness, and (4) income diversification for coastal residents. These strategies have improved both economic benefits and the quality of tourist destinations. The study concludes that integrating blue economy principles with Islamic economic values can strengthen sustainability outcomes, providing a viable model for marine tourism development in Muslim-majority coastal regions.

Keywords: *Blue Economy, Marine Tourism, Islamic Economics, Sustainable Development*

Abstrak

Pantai Tiga Dermaga di Kabupaten Pamekasan berkembang sebagai destinasi wisata bahari yang berkontribusi pada peningkatan sosial-ekonomi masyarakat pesisir. Sebelum adanya pengelolaan wisata, kawasan ini tidak memiliki sistem pengelolaan sampah yang memadai; namun, kehadiran petugas kebersihan harian telah menurunkan tingkat pencemaran. Penelitian ini mengkaji penerapan prinsip *blue economy* kreativitas, inovasi, pemanfaatan sumber daya lokal, dan pengelolaan tanpa limbah dalam pengembangan pariwisata bahari berkelanjutan, ditinjau dari perspektif ekonomi Islam. Metode yang digunakan adalah kualitatif deskriptif dengan informan dari Badan Usaha Milik Desa (BUMDes) dan aparat pemerintah di Desa Branta. Hasil penelitian menunjukkan penerapan *blue economy* dalam empat aspek utama: (1) efisiensi alam melalui pengurangan emisi CO₂ dan penghematan sumber daya, (2) manajemen tanpa limbah (*zero-waste*), (3) pemberdayaan masyarakat untuk meningkatkan kesadaran sosial, dan (4) diversifikasi pendapatan bagi warga pesisir. Penerapan strategi ini telah meningkatkan manfaat ekonomi dan kualitas destinasi wisata. Integrasi prinsip *blue economy* dengan nilai-nilai ekonomi Islam terbukti memperkuat keberlanjutan, sehingga dapat menjadi model pengembangan pariwisata bahari di wilayah pesisir mayoritas Muslim.

Kata kunci: *Blue Economy, Pariwisata Bahari, Ekonomi Islam, Pembangunan Berkelanjutan*

A. Intraduction

Tiga Dermaga Beach is one of the new beach tourist attractions in the coastal areas of this region and the city of Pamekasan on Madura Island. This beach is characterized by beautiful views on the three pier tour. Therefore, Tiga Dermaga Beach is suitable for educational tourism, family tourism, children's tourism and nature tourism. The development of Tiga Pier Beach will open up many opportunities, including opportunities to improve environmental quality while improving the economic life of the local community. One problem that needs to be addressed is the lack of cleaning staff. Currently, cleaning staff are only placed at tourist locations once a day. The development of Tiga Pier Beach should take advantage of its advantages, namely the beautiful natural scenery between the two piers (harbours) so that it becomes an attractive beach that anglers will never get bored of. Tiga Dermaga Beach also has tourist facilities for families, including a children's playground, but it still needs further development. Apart from that, visitors can also buy fresh fish and typical coastal culinary delights, especially during the day, near TPI or tourist locations ¹.

From an Islamic perspective, the use of chemicals in the seafood trade is prohibited. Therefore, no chemicals or prohibited substances are used on the beaches of these three piers. Islam teaches responsibility towards the environment and natural resources. Therefore, the application of the blue economy in tourism development will utilize the culture and lifestyle that are the characteristics of Tiga Pier Beach tourism to control tourist activities and as part of the tourist attraction to attract tourists. In the era of globalization and increasing climate change, managing natural resources, especially marine resources, is becoming an increasingly complex challenge. As a source of life and the engine of our economy, the sea has great potential to improve people's welfare, especially coastal communities. However, overexploitation and unsustainable management practices cause damage to marine ecosystems, reduced biodiversity, and negative impacts on the livelihoods of local communities who depend on these resources ².

The blue economy is a model of economic development approach that no longer relies on excessive exploitation of natural resources and the environment. The blue economy as a new concept in marine and fisheries development is based on balanced economic development between optimal environmental management and utilization of marine and fisheries resources ³. The blue

¹ Lutfiana Ayu Pradita, Program Studi Akuntansi, And Fakultas Ekonomi, "Pengaruh Attitude , Subjective Norms , Perceived Behavioral Control , Perceived Usefulness , Perceived Ease Of Use , Dan Subsidy Terhadap Minat Penggunaan Financial Technology Pada E-Commerce" 10, no. 1 (2021): 9–23.

² Muhammad Rafly et al., "Analisis Pengaruh Globalisasi Dan Perubahan Iklim Terhadap Perekonomian Indonesia Yang Berkelanjutan Analysis of the Effects of Globalization and Climate Change on a Sustainable Indonesian Economy" 16, no. 01 (2023): 25–32.

³ Erik Aprilian et al., "Konsep Blue Economy Dalam Pengembangan Wilayah Pesisir Dan Wisata Bahari Di Indonesia" 7, no. 2 (2023): 1950–59.

economy includes various strategies such as ecotourism, environmentally friendly mariculture, public awareness campaigns, and the use of innovative technology ⁴. According to research at Three Pier Beach, the blue economy emphasizes the efficient and sustainable use of marine or coastal resources with the aim of creating balanced economic growth between resource use and environmental protection. The focus is not only on increasing value creation from the marine sector, but also on reducing waste, reducing unemployment and pollution in Madura's most populous villages, and strengthening local communities.

The blue economy is a concept of sustainable use of marine resources that prioritizes long-term environmental sustainability to achieve economic growth and improved livelihoods. Günther Pauli is the founder and activist of the Zero Emissions Research Initiative (ZERI). The concept of the blue economy was first introduced in his book, *Blue Economy, based on 10 Years, 100 Innovations and 100 Million Jobs*. The Blue Economy concept refers to the efficient use of natural resources without harming the environment. According to the National Marine Environmental Monitoring Center in Dalian, China, the blue economy is driving the marine economy. The Blue Economy has several principles. that is:

- a. Natural efficiency is the underlying principle of the Blue Economy which is ecologically oriented, working efficiently and in harmony with what nature provides, enriching it and not reducing it.
- b. Zero Waste is the principle of achieving a high level of efficiency by distributing energy efficiently and evenly and without producing waste ⁵.

The concept of marine tourism and the blue economy at Tiga Dermaga Beach is closely related to the sustainable management and development of natural resource potential in coastal areas. Therefore, marine tourism aims not only to enable visitors to enjoy the natural beauty of the sea, but also to encourage the preservation of coastal ecosystems and help maintain their sustainability. Maritime tourism here does not only focus on recreational aspects, but also contributes to the economic development of the surrounding area by providing employment opportunities and increasing income. Meanwhile, the blue economy concept is applied to ensure sustainable and environmentally friendly tourism development. Tourism development is the process of developing tourist areas in the form of developing tourist destinations, tourist attractions, rehabilitation of tourist facilities and infrastructure ⁶.

⁴ Maria Griselda D P, "Konservasi Blue Economy Untuk Meningkatkan Kesejahteraan Masyarakat Daerah Istimewa Yogyakarta," *Prosiding SENAPAS* 2, no. 1 (2024): 99–103.

⁵ Erni Mulyanie et al., "SAMUDRA AKUATIKA Implementasi Konsep Blue Economy Di Indonesia Sebagai Upaya" 7, no. 2 (2023): 79–87, <https://doi.org/10.33059/jisa.v7i2.9116>.

⁶ Endah Dwi Lestari et al., "Peran Pemerintah Terhadap Pengembangan Sektor Pariwisata Di Kabupaten Biak Numfor" 3, no. 1 (2023): 21–35.

Coastal and marine tourism are different forms of tourism, but are closely related because of the elements of water and sea. Marine tourism is actually a completely related form of tourism that relies on the sea and the marine environment. Supporting facilities and infrastructure are generally located on land.⁷ The blue economy sector is still underdeveloped and needs to be improved through the possibility of further knowledge incentives. A certain level of production is required to employ women entering the labor market⁸. The development of halal tourism is widespread in various regions in Indonesia, but not all halal tourism development goes according to plan, and there are also obstacles and challenges that often occur in the development process.⁹ The global phenomenon of halal tourism is becoming increasingly important due to the growth of the Muslim population worldwide and changes in consumer preferences towards more holistic and religious tourism experiences¹⁰. Economic theory focuses on the emergence of new tourist destinations and markets with the aim of facilitating migration to distant tourist destinations.¹¹

The integration of tourism and the local Fish Auction Place (TPI) in coastal areas has fostered the creation of new markets, increased visitor numbers, and strengthened the destination's image. The *blue economy* serves as a strategic framework for the sustainable management of coastal and marine areas, aiming to minimize environmental impacts while addressing the growing demand for marine resources. In archipelagic nations such as Indonesia, the optimal utilization of marine potential must be pursued without compromising ecosystem integrity. The *blue economy* emphasizes the sustainable exploitation of marine resources to promote inclusive economic growth and enhance the welfare of local communities, encompassing sectors such as fisheries, tourism, and maritime transportation.

This study has two primary objectives: (1) to analyze the contribution of *blue economy* principles to the development of sustainable tourism, and (2) to examine the environmental and natural resource impacts of *blue economy* implementation at Tiga Dermaga Beach. The interconnection between tourism and the *blue economy* in the Branta coastal region illustrates that tourism development not only generates significant economic benefits but also necessitates infrastructure enhancement, community empowerment, and the strengthening of socio-economic institutions as integral components of the marine tourism industry.

⁷ Aprilian et al., "Konsep Blue Economy Dalam Pengembangan Wilayah Pesisir Dan Wisata Bahari Di Indonesia."

⁸ Oksana & Antonio, "Razladova and Nyoko/ JOURNAL OF MANAGEMENT Small and Medium Enterprises (SME's), Vol 15, No. 1, March 2022, P89-105," *Razladova and Nyoko/ JOURNAL OF MANAGEMENT Small and Medium Enterprises (SME's)* 15, no. 1 (2022): 89–105.

⁹ dkk Dhani Akbar, "Strategi Pengembangan Blue Economy Wilayah Perbatasan Indonesia: Tata Kelola Ekonomi Maritim Pesisir Kepulauan Riau," *NeoRespublica : Jurnal Ilmu Pemerintahan* 4, no. 1 (2022): 166–77.

¹⁰ Dede Al M, "Strategi Pengembangan Pariwisata Halal Sebagai Syariah," *Ab-Joiec : Al-Bahjah Journal Of Islamic Economics* 1, no. 1 (2023): 26–43, <https://doi.org/10.61553/abjoiec.v1i1.22>.

¹¹ Dhani Akbar, "Strategi Pengembangan Blue Economy Wilayah Perbatasan Indonesia: Tata Kelola Ekonomi Maritim Pesisir Kepulauan Riau."

B. Research Method

This research uses a descriptive qualitative approach. A descriptive qualitative approach is a research method that aims to describe and understand phenomena, situations or behavior in real life contexts in depth and detail. The location of this research is the three-pier beach tourism in Branta coastal Pamekasan district. aims to get an in-depth picture of blue economy analysis in tourism development from an Islamic economic perspective. Data collection in this research uses in-depth semi-structured interview techniques to obtain in-depth information which will make it possible to explore a deeper understanding of the blue economy, tourism and Islamic perspectives. Meanwhile, semi-structured observation techniques are data that combine direct observation with previously designed guidelines but remain flexible, so that research can capture additional data that appears in the field.

Primary data were collected from two key informants; Nur Holis, M.Pd and Syafiudin who are foundational to the development of tourism at Tiga Dermaga Beach. Secondary data were obtained through document analysis, including peer-reviewed articles, journals, and books relevant to the study. This research employed a descriptive qualitative approach, using interviews and observation for data collection. Data analysis followed the classic sequence of reduction, presentation, and conclusion drawing, as outlined in qualitative research methodologies. During data reduction, the study emphasized the concept of halal tourism guided by the three pillars of Islamic economics ownership, management, and distribution of assets demonstrating how integrating sharia principles in tourism enhances economic performance while aligning with environmental sustainability. The presentation phase organized findings into coherent formats conducive to interpretation, while conclusions highlighted that blue economy-based tourism, when rooted in Islamic economic values, effectively improves local welfare, promotes job creation, and ensures environmental preservation despite infrastructural and managerial challenges.

C. Discussion

1. The Blue Economy: Principles, Practices, and Islamic Perspectives for Sustainable Coastal Tourism

The blue economy refers to economic activities related to oceans, sea or coastal areas that are developed with the aim of increasing economic growth and development, increasing employment opportunities, and improving the environment while preserving ecosystems.¹² The blue economy involves increasing economic activity and commercial, impacting the need to integrate conservation and sustainability into the management of marine domains, including marine ecology and the environment. From a practitioner's perspective, the blue

¹² Diana Puspitasari et al., "Strategi Peningkatan Ketahanan Ekonomi Untuk Perikanan Berkelanjutan Berbasis Konsep Blue Economy," *Value : Jurnal Manajemen Dan Akuntansi* 18, no. 2 (1979): 215–25.

economy combines established traditional marine industries such as fishing, shipping, and tourism with new and promising marine industries such as aquaculture, seabed mining, marine biotechnology, marine renewable energy, and bio prospecting. This connects the two activities.¹³

Blue economic development relies on four pillars, namely integration, land and maritime development. Clean, inclusive and sustainable development. Creating value and increasing product competitiveness through innovation. and advancing a fair, just and dignified society.¹⁴ This concept was first introduced by Guntur Pauli in 1994 and then popularized by the United Nations. This theory integrates economic principles and marine environmental protection, prioritizes technological innovation, and pays attention to community welfare. As well as promoting recognition of the value of natural resources and emphasizing the importance of marine resources as economic assets that need to be protected and managed wisely. Through this approach, the blue economy concept aims to create a balance between economic growth, environmental sustainability and increasing social welfare in the future.

Implementation of the blue economy can increase tourism potential in coastal areas by strengthening tourist spots & utilizing other resources in a sustainable manner. Sustainable tourism in the future will be even higher & has the potential to put pressure on the environment.¹⁵ The development of the blue economy encourages a global shift toward optimal, sustainable, and wise management of natural resources. Its core principles include: i. Nature-Based Learning; utilizing nature's provisions efficiently without depleting resources, and ideally enriching them; ii. Ecosystem Logic; modeling natural systems where outputs from one process serve as inputs for another, exemplifying circular and waste-free flows of energy and nutrients; iii. Biomimicry of 100 Innovations; inspired by 100 simple yet impactful discoveries drawn from nature's efficiency, showing how ecosystems meet all needs without producing waste or emissions.

The blue economy from an Islamic perspective aligns with the principle of *Nature's Efficiency*, reflecting humanity's role as stewards (caliphs) of the earth tasked with preserving the environment. This encourages community participation in conservation efforts, leading to both ecological and economic benefits. The *Zero Waste* principle also resonates with Islamic

¹³ Dhani Akbar, "Strategi Pengembangan Blue Economy Wilayah Perbatasan Indonesia : Tata Kelola Ekonomi Maritim Pesisir Kepulauan Riau."

¹⁴ A Triska D, dkk. "Implementasi ' Blue Economy ' Dalam Meningkatkan Pendapatan Nelayan Di Kelurahan Bajoe Ditinjau Dari Perspektif Ekonomi Syariah," *Bertuah : Journal of Shariah and Islamic Economics*, 2023, 127–39.

¹⁵ dkk I Kadek Dony W, "The Development of Potential Blue Economy Activities in The Marine Protected Area : A Literature Review," *Technium Sustainability* 5 (2024): 90–95.

teachings that discourage excess and emphasize cleanliness as part of worship. At Tiga Dermaga Beach, applying zero waste not only supports environmental preservation but also enhances the destination's image as a responsible tourist site. Research shows that the blue economy is implemented through local empowerment, eco-friendly technologies, and labor absorption. This approach increases economic value, fosters new business opportunities, and generates employment, making sustainability and economic growth mutually reinforcing.

2. Marine Tourism: Economic Potential, Sustainability, and Blue Economy Integration

Maritime tourism has demonstrated its ability to recover and survive in various sectors of the global economy.¹⁶ Marine tourism is the focus of this research as a sector that has great potential for the development of the marine economy. By utilizing natural beauty and marine biodiversity, marine tourism can bring significant economic benefits to coastal communities.¹⁷ Marine tourism is a major sector of the Indonesian economy. According to the report, in 2016 the tourism sector grew by 8.4% and its contribution increased by 91.6%. The tourism industry also generates foreign exchange of IDR 184 trillion and absorbs 6.2% of the workforce (Ministry of Tourism of the Republic of Indonesia, 2017).¹⁸ However, to achieve sustainability, it is important to incorporate blue economy principles into the management of marine tourism destinations. This includes efforts to protect the environment and improve community welfare through the creation of jobs and business opportunities.

The Three Pier Beach Tourism concept is based on the natural landscape, natural characteristics, ecosystems, distinctive artistic and cultural characteristics, and community characteristics as the fundamental strength of each region. The development of a marine tourism area at a seaside location with three piers, apart from having the potential to increase regional income, is a form of tourism area management which aims to provide benefits for efforts to protect and conserve marine resources.¹⁹ Through the principles of the blue economy, capacity building, innovation and creativity are realized so as to create balanced economic growth between resource utilization and environmental protection. Our focus is not only on increasing value creation in the marine sector, but also on reducing waste and pollution and strengthening local communities. From the definition above, conclusions can be

¹⁶ Rosa María et al., "Challenges of the Blue Economy: Evidence and Research Trends," *Environmental Sciences Europe*, 2021, 1–17, <https://doi.org/10.1186/s12302-021-00502-1>.

¹⁷ Mursal Fajar H, "Blue Economy Daerah Pesisir Berbasis Kelautan Dan Perikanan Mursal," *Economics Development Analysis Journal* 2, no. 2 (2013).

¹⁸ dkk Gina Sonya A, "Pengembangan Kegiatan Ekonomi Berbasis Blue Economy Di Kawasan Pesisir Kek Mandalika," 2010, 1–10.

¹⁹ A. Rahman et al., "STRATEGI PENGEMBANGAN POTENSI PARAWISATA BAHARI KABUPATEN ESAWARAN (STUDI PADA PANTAI KETAPANG DALAM CUKUPAN ESAWARAN)," *Administrativa Jurnal Birokrasi, Kebijakan Dan Pelayanan Publik* 3 (2021).

drawn about marine tourism, namely short-term or temporary interactions with local culture.²⁰

Ultimately, the integration of marine tourism with blue economy principles provides a viable framework for achieving balanced economic growth, environmental preservation, and social inclusivity. The experience of Three Pier Beach demonstrates how the strategic use of natural landscapes, cultural heritage, and local ecosystems can enhance regional prosperity while maintaining ecological integrity. Such an approach not only minimizes environmental impact but also strengthens community resilience, ensuring that coastal development remains both sustainable and adaptive to future challenges.

3. Islamic Economic Perspective in Sustainable Marine Tourism Development

In Islam, economic growth is the sustainable development of production factors that can provide prosperity for humanity²¹. Islamic economics is creating employment opportunities to meet economic needs & helping other people in need²². Islamic economics, especially in the context of natural tourism, is a crucial sector that intertwines the principles of trust with economic development.²³ Economically, the development of tourism in a region has brought significant changes in the level of income of residents and employment & business opportunities²⁴. Islamic economics, especially in the coastal Branta village in Pamekasan, adheres firmly to Islamic values, which is why Islamic economics is highly expected in times of tourism development in this area. With the newly developed Islamic economic tourism, there will be opportunities for coastal residents to develop unemployment rate.

The Qur'an says that humans were originally created primarily to be caliphs in the world, whose task was to protect the environment according to natural damage. In accordance with the words of Allah SWT in Surah Al-Baqarah verse 30, which means: "Remember that your Lord said to the angels, "Indeed, I will appoint a caliph on earth." They answered with the question, "Why do you want to make (caliph) on earth someone who will destroy it and pile it up? Blood, even though we always glorify you by praising & sanctifying you? Allah says: "Indeed, I know what you do not know." (QS.Al-Baqarah [2]:30)

Based on the verse above, humans were created to preserve & maximize the use of biological diversity on the earth, both on land and in the sea. Allah also gave instructions to

²⁰ Ridho Erianto, Indra Mualim Hasibuan, and Maryam Batubara, "Blue Economy Perspektif Maqashid Syariah," *Jurnal Ekonomi Syariah Pelita Bangsa* 09, no. 01 (2024): 1–18, <https://doi.org/10.37366/jespb.v9i01.1143>.

²¹ Imazzuman S & Sunaryati, "The Influence of Foreign Direct Investment (FDI), International Tourism and Export Value on Economic Growth in Member Countries of the Organization of Islamic Cooperation (OIC) During 2010-2020 Imazzuman Siddiqi," *Bulletin of Islamic Economics* 2, no. 2 (2023): 94–104.

²² . Rokiyah et al, "Analysis Of The Role Of UMKM To Improve The Prosperity," *International Journal of Economic Research and Financial Accounting (IJERFA)* 2, no. 4 (2024): 1055–62.

²³ Akmal Ihsan, dkk. "Money In Islam: Economic And Social," *JURNAL AL-TSARWAH* 6, no. 1 (2023): 16–32.

²⁴ Lidya Anggraeni, "The Impact Of Lake Sipin Tourism Development On The Community Economy In Perspective Islamic Economics Ekonomi Masyarakat Dalam Perspektif," *JESKaPe: Journal of Islamic Economics, Accounting and Banking* 6 (n.d.): 136–49.

mankind to always be prosperous on the face of the earth, both on land and in water, through the verses of Al- Qur'an. One of the QS. Huud verse 61 which states the meaning: "And we sent their pious brothers to the Thamud people." *"O my people, worship Allah, there is no god but Him," exclaimed Saleh. It is He who created you from the ground & bestowed upon you wealth. Therefore, confess your sins to Him & ask Him for forgiveness. Yes, my Lord hears (the cry of His servants) & very near (His mercy).* (QS.Huud [11]:61).

The verse above emphasizes that local communities need to essentially enrich their lives through expanding economic activities such as tourism. The concept of the Blue Economy is to keep the environment clean and sustainable so that natural resources can continue to be developed smoothly and the use of coasts and seas can be managed. The use of natural resources is explained based on verse 267 of Surah Al-Baqarah of the Koran, which means: Have faith in Allah's way. And if you don't want to scrimp and save, then don't choose what you don't need, then waste it. Know that Allah is Most Gracious, Most Praiseworthy (QS.Al-Baqarah 226-7). This verse shows how beneficial it is if the earth's natural resources are utilized as fully as possible. The development of the blue economy at Tiga Dermaga Beach is focused on implementing sustainable management principles to protect the environment and improve community welfare. Implementation will include creating jobs, reducing waste and pollution, as well as developing facilities to support tourist access. The analysis shows cooperation between government and society. By exploiting the potential of our marine resources responsibly, the Blue Economy can encourage balanced and sustainable local economic growth.

Development of Pier Three Beach as a new marine tourism destination in Branta Pesisir Village, Tlanakan District, Pamekasan Regency. This beach has great potential to attract tourists because of its beautiful views and three piers. The introduction of the blue economy concept into tourism management is expected to improve the welfare of local communities and protect the environment. Tiga Delmaga Beach has a strong appeal as an educational, family and nature tourism destination, so that it can increase interaction between tourists and the local community. Before tourism was developed, this beach had cleanliness problems due to a lack of cleaning staff. However, as tourism develops, beach cleanliness is getting better because there are officers who are responsible for cleaning the beaches. The blue economy concept is applied to foster innovation and creativity in the use of natural resources. This includes resource efficiency practices, zero-waste activities, and strengthening local communities. Improving beach infrastructure and accessibility is critical to attracting more tourists and supporting local economic growth. Community participation in tourism

development, including the management and maintenance of tourism facilities, is very important.

Community empowerment through social awareness and empowerment of local communities can be involved in tourism management by creating new jobs and increasing community income, because they can participate in various economic activities related to tourism. The application of the blue economy concept at Tiga Dermaga Beach has had a significant positive impact on the surrounding environment and natural resources. One of the positive impacts that can be seen is the reduction of rubbish in the beach area. Previously it was a problem because there were no cleaning staff. With the existence of organized tourism activities, cleaning staff are brought in to keep the beach clean, thereby reducing the amount of rubbish that pollutes the surrounding environment.

In research on three pier beach tourism, according to comparison with previous research, it can be seen from the focus and methods used in previous studies focusing on general aspects such as tourism potential, number of visitors and broad economic analysis. The similarities lie in the basic focus regarding evaluating the potential and attractiveness of beach tourism, but the difference lies in the concept of the blue economy in the context of marine tourism at Tiga Dermaga Beach, as well as how this can increase social awareness and empower local communities in developing educational tourism and family tourism. perhaps it has not been widely discussed in previous research. Thus, this comparison shows that although there are similarities in tourism development objectives, the approach and implementation taken in this research provides a significant new contribution to the existing literature.

This research identifies three contextual dimensions in the development of marine tourism at Tiga Dermaga Beach. First, the social context emphasizes not only economic gains but also community empowerment, allowing residents of Branta Pesisir Village to diversify income sources in line with blue economy principles of efficiency and sustainability. Second, the historical context highlights Indonesia's longstanding reliance on natural resources, reinforcing the need for environmentally responsible exploitation to ensure resource sustainability for future generations. Third, the ideological context integrates the blue economy with Islamic values, promoting ethical and sustainable use of nature, which aligns with waste reduction and innovation principles.

The functional reflection reveals that tourism development at Tiga Dermaga Beach has improved local livelihoods by creating new jobs in tourism and fisheries. Previously, inadequate waste management hampered the area, but with the blue economy's focus on

community involvement and environmental stewardship, these challenges have begun to be addressed. The implication of this study underscores that policy shifts enabling local tourism management have opened up sustainable economic opportunities. The blue economy framework demonstrates that responsible tourism development not only benefits the environment but also enhances the economic welfare of coastal communities.

4. Blue Economy Integration for Sustainable Coastal Tourism Development at Tiga Dermaga Beach

The integration of blue economy principles into tourism at Tiga Dermaga Beach offers significant potential for sustainable development. According to BUMDes, with the right strategy, marine resources can be utilized sustainably to boost economic income while preserving the environment. The success of this model depends on the shared commitment of local communities and tourism stakeholders. A key component is an equitable revenue-sharing system derived from tourism activities such as ecotourism, small vehicle rentals, and local product sales. This system ensures fair distribution of profits among communities, investors, and local governments, fostering community participation, improving livelihoods, and strengthening local ownership of coastal resources. As a result, communities are more motivated to conserve marine ecosystems and manage waste effectively actions that not only protect the environment but also enhance the destination's appeal to tourists.

The application of the blue economy concept at Tiga Dermaga Beach integrates social justice with environmental sustainability, ensuring proportional benefits for all stakeholders while minimizing conflicts of interest. Revenue from tourism is reinvested into infrastructure and sustainable area management, enhancing long-term efficiency. Environmentally friendly infrastructure development considers coastal ecosystem preservation such as mangroves and coral reefs vital for marine biodiversity. Efforts also include integrated waste management and the use of renewable energy, which collectively help reduce pollution and maintain environmental quality. Despite its benefits, blue economy implementation poses challenges, particularly the need for community adaptation through education and training, as well as substantial investment in green technologies and infrastructure. If these challenges are met, it can yield long-term economic gains and preserve the natural beauty of the region, affirming the blue economy as a strategic approach to harmonize development with environmental conservation.

Branta Pesisir Village, located in Tlanakan District, Pamekasan Regency, Madura, has high tourism potential through Tiga Dermaga Beach, inaugurated on April 8, 2024, and currently 30% developed. Known for its scenic view and iconic piers, this destination was

initiated as a green open space in a densely populated village (7000 residents in <800 m²) with limited recreational areas. The BUMDes leadership initiated its development to offer both ecological and social benefits. Infrastructure improvements—such as road access, parking, toilets, prayer facilities, and information centers—are ongoing to enhance visitor safety and comfort while supporting sustainable tourism.

This, the government has adopted new methods that are expected to stimulate economic growth in rural areas. One step that can be taken is to increase village economic activity through entrepreneurship, which is facilitated by Village-Owned Enterprises (BUMDes). The existence of BUMDes was developed both by the government and the local community. If BUMDes management is carried out well, villages will become more independent, able to overcome the problem of poverty, and improve the welfare of their residents. In an interview with Mr. Nurholis, Chairman of BUMDes Branta Pesisir, he said, "This place is the only asset that we can manage for everyone, whether from Branta or from outside. Unfortunately, the condition of this place is very poorly maintained, shabby and dirty, and no one has looked after it for decades. We have worked hard for two months to clean up this site, and just for the daily waste incineration costs we spent 2 million. This work was carried out by three people with the support of village officials and local children, before this place became a tourist attraction. Most of the others just watched, watched, and doubted our efforts. "Therefore, BUMDes is determined to provide better access to the community and visitors by providing proper facilities, so that their visit to Tiga Dermaga Beach becomes more comfortable.

The explanation from the Chairman of BUMDes Branta Pesisir clearly shows that they are trying to develop tourism potential at Tiga Dermaga Beach. This aims to increase people's income, improve the quality of life of residents, create more job opportunities amidst high unemployment rates, and increase awareness of the importance of the environment and preserving nature and local culture. At Tiga Dermaga Beach, various facilities are available, including several gazebos and stalls serving regional specialties and drinks. Apart from that, various communities have been formed in this tourist area, such as the CB Community, Student Community and UKM Community from the campus environment. The development plan for Tiga Pier Beach tourism includes educational tourism, family tourism (green open space), children's tourism and nature tourism.

a. Attractiveness

Tourism Attraction Tourist attractions are natural elements that exist in a location to attract visitors. The presence of this attraction is very important, because

without superior features, tourism development in an area will face various challenges. The aim of measuring tourist attraction is to identify and evaluate the potential that can be developed and managed by each destination.²⁵ In Branta Pesisir village, the most striking natural tourist attraction is the unspoiled beauty of the beach, which provides comfort and satisfaction for every visitor who enjoys it. Apart from its natural beauty, this village is also known for its unique culinary delights, such as rujak kelang and sompeng. Therefore, the village government, BUMDes chairman, and the local community have made efforts to develop this tourist attraction, with the hope of maximizing the potential of the beach and holding interesting events to attract more visitors.

Components of tourist attractions in Branta Pesisir include: Attractions This beach tour is open every day from 05.30 to 22.00 WIB, without ticket fees, except for entering the port area which charges a certain fee. This beach offers ideal contours and waves, making it the perfect place for swimming and playing in the sand. To maintain the safety of visitors, there are buoys and safe areas for playing. Tourist attractions are a crucial aspect in determining the attractiveness of a destination and contributing to the growth of the tourism industry. Various play facilities and reading areas are also provided, enriching the visitor experience. The more attractions offered, the greater the possibility of attracting a larger number of visitors.²⁶

Figure 1. Balloon House



Figure 2. Reading Park



Source: Researcher's Documentation, 2025.

b. Accessibility

Accessibility measurements carried out using Google Maps show that the distance to Tiga Pier Beach is 1.0 km for cars, while for motorbikes it is only 550 m. Accessibility plays an important role in making it easier for tourists to visit tourist destinations. However, the lack of directional signs on the road can be an obstacle for

²⁵ dkk Artamevia Salsabila R, "Natural Tourism Potential Assessment Model in Rembang Regency," *Jurnal Metris* 23 (2022): 23–27.

²⁶ dkk Siti Aisyah, "Building Sustainable Food Security: The Role of Fishery Product Diversification in Improving the Blue Economy," *The Future Is Now: Adaptation to the World's Emerging Technologies* 1, no. 2022 (2024): 254–62.

visitors who want to go to Tiga Dermaga Beach. Tourists are advised to use Google Maps as a guide to the beach.²⁷ explains that accessibility to tourist locations is influenced by various factors, including road quality, availability of information about destinations, available facilities, and information about accessibility itself. All of these aspects have a positive and significant impact in increasing visitor satisfaction.²⁸

Figure 3. Tree-way Junction



Figure 4. Entrance



Source: Researcher's Documentation, 2025.

c. Amenities

Amenities include various facilities that complement the main attraction at the Branta Pesisir Beach tourist destination, including food stalls, specialty culinary delights, toilets, prayer rooms and gazebos. In this tourist area, there are two bathrooms which are kept clean. The food and snack menu served is affordable and designed to suit the tastes of all groups, from children to adults. Among the main menus offered are snacks and seblak, with rujak kelang as the featured dish. At this location, traders are only allowed to be residents of Branta Pesisir village and all income from tourism activities is managed in a profit sharing system by the village community. Currently, tourism managers are planning to build a special parking area to increase visitor comfort. This development process requires time to prepare the land, obtain the necessary permits, and build proper parking facilities.

Figure 5. Stalls and Gazebos Figure 6. Islamic Prayer Room Figure 7. Parkir lot



Source: Researcher's Documentation, 2025.

Based on the analysis of attraction, accessibility, and amenities, the development of tourism at Tiga Dermaga Beach in Branta Pesisir Village demonstrates significant potential to

²⁷ Febrianus Rio S, dkk. "Analisis Potensi Wisata Sebagai Upaya Dalam Pengembangan Desa Wisata Berbasis Masyarakat Di Desa Wisata Asap Indah Wonosari, Kecamatan Bonang, Kabupaten Demak," *Harmoni Pendidikan : Jurnal Ilmu Pendidikan* 1, no. 4 (2024).

²⁸ Conchita V, dkk. "Edukasi Masyarakat Negeri Sawai ; Optimalisasi Potensi Usaha Di Desa Wisata Berbasis Ekonomi Biru," *Jurnal Pendidikan Tambusai* 6, no. 2 (2022): 13–19.

enhance local economic growth, empower the community, and promote environmental and cultural preservation. The presence of supporting facilities, active community involvement, and the uniqueness of natural and culinary resources serve as strategic advantages in shaping a sustainable tourism destination. Although certain challenges remain such as the lack of directional signage and the need for adequate parking infrastructure the collaborative efforts between the village government, BUMDes, and local residents indicate a strong commitment to continuous development. Therefore, ongoing evaluation and planning rooted in local potential are essential to ensure that tourism development not only increases visitor numbers but also generates inclusive and long-term benefits for the entire community.

D. Conclusion

Tourism in Indonesia is everything related to tourism and related businesses in its field. For example, Maritime Tourism is tourism that focuses on the coastal environment to become a tourism industry. Meanwhile, the Blue Economy is a new concept that aims to generate economic growth from the maritime, port and fisheries sectors while ensuring the preservation of resources and the environment on the coast and sea. The blue economy concept embraces several concepts, namely creativity, innovation, utilization of local resources, and utilization of materials. Application of the blue economy concept in tourism development on Three Pier Beach. With policy changes that initially rejected beach management for tourism and then permitted beach management, opportunities emerged for local communities and business actors to develop sustainable tourism, create jobs and increase regional income where individuals can earn income from various activities. economy related to tourism.

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