

**DEVELOPMENT OF KUTANG BEACH TOURIST OBJECT BY
BUMDESA BAROKAH MAKMUR IN LABUHAN VILLAGE,
BRONDONG DISTRICT, LAMONGAN REGENCY**

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ABSTRACT

Kutang beach tourism object is a type of ecotourism that offers beautiful beach tourism and is equipped with various interesting photo spots which are managed and developed directly by BUMDesa Barokah Makmur, Labuhan Village, Brondong District, Lamongan Regency. The purpose of this research is to find out how the development of the Kutang beach tourism object carried out by BUMDesa Barokah Makmur. The type of this research is descriptive qualitative with data collection techniques in the form of interviews, observation, documentation and literature study. The focus of this study is to use 4 (four) indicators of tourism destination development by Sedarmayanti. (2018), namely: Tourist attraction, attractions, facilities and accessibility. Sources of data used are informants and documents related to research. Sampling in this study is using purposive sampling technique. Data analysis techniques used are data collection, data condensation, data presentation and drawing conclusions. The results of this study indicate that the development carried out by BUMDesa Barokah Makmur as a driving force of the Kutang beach tourism object has been carried out well. However, there are several obstacles in the process of developing Kutang beach tourism objects which are still lacking, including the absence of several tourist facilities or public facilities such as prayer rooms or places of worship, electric sockets in the gazebo, and map of the location. of Kutang beach attractions.

Keywords: *Development, tourist Village, Village-owned enterprises (BUMDesa)*

A. PRELIMINARY

Indonesia is one of the largest archipelagic countries in the world which has a variety of uniqueness. Indonesia also supported countries will richness of culture, customs, ethnicity, race, religion, language, even its natural resources. Currently, the Indonesian state has implemented a regional autonomy system. The advantages of implementing regional autonomy are that each region has the flexibility to develop and manage its own region according to its potential for the benefit of the community. With this, local governments can utilize all existing resources to be used effectively and efficiently which will have an impact on equitable regional development. The regional autonomy system in

Indonesia also applies to the lowest level of government, namely the village. As stated in Article 1 of Law Number 6 of 2014 concerning Villages, the definition of Village is village and customary village or what is referred to by another name, hereinafter referred to as Village is a legal community unit which has territorial boundaries which is authorized to regulate and administer government affairs, interests of the local community based on community initiatives, rights of origin, and / or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. The village is not only seen as an administrative area or residence for the population, but as a social, cultural, economic, political and legal entity. Villages play an important role in national development. Therefore, the development of the village must continue to be carried out in a planned manner and to address all the needs of the village community.

The management of the village potential will be adjusted to the geographical, socio-cultural and customs conditions of the village, which, if managed properly, will be able to help the economy of the village community. In this case, the Village Government can manage the potential in the village, one of which is through economic institutions at the village level, namely Village-Owned Enterprises (BUMDesa). In accordance with Article 1 of Law number 6 of 2014 concerning the Village. Village-Owned Enterprise, hereinafter referred to as BUMDesa, is a business entity whose entire or most of its capital is owned by the Village through direct participation originating from separated Village assets in order to manage assets, services, and other businesses for the maximum welfare of the Village community. This economy-based Village Institution is one of the programs carried out by the Village as a means to improve the Village economy, this is as stated in Article 3 of the Regulation of the Minister of Villages, Development of Disadvantaged Areas and Transmigration of the Republic of Indonesia Number 4 of 2015 concerning the Establishment, Management and Management and Disbanding of the Agency Village Owned Enterprises (BUMDesa). In this Article, the establishment of BUMDesa has the following objectives: Increasing the Village economy, optimizing Village assets, increasing community efforts in managing the economic potential of the Village, developing business cooperation plans between villages or with third parties, creating opportunities and market networks that support the public service needs of residents, open employment opportunities, improve community welfare through improving public services, growth, equal distribution of the Village economy, as well as increasing Village community income and Village original income. Therefore, it is hoped that an economic institution (in this case BUMDesa) can optimize good management and be supported by appropriate policies so that with this economic growth will occur evenly, so that the Village is able to become a source of life for all levels of Village society which will accelerate Village development. In addition, BUMDesa is also expected to be an instrument of Village autonomy, which aims to encourage the Village government to develop Village potential in accordance with the capabilities and authority of the Village.

The formation of a tourist village is one of the efforts by the government which is believed to be able to provide progress in village development. Tourism villages can be developed with the willingness of the community to manage this potential so that it can develop to its full potential. The need for tourism in the community at this time continues to increase. In this case, each tourist village will compete in developing the potential of its tourism village, so that it can become a destination for tourists. Therefore, at this time a lot of new tours have emerged which carry the theme Tourism Village by raising local wisdom and the characteristics of each region. In line with this, one type of Tourism Village that can increase the potential of the Village is Ecotourism Village. As stated in Article 1 of the Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for Ecotourism Development in the regions. As for the definition of ecotourism, namely natural tourism activities in the area which are responsible by paying attention to the elements of education, understanding, and support for natural resource conservation efforts, as well as increasing the income of local communities. Of course, this must also be balanced with the readiness of qualified human resources to be able to manage and develop the potential of a tourist village.

BUMDesa Barokah Makmur is one of the Village-owned enterprises in the Lamongan Regency area which was founded by the Village Government of Labuhan Village, Brondong District, Lamongan Regency on October 1, 2017. In accordance with Labuhan Village Regulation Number 5 of 2020 concerning Barokah Makmur Village-Owned Enterprises. Currently BUMDesa Barokah Makmur has 4 (four) business units, including: Pantai Kutang Tour, Drinking Water User Association (Tirto Jubung), Village Market and L.A Mart. Kutang Beach Tourism is one of the tourist objects with the type of ecotourism, namely by utilizing natural resources around rural areas. This kutang beach tourism object is located in Lamongan Regency, which is in Brondong District, more precisely in Kentong Hamlet, Labuhan Village. This attraction is located approximately 59km from the center of Lamongan, or about 1,5 hours by road. The route to this location is from the direction of Surabaya or Gresik heading towards Tuban about \pm 20 km from the Brondong District Office, which meets the intersection of Sidomukti Village, Brondong District.

The attraction of this Kutang Beach tour is in the seawater sector with views of the high seas and there is also a stretch of white sand surrounded by mangrove forests. Besides that, this beach also has small waves. If the sea water is receding, visitors can also see rocks that look beautiful. Another attraction in this Kutang beach tour is also the existence of a variety of interesting photo spots, which are currently popular with tourist visitors from all walks of life, both children, teenagers and adults. The manager of this Kutang beach tourism object was initially held by the Village youth organization, but over time, this kutang beach tour became increasingly popular in the Lamongan and surrounding communities, so that more and more tourists visited, finally in 2017 after the formation of BUMDesa Barokah Makmur, the Government Labuhan Village gives full authority for the management of Kutang beach tourism to be taken over by BUMDesa until now.

The development of the potential for coastal ecotourism in debt is strategic steps in improving the local economy and welfare, especially for residents of Labuhan Village. Of course, this must get full support from several parties, especially support from the community of Labuhan Village itself. In this case, BUMDesa Barokah Makmur as the holder of the full authority in the management and development of Turkish Travel Brassiere, so that the potential of the tourist beach this debt is to be maximized. All proceeds from the management of all business units owned BUMDesa Barokah Makmur including tourist beach of Kuta ng d completely given to the one, which is detailed by 40% for village original income and 60% for operational activities BUMDesa.

This tourist attraction that has existed since 2015, is still in the development stage which continues to be able to beautify and beautify this Kutang Beach tourist attraction. With the hope, so that it can become an attraction for tourists to visit this tourist attraction. Until now, Kutang Beach tourism has been quite popular among the people of Lamongan Regency and its surroundings, one of which is because its name is unique and different from most other beach tourism objects. This of course can be a special attraction for tourists to visit Kutang beach tourism. However, in fact, until now the number of visitors to Kutang beach is still less when compared to other tourist objects whose names are already popular in Lamongan Regency. In fact, the percentage of the number of tourist visits to Kutang beach has tended to decrease in the last few years.

Table 1 Number of Tourists Visiting Kutang Beach Tourism in Lamongan Regency

Year of Tourist Visit	Number of Tourists Who Visit Kutang Beach Tourism in Lamongan Regency
2018 year	199,564 Travelers
2019 year	107,852 Travelers
2020 year	75,428 Travelers

Source: BUMDesa Barokah Makmur, 2021

Based on this table, it can be seen that between 2018-2019 the number of tourist visits to Kutang beach tends to decrease. The potential in Kutang Beach tourism is expected to be one of the tourist destinations for tourists. However, if you look at the reality, the number of visitors who come to this tourist spot can be said to be still low. However, in the author's initial observations based on findings in the field and supported by several sources of literature studies, the cause of the lack of tourist visits on Kutang beach is because some public facilities are not yet in the tourist area. For example, information from the main road to get to tourist locations is still lacking, several other facilities such as prayer rooms or places of worship, children's playgrounds, which are still not in the tourist area, so tourists feel less when visiting the Kutang beach.

As for 2020, countries in the world, especially Indonesia, are being hit by a pandemic due to the spread of the Covid-19 virus, this has an impact on all sectors

of human life including the tourism sector, recorded as a result of the increasingly high positive cases of Covid-19 that have hit Indonesia since At the end of February 2020, the government established a Large-Scale Social Restriction policy, which requires people to do Work From Home (WFH), limit mobility outside the home, temporarily eliminate activities that cause large crowds or work from home. crowds, as well as the temporary closure of entertainment venues and tourist attractions in almost all regions in Indonesia for a period of about three months (April, May, June) 2020. The Large-Scale Social Restriction policy towards the temporary closure of tourist attractions has also resulted in the closure of the Kutang beach tourism object. Based on preliminary observations, brassiere beach a tourist attraction re-opened on July 1, 2020, by applying prot ok ol strict health as recommended by the government. Of course this also has an impact on a decrease in tourist visits to Kutang beach during 2020.

In this case, there is a need for development that must be carried out by BUMDesa Barokah Makmur as the main driving force for the potential of this Kutang beach tourism object in order to increase Kutang Beach tourist visits, as the main goal is that with the existence of this BUMDesa, it can improve the economy and the welfare of the village community. Based on the descriptions and phenomena above, the authors are interested in conducting research on these phenomena and writing them in a study entitled "Development of Kutang Beach Tourism Objects by BUMDesa Barokah Makmur in Labuhan Village, Brondong District, Lamongan Regency".

B. LITERATURE REVIEW

a. Regional Autonomy

The general provisions of Article 1 of Law Number 32 of 2004 state that what is meant by Regional Autonomy is the rights, authorities and obligations of the autonomous region to regulate and manage government affairs and the interests of the local community in accordance with statutory regulations. This law also states that an autonomous region is a legal community unit that has territorial boundaries that has the authority to regulate and manage government affairs and the interests of the local community according to their own initiative based on the aspirations of the community in the system of the Unitary State of the Republic of Indonesia.

b. Village

According to Article 1 of Law Number 6 of 2014 concerning Villages, explains the definition of Village, namely village and customary village or what is referred to by other names, hereinafter referred to as Village, is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, interests. local communities based on community initiatives, rights of origin, and / or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. Definition of Village according to R. Bintarto; quoted by Soleh (2017) Village is a geographical manifestation caused by physiographic, social, political economy,

local cultural elements in the relationship and reciprocal influence with other regions.

c. Village Potential

Potential according to Nurhayati (2017) cited by Endah (2020) is the ability to have the possibility to be developed such as strength, ability, and power can be developed to be larger. The term potential is not only shown for humans but also for other entities, such as the term regional potential, tourism potential and so on. As for the definition of village potential, namely the ability of a village that is likely to be developed forever will become potential if it is not processed, or utilized into a tangible reality of benefit to the community. Therefore the potential of the area requires certain efforts to make it beneficial to the community.

d. Village Tour

Prabowo (2016) explains that tourism is an area or area in which there are many tourist attractions (cultural, artificial, natural) that are packaged in such a way as to attract tourists to visit. Then Hermawan was quoted by Brahmanto (2017) as arguing that through the development of tourism villages, tourism has also been proven to be able to improve the social welfare of local communities, increase concern for the environment, and motivate the community to be more proud of their cultural identity.

According to Purmada (2016) that tourism is the development of a village area which essentially does not change what already exists but tends to explore the potential of the area by utilizing the capabilities of the elements in the area (representing and operated by residents d esa) which functions as an attribute of tourism products on a small scale into a series of tourism activities, and is able to provide and fulfill a series of travel needs both in terms of attractiveness and as supporting facilities. Then the village tourism is a form of tourism development that focuses on community contribution surrounding rural areas and environmental preservation of rural areas.

e. Tourism Development

Tourism development according to Pitana (2005) quoted by (Alfariq, Perkasa, & Tukiman (2020) is an activity to promote a place or area that is deemed necessary to be organized in such a way either by maintaining what is already developing or creating new ones. So that tourism development is an attempt to create an integrated circuit in the use of various resources to integrate all forms of tourism outside aspect directly related tourism will be the continuity of the development of tourism.

According to Sedarmayanti (2018:125) in the development of tourist destinations, there are things that need to be reviewed as potentials that need to be developed in tourist area destinations to shape tourist interest in visiting these destinations. The things that need to be considered are as follows:

1. Natural Tourism Attraction

- 1) Natural tourism attraction based on the potential of diversity and uniqueness of the natural environment of the marine waters in the form of coastlines, seascapes, water pools and seabed.
- 2) Fascination Nature-based potential diversity and uniqueness of the natural environment in the mainland region of mountains and forests / parks /

National forest park, the waters of rivers and lakes, plantation, agriculture, Ben hands of a special nature.

2. Attractions

Attractions are a vital component, because attractions are a pull and impetus factor for tourists to visit tourism destinations. Attractions can take the form of the use of nature as a vehicle for attractions and attractions that use culture as an artistic show in these tours.

3. Tourism Facilities and Public Facilities

Tourist facilities are all types of facilities that are specifically shown to support the ease, comfort and safety of tourism in making a visit to a tourism destination. While public facilities are defined as basic physical service facilities in an environment designated for the general public in carrying out their daily activities.

4. Accessibility

Are all types of transportation facilities and infrastructure that support the movement of tourists from one place to another and support the journey of tourists from their place of origin to a destination and back to their place of origin.

f. Village Owned Business Agency (Bumdesa)

In Law Number 32 of 2004 and Government Regulation Number 72 of 2005, it is mandated that in increasing community and village income, the village government can establish Village-Owned Enterprises (BUMDesa) according to the needs and potential of the village. In terms of planning and formation, BUMDesa is built on initiative (community initiation), and is based on cooperative, participatory and emancipatory principles, with two underlying principles, namely member base and self help. This is important considering that the professional management of BUMDesa is truly based on the willingness (agreement) of the community at large (member base), as well as the ability of each member to be independent in meeting their basic needs (self help), both for production (as a producer) and for consumption (as consumers) must be done professionally and independently. Rahardjo and Ludigdo are quoted by Ramadana (2013). As stated above, the establishment of this Village-Owned Enterprise is because it has been mandated that in increasing community and village income, the village government can establish village-owned enterprises.

This BUMDesa institution pillar is a village socio- economic institution that is truly capable as a commercial institution capable of competing outside the village. BUMDesa as a people's economic institution as a commercial institution, first in favor of meeting the needs (productive and consumptive) of the community is through distribution services for the provision of goods and services. This is manifested in the provision of community needs that are not burdensome (such as: cheaper prices and easy to obtain) and profitable. In this case, BUMDesa as a Commercial institution, still pays attention to efficiency and effectiveness in the activities of the real sector and financial institutions Ramadana (2013).

Furthermore, as contained in Law Number 6 of 2014 concerning Villages, Article 1 Number 6, Village-Owned Enterprises (BUMDesa) are business entities

that are wholly or most of the capital owned by the village through direct participation originating from village assets which are separated for use. manage assets, services, and other businesses for the maximum welfare of the village community.

C. METHODS

This study uses a qualitative descriptive research approach with the intention of providing a comprehensive and in-depth picture of research studies. According to Anggito & Setiawan (2018:8) Qualitative Research is the collection of data in a natural setting with the intention of interpreting the phenomenon that occurs where the researcher is a key instrument and the results of qualitative research emphasize the meaning rather than generalization. The focus of this research is to see and describe how the development carried out by BUMDesa Barokah Makmur as an oversight of the management of the Kutang Beach tourism object. In this study, using the theoretical approach to developing tourism destinations according to Sedarmayanti (2018:125), as follows:

1. Tourist attraction

The focus of this research is to find out and analyze the potential of what can be developed and managed in a tourism destination.

2. Attractions

The focus of this research is to find out and analyze how to make these destinations attractive for tourists to visit and to support these tourist destinations so that they become potential.

3. Facilities

The focus of this research is to find out and analyze all the facilities needed in planning a tourist area.

4. Accessibility

The focus of this research is the objective of the study is to identify and analyze the existence of the means of vehicles used to get to the object of tourist destinations.

The selection of informants in the study was selected by purposive sampling, which is based on subjects who master the problem, have data and are willing to provide data that is truly relevant and competent, namely the Chairman of BUMDesa Barokah Makmur as the key informant. In order to triangulate the data or to find out the truth of the data, the next informants in this study were the Head of the Kutang Beach Tourism Unit, the Head of Labuhan Village, Brondong District, Lamongan Regency and Traveler. Sources of data in this study consisted of primary data sources and secondary data. Sources of primary data in this study was obtained from interviews conducted by the author with the Agency Owned Village (BUMDesa) Barokah Labuhan Desa Makmur subdistrict in Lamongan district Brondong. Meanwhile, secondary data is obtained from written sources such as documents, reports and other archives. The data collection technique used is the process of interviewing, observation, documentation and literature study. The data analysis technique used in this research is analysis using an interactive model (interactive model of analysis) developed by Miles & Huberman (2014), where qualitative data analysis is carried out through several

stages, namely data collection, data condensation, data presentation and withdrawal. conclusion.

D. EXPLANATION

Development of Kutang Beach Tourism Object

The development of a tourist attraction is an effort to increase the attractiveness of a tourist attraction in an area that has an impact on the surrounding environment. This research was conducted with the aim of finding out how the development of Kutang beach tourism objects in Labuhan Village, Brondong District, Lamongan Regency carried out by BUMDesa Barokah Makmur in increasing the number of visitors on Kutang beach tourism, guided by four indicators of tourism destination development according to Sedarmayanti (2018:125), namely tourist attractions, attractions, facilities and accessibility. Here's the explanation:

1. Tourist attraction

A tourist attraction is the natural potential contained in a tourist attraction to attract tourists to visit. Tourist attraction is the main component in tourism, without an attraction in a certain area, tourism will be difficult to develop. The focus of this tourist attraction indicator is to find out and analyze what potential can be developed and managed in a tourism destination.

The attraction of natural tourism in Kutang beach is the charm of the beach and the presence of mangrove forests in the tourist attraction area. The charm of Kutang beach itself is in the form of the sea water sector with views of the open sea and there is also a stretch of white sand surrounded by mangrove forests. Besides that, this beach also has small waves. If the sea water is receding, you will see beautiful rocks. The man-made tourist attraction in Kutang beach lies from its unique name. As is known, this beach was given the name of the beach camisole. The notion of a bra itself is defined as a type of women's underwear. The explanation of the history of the naming of Kutang beach according to a reliable source, namely if there was a tradition for people living around the north coast, that is, if a family member dies, his personal belongings including clothes will be thrown into the sea. In this case, of course, many of the clothes are underwear, one of which is often found at that time is a bra (women's underwear), so that to make it easier for people to remember the name of the beach, finally it is named Kutang beach.



Figure 1: The main icon of Kutang Beach

Source: Author's documentation , 2020

The artificial tourist attraction of this Kutang beach tourist attraction is also on the rainbow bridge which was built from the entrance to the shoreline. This bridge has a length of about 400 meters. The existence of interesting photo spots that are in great demand by the public today, from children, teenagers to adults, are scattered along the bridge. This certainly adds to the unique impression for tourists visiting the Kutang beach tourist attraction.



Figure 2: Rainbow Bridge

Source: Author's Documentation , 2021

2. Attractions

Attractions are activities related to these tourist objects, such as natural or cultural wealth that can attract tourists to come to visit these attractions. According to Sedarmayanti (2018:125) attractions are a vital

component, because attractions are an attractive and encouraging factor for tourists to visit tourism destinations. Attractions can take the form of the use of nature as a vehicle for attractions and attractions that use culture as art performances in these attractions.

A traction in Kutang beach tourism object is divided into 2 (two) , namely attractions based on the use of nature and attractions based on culture or art. It can be seen that natural use-based attractions in Kutang beach are natural uses in the form of planting mangroves around the coastal area. The cultural or art-based attractions at Kutang beach are in the form of shows such as painting exhibitions and music shows. The participants in this activity were from the Labuhan Village community itself. Performance activities are usually held on certain days such as weekends , holidays or when there are activities of Labuhan Village residents themselves. This can also be a medium for developing talent and empowering local communities.

However, based attraction culture or art in halter beach a tourist attraction since it reopened after the Restriction of Social our Large policy 2020, for while these activities eliminated. This also refers to the government's policy to always implement health protocols, one of which is to avoid crowds. Because it is feared that if this activity is held it will cause a crowd of people in the Kutang beach tourism area.



Figure 3: Mangrove Forest in the Kutang Beach Tourism Object

Source: Author's Documentation, 2021

3. Facilities

Tourist Facilities

According to Sedarmayanti (2018:125) for the development of a tourist destination, it is necessary to have tourist facilities specifically aimed at supporting the convenience, comfort and safety of tourists when visiting a tourism destination. Therefore, it is necessary to provide tourist facilities in a destination so that visitors can feel easy, comfortable and guaranteed their safety while visiting tourist destinations.

Facilities beach tourist attractions bra to support ease of the visitors in a tour that is their rides rowboats can be used by tourists to traverse a rea beach on a lease. Apart from supporting the convenience for tourists, tourist facilities are also

needed to provide comfort to tourists who are in tourist locations. The facilities that support the comfort of tourists are the Gazebo which is equipped with a hand washing place, photo spots around the tourist area, which are the hallmarks of Kutang beach, photo prawedding services, and the existence of a culinary center around the tourist area. kutang beach. Meanwhile, in terms of security and safety of tourists, BUMDesa Barokah Makmur provides facilities, namely the existence of buoys for tourists who ride rowboats accompanied by supervisors, security forces as well as coast guards, personal accident insurance for tourists (in collaboration with PT. Asuransi Jasaraharja Putera) as well as the alarm .



Figure 4: Kutang Beach Tourism Photo Spot

Source: Author's Documentation , 2021

The existence of tourist facilities at the Kutang beach tourism object, it can be stated that they have fulfilled the aspects of the tourist facilities indicator. However, there are still some facilities that are felt to be less for tourists, such as the absence of an electric stop contact in the gazebo, and the absence of a map of the location of the Kutang beach tourism object.

Public facilities

Public facilities can be interpreted as basic physical service facilities for an environment intended for tourists in a tourist destination (Sedarmayanti 2018:125). Therefore it is necessary to provide public facilities as basic physical facilities for tourists during their visit to tourist destinations.

Facilities common in the tourist beach bra that can be used by tourists as a physical basic amenities that is the parking of vehicles for tourists, for both 2 and 4 wheel vehicles, toilets and trash. The existence of public facilities at the Kutang beach tourism object, it can be stated that they have met the aspects of the public facilities indicator. However, there are still facilities that are felt to be lacking for tourists, such as the absence of prayer rooms or places of worship in the Kutang beach tourism area.

4. Accessibility

Accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from one place to another and support the journey of tourists from their place of origin to a destination and back to their place of origin (Sedarmayanti 2018:125). Therefore, for the development of tourist destinations, it is necessary to support the types of facilities and infrastructure to make it easier for tourists to get to tourist sites.

Facilities that supports the ease of getting to the location of the Kutang beach tourist attraction, namely the presence of signposts to tourist locations, both on the highway and in Labuhan Village itself, Publications from various online media such as: Facebook, Instagram, Google Maps and access to transportation roads. quite easy. As for the means of transportation, until now there is still no means of public transportation that can be used by tourists to go to the Kutang beach tourism location. Only private vehicles can be used to get to the location. This is because tourist objects are located in the outskirt area and far from the city center. The BUMDesa Barokah Makmur in this case collaborates with the local village community, taking the initiative to provide public transportation services in the form of Delman or gig and conventional motorbike taxis available at the entrance gate to Labuhan Village to the Kutang beach tourism location .

E. CONCLUSION

Based on the results of research on the development of kutang beach attractions by BUMDesa Barokah Makmur in Labuhan Village, Brondong District, Lamongan Regency which has been carried out based on four indicators of research focus, namely tourist attraction, attractions, facilities, accessibility, the following conclusions can be drawn:

1. Tourist attraction

The indicators of tourist attractiveness in Kutang beach tourism objects are divided into two , namely natural tourist attractions and artificial tourist attractions. Development of natural tourist attractions in Kutang beach attractions, namely the charm of the beach and the presence of mangrove forests in the tourist attraction area. The charm of Kutang beach itself is in the form of the sea water sector with views of the open sea and there is also a stretch of white sand surrounded by mangrove forests. Besides that, this beach also has small waves. If the sea water is receding, you will see beautiful coral rocks. As for the development of the artificial tourist attraction at the Kutang beach tourist attraction, which is located from its unique name, the rainbow bridge that was built from the entrance to the shoreline which has a length of about 400 meters, as well as interesting photo spots.

2. Attractions

In the indicator of attractions in the Kutang beach tourism object, it is divided into two, namely attractions based on natural use and attractions based on culture or art. Development of natural use-based attractions in Kutang beach, namely the use of nature in the form of planting mangroves around the coastal area. The cultural or art-based attractions at Kutang beach are in the form of

shows such as painting exhibitions and music performances. However, cultural or art-based attractions in Kutang beach are temporarily eliminated. This also refers to the government's policy to always implement health protocols, one of which is to avoid crowds. Because it is feared that if this activity is held it will cause a crowd of people in the Kutang beach tourism area.

3. Amenities

In the indicators of facilities at the Kutang beach tourism object, it can be divided into two, namely tourist facilities and public facilities. The development of tourist facilities at the Kutang beach tourism object which can support the ease of tourists in traveling, namely the existence of rowing boats. In terms of tourist convenience, namely the existence of a Gazebo equipped with a hand washing area, photo spots around the tourist area, photo wedding services and culinary centers. Meanwhile, in terms of tourism security and safety, namely the existence of buoys for tourists who ride rowboats also accompanied by supervisors, security forces at the same time acting as coast guards, personal accident insurance for tourists (in collaboration with PT. Asuransi Jasaraharja Putera) and warning signs. danger. As for the development of public facilities at Kutang Beach tourism object, namely the existence of a vehicle parking area for tourists, both for 2 and 4-wheeled vehicles, toilets and trash cans. However, there is a need for further development from the BUMDesa Barokah Makmur of some tourist facilities and public facilities that are still lacking, such as the absence of a prayer room or place of worship, an electrical stop contact in the gazebo and a map of the location of the Kutang beach tourism object.

4. Accessibility

In the indicators of accessibility in the Kutang beach tourism object, development is divided into two, namely easy access and transportation. Development of easy access facilities at Kutang Beach attractions that can make it easier for tourists to go to locations, namely the presence of signposts to tourist sites, both on the highway and in Labuhan Village itself, Publications from various online media such as: Facebook, Instagram, Google Maps and access fairly easy road transport. As for the development of transportation facilities, until now there is still no public transportation that can be used by tourists to go to the Kutang beach tourism location. Only private vehicles that can be used to get to the location.

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