



## The Spirit of Surabaya in Transforming Coastal Settlements into Edu-Tourism Villages in the Context of Indonesia's Modern Urban Development

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### ABSTRACT

Community-based development programs in Surabaya's coastal areas, particularly in Sukolilo Baru Urban Village, Bulak Subdistrict, demonstrate strong collaboration between residents, local government, and tourism stakeholders to transform fishing settlements into competitive educational tourism (eduwisata) destinations. This initiative aims to empower local fishing communities by utilizing local resources – such as seafood products, small enterprises, and city landmarks like the Suroboyo Bridge – as economic and educational assets. The methods applied include surveys, field observations, Focus Group Discussions (FGD), and mentoring in forming and strengthening the tourism awareness group (Pokdarwis). The results show increased public understanding of eduwisata management, formulation of organizational bylaws (AD/ART), and structured work programs based on local potential. This program affirms that coastal tourism development can serve as part of an inclusive and community-based modern urban strategy

## INTRODUCTION

The residents in Sukolilo Baru Sub-district, Surabaya City, are predominantly fishermen and are located in RW2 and RW3, which are situated in a strategic location, namely on the right and left sides of the Suroboyo Bridge. Kenjeran has a dancing fountain icon that can be accessed from the Suroboyo Bridge. In addition to the Dancing Fountain tourist attraction, this sub-district is surrounded by icons from the Surabaya City Government, including the Bulak Fish Center, Beach Amusement Park (THP), Kenjeran Park, Mural, Suroboyo Park, and Bulak Park. The KOTAKU (City Without Slums) Program in 2017 with the painting of fishermen's houses in colorful paint for a while made the fishermen's village in RW2, Sukolilo Baru Sub-district, Bulak District, Surabaya City visible from the direction of the Suroboyo Bridge, adding value to the presence of the Fishermen's Village.



Figure 1. Dancing Fountain Beside the Suroboyo Bridge.

Source: <https://gotripina.com/blog/air-mancur-menari-surabaya> Accessed on January 23, 2023

It is on the Kenjeran Bridge where the dancing fountain is located and has been able to increase the income and welfare of the surrounding community.

The settlement arrangement program became colorful. Over time, the color faded and returned to being a slum fishermen's village due to an unsustainable program. Figure 2 shows the beauty of Kampung Pelangi after the program was completed.



Figure 2. Kampung Pelangi Sukolilo Baru as seen from the direction of Suroboyo Bridge. 2023

Besides the Kampung Pelangi icon, there is a fishermen's village known as the Fishermen's Village. The construction of the Suroboyo Bridge located in Sukolilo Baru Sub-district, Bulak District, Surabaya City affects operational environmental changes both negatively and positively for the fishermen community at the bridge's exit point. The construction of the Suroboyo Bridge located in Sukolilo Baru Sub-district, Bulak District, Surabaya City affects operational environmental changes both negatively and positively for the fishermen community at the bridge's exit point. The result of research [1] is that negative responses were given by fishermen residents who were harmed because the rising mud on the beach made it difficult for fishing boats to dock. Positive impacts were shown by fishermen's wives who had the opportunity to open shops and increased sales of shrimp paste collectors, eggplants, sea cucumbers, crackers, food, and coffee shop owners. The Surabaya city government has reopened the Suroboyo Bridge for trial on Saturdays and Sundays. MSME community members can resume selling at the Old and New Kenjeran Beach Amusement Parks. The community in RW2 and RW3 hopes that visitors to the Suroboyo Bridge can visit their village to buy superior products and make their village a tourist village. A special organization is needed to manage the tourism village so that the program is sustainable and involves various parties who determine the direction of the tourism village [2].

The development of the Sukolilo Baru coastal area is not limited to physical arrangement through icons such as the Suroboyo Bridge and colorful villages, but also touches on the socio-economic aspects of the community. The spirit of Surabaya City in building from the periphery is evident through the active involvement of residents, especially the fishing community, in the process of transforming the village into a community-based edutourism destination. The edutourism concept is present as an integrative solution that combines education, local economic empowerment, and preservation of coastal culture.

Through a participatory approach, the community is encouraged to play a direct role in planning and managing tourism, one of which is through the formation of Pokdarwis. Edutourism in the fishermen's village not only focuses on natural tourist attractions but also includes educational experiences about maritime life, seafood processed products, and economic activities based on MSMEs. Mentoring and institutional capacity strengthening become strategic steps so that this area can adapt to the dynamics of a modern city while maintaining local identity.

## **LITERATURE REVIEW**

By making the potential of coastal communities the center of development, this program reinforces Surabaya's spirit of building an inclusive and sustainable city. The transformation of the fishermen's village in Sukolilo Baru into an edutourism village is a reflection of the collaboration between the government, the community, and social activists in line with the grand vision of making Surabaya a modern city that builds from the periphery.

## **METHODOLOGY**

The site survey was conducted at the service location, field observation through on-site observation and interviews with the village head, problem mapping, activity planning, activity planning, activity implementation, activity evaluation, and assistance to the Pokdarwis. The implementation of activities took place from April to August 2023 by holding meetings packaged in the form of FGD between all community leaders, youth representatives, the community, and social activists. The FGD invited Pokdarwis activists from Kampung Lawas Maspati, Surabaya City. In addition to field approaches in the form of site surveys, direct observations, FGDs, and assistance to the community and Pokdarwis, this activity was also complemented by theoretical studies through literature review. The literature review was conducted to strengthen the conceptual foundation and provide an academic basis for the community empowerment strategy in developing coastal-based edutourism areas.

The literature used includes various scientific journals, community service results, and studies on community-based tourism development. One important reference comes from Listyorini et al. (2021), which emphasizes the importance of integration between Village-Owned Enterprises and Pokdarwis in the development of tourism villages. Meanwhile, Purnama et al. (2018) highlighted the use of e-commerce to expand market access for MSMEs as part of a digital-based promotional strategy.

The conceptual approach also refers to the thoughts of Rahardjo (2022), who states that Pokdarwis as local actors need to have strong institutional capacity in order to manage regional potential independently and sustainably. This is supported by the views of Hendro & Nirmala (2019), who outline the importance of clear division of labor, organizational structure arrangement, and cross-sector collaboration in strengthening Pokdarwis institutions.

By combining practical and theoretical approaches, this method of activity not only focuses on field results but also considers the scientific basis that supports the success of the program. This approach is expected to become an integrative model in the development of community-based coastal tourism areas that are contextual with the local realities of Indonesia.

## **RESULTS AND DISCUSSION**

Coastal area development as part of modern urban development cannot be separated from the active involvement of local communities and strong institutional support. Sukolilo Baru Urban Village in Bulak District is a concrete example of how collaborative spirit among residents, the government, and social activists can drive the transformation of fishing areas into educational tourism destinations. Through a series of mentoring activities, training, and focus group discussions, this effort aims not only to beautify the area but also to build a competitive local identity within the framework of a modern city. The following presents the results and discussion of the activities, divided into several main thematic aspects.

### **The Spirit of Surabaya City as a Driver of Coastal Area Transformation**

The Surabaya City Government has long been known for its spirit in building a city that is not only physically modern but also inclusive and community-based. This is reflected in various revitalization initiatives based on local potential. In coastal areas, this spirit is clearly visible in the development of Sukolilo Baru Urban Village as a strategic area, especially in RW 2 and RW 3 located on the right and left sides of the Suroboyo Bridge. This area is not only an important transportation access point but also possesses high aesthetic value and tourism potential.

This development spirit is also evident from the effort to decorate the fishing village with colorful paint, creating a strong visual identity as Kampung Pelangi (Rainbow Village). Although it faded due to the lack of program sustainability, the community still harbors great hopes for positive change. This shows the existence of a local spirit aligned with the city's vision to create more meaningful living spaces and empower its residents.

The construction of the Suroboyo Bridge also brought dual impacts: positive impacts in the form of increased economic activity such as food stalls, MSMEs, and seafood shops; and negative ones such as sedimentation that makes it difficult for fishing boats to dock. However, the community views this challenge as a trigger for more progressive social transformation. Therefore, it is important for the city to continue integrating physical development with the enhancement of the social and economic capacities of coastal residents.

The spirit of gotong royong (mutual cooperation), a core value of Surabaya's society, becomes a vital social capital in building educational tourism villages. With this spirit, the community is not merely the object of development, but active subjects shaping the future of their environment. Local values such as solidarity, openness, and innovation serve as key foundations in realizing Sukolilo Baru as an inclusive and community-based tourism area.

#### **From Fishing Village to Educational Tourism Village**

Transforming a fishing area into an educational tourism village is a process that requires collective awareness and structural support. The initial step was carried out through the formation of the Tourism Awareness Group (Pokdarwis), tasked with managing tourism potential in an integrated manner. The intended edutourism does not only offer coastal scenery but also learning experiences about fishermen's lives, seafood processing, and the local wisdom of coastal communities.

Through Focus Group Discussions (FGD) involving various elements – village government, youth, community leaders, and Pokdarwis activists from Kampung Lawas Maspati – a common perception regarding the direction of tourism village development was established. One important result was the formulation of the Pokdarwis' Articles of Association and Bylaws (AD/ART), as a formal legal step to strengthen their institutional position.

During these discussions, the community expressed great enthusiasm for the idea of making their village an educational destination. Edutourism is seen as a means of providing added economic value while preserving local cultural identity. Youth, housewives, and MSME actors began to be actively involved in planning and implementing tourism programs.

Nonetheless, this change cannot happen overnight. The process toward becoming an edutourism village requires gradual stages, starting from strengthening human resource capacity, digital promotion, to partnerships with tourism actors and media. Challenges such as lack of experience, limited facilities, and poor access to funding must be addressed through well-prepared and adaptive long-term planning.

### **Revitalizing the Coastal Economy Through MSMEs and Social Innovation**

The coastal community of Surabaya, especially in RW 2 and RW 3 of Sukolilo Baru, has long developed various small businesses based on marine resources. In this area, there are around 300 business units covering seafood processing (kupang crackers, fish floss, sea cucumbers, rebon shrimp), making accessories from seashells, as well as coffee stalls and convenience stores. This potential serves as strong economic capital in building an edutourism destination.

Social innovation is increasingly visible through the involvement of women in the production chain. Fishermen's wives, organized under the Muhammadiyah Women's Association "Aisyiyah", play a vital role from production to marketing. Their involvement not only increases family income but also strengthens women's positions in local economic development.

The edutourism program provides a platform for MSMEs to grow. Visiting tourists can witness the production process firsthand, taste seafood products, and purchase them as souvenirs. To enhance competitiveness, training in e-commerce, branding strategies, and packaging development is essential. The integration of education and economy becomes the main strength of the edutourism concept.

With this approach, revitalizing the coastal economy is not just about creating new markets, but also about raising community awareness regarding the importance of innovation, collaboration, and sustainability. Local products become a reflection of local wisdom as well as an effective tourism promotion tool, driving economic circulation by, from, and for the community.

### **Strengthening Pokdarwis Governance in the Frame of a Modern City**

Tourism management within the frame of a modern city requires adaptive and structured institutions. This highlights the importance of strengthening Pokdarwis as the operational spearhead of the tourism village. Currently, the Sukolilo Baru Pokdarwis understands the basics of tourism management, but still needs mentoring in program management, division of labor, digital marketing, and long-term work plan development.

The success of a tourism village cannot be separated from good governance. Pokdarwis must be able to draft SOPs, develop promotion plans, and establish cross-sector partnerships with the government, universities, and private sector. Strong institutions enable the professional and accountable management of destinations.

Surabaya, as a modern city, demands that its tourism areas align with sustainable development principles. Edutourism in Sukolilo Baru must pay attention to environmental aspects, social inclusion, and economic sustainability. Hence, Pokdarwis is not only a technical implementer but also a strategic actor in community-based urban planning.

Thus, developing coastal areas into educational tourism villages is not merely about aesthetics or tourism appeal. It is part of the city's transformation toward a more participatory, just, and empowered future. The spirit of Surabaya must continue to flow in Pokdarwis' governance so that development is not only felt in the city center but also along its coastal peripheries.

## CONCLUSION AND RECOMMENDATION

The transformation of Sukolilo Baru into an educational tourism village highlights how inclusive urban development can be effectively realized through community empowerment and multi-stakeholder collaboration. The integration of social, economic, and cultural elements has not only enhanced the area's identity but also improved the quality of life for its coastal residents.

Sustainable change is made possible through participatory planning, institutional capacity building, and the strategic role of Pokdarwis in managing tourism assets. This initiative stands as a model for modern cities seeking to empower peripheral communities while preserving their local wisdom.

To ensure the long-term sustainability of the edutourism program, it is recommended that the local government and academic institutions continue structured mentoring and provide access to funding, digital tools, and training. Strengthening cross-sector collaboration will further enhance Pokdarwis' capacity and ensure that the coastal village continues to thrive within Surabaya's inclusive urban vision.

## FUTHER STUDY

This research still has delays, so further studies are needed regarding the topic *The Spirit of Surabaya in Transforming Coastal Settlements into Edu-Tourism Villages in the Context of Indonesia's Modern Urban Development* to enhance this research and provide insights for readers.

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