

***SHELL BEADS AS A TOURISM ATTRACTION AT KENJERAN BEACH SURABAYA***  
(MANIK-MANIK KERANG SEBAGAI DAYA TARIK WISATA PANTAI KENJERAN SURABAYA)

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**Abstract**

*Tourism is one of the sectors contributing to state revenue and driving national economic growth. Surabaya is a tourist destination with a maritime concept that shows off the beauty of nature and other supporting attractions in the form of typical souvenirs, namely shell beads. The purpose of this research is to see how far the beads are used as a tourist attraction for Kenjeran Beach. This research uses a qualitative approach through interviews, observation, and documentation. The results showed that tourists have a positive argument against shell beads as a tourist attraction. Tourists assume that the existence of shell beads is not only a souvenir but a symbol of local cultural identity that enriches the tourist experience. This research is expected to contribute ideas and thoughts for further researchers to expand on other elements that can be used as a tourist attraction of Kenjeran Beach besides shell beads.*

**Keywords:** *Shell Beads, Tourism Attraction, Kenjeran Beach, Travelers' Perception*

## INTRODUCTION

Tourism is one of the sectors that contributes to increasing state income and encouraging national economic growth (Yakup & Haryanto, 2021). Suwarno (Ismail, 2020) suggests that tourism is a trip made for recreation or activities, leaving the place of residence to go to another place for certain reasons but not doing activities that generate salaries. Tourism is generally done to enjoy the beauty of nature, understand local culture, or have fun unwinding.

Surabaya City is one of the cities in Indonesia that has beach tourism potential due to its location directly adjacent to the Madura Strait. This tourist area is Kenjeran Beach, located in Bulak Sub-district, which is an attractive destination for tourists. The tourism potential offered at Kenjeran Beach is that tourists can play water, enjoy beachside cuisine, take boat rides, and see the Suramadu Bridge more closely. In addition, tourists can also buy souvenirs typical of beach tourism, such as beautiful souvenirs made from shells, commonly called beads, which are widely sold around Kenjeran Beach.

Beads are one of the souvenirs favored by tourists because they have a high economic value, as seen from their unique and diverse designs (Kartika & Mujanah, 2020). Many beaded souvenirs are made with traditional techniques that reflect local culture and are often made by local craftsmen, so tourists feel that buying beads characterizes the area.

Several studies have been conducted to prove how much beads are an attraction for tourist destinations. Research (Kartika & Mujanah, 2020) states that shell beads are an attraction for domestic and foreign tourists. Beads from shells produced by MSMEs around Kenjeran Beach have a profitable potential and are marketed outside the region (Hidayat, 2021). Payung et al. (2019) mentioned that beads can be used as a characteristic of their respective regions because they involve local communities in actively participating in new tourism in Kelesawangan-Tana Toraja Village. Nopriani Pangalo (2023) argues that beadwork in Kete Kesu North Toraja is used in important regional events such as death ceremonies, wedding ceremonies, and thanksgiving, which have important meanings for local communities.

Based on this description, there are not many studies that relate beads as a tourist attraction.

Therefore, the purpose of this research is to see how important beads are as a tourist attraction at Kenjeran Beach Surabaya. This research is expected to contribute ideas and thoughts related to the attractiveness of shell beads for future researchers so that further research is more diverse and directed.

## METHOD

The research location in this study was conducted at the Kenjeran Beach tourist attraction, Surabaya, which was used in this study using qualitative research methods. According to Creswell (Charismana et al., 2022), qualitative research is a method used to identify a social phenomenon that arises and occurs in society. Denzin and Lincoln (Anak, 2008) define qualitative research as a type of research that uses a scientific setting to interpret a phenomenon that occurs. According to Tobing, Herdiyanto, Astiti (Waruwu, 2024) explains that qualitative research methods are used in research to examine subjects that cannot be defined, understand sensitive issues during the process, cannot support qualitative research, reveal problems related to a person's life journey, and understand phenomena that are less known and understand complex problems. In this study, researchers used collection techniques in the form of interviews, documentation, literature study, and observation.

This research was conducted for one month to go to the field, collect data and interviews, and write research results. During the process of this research study, researchers used data collection techniques in the form of interviews, documentation, and observation conducted at the tourist attraction of Kenjeran Beach, Surabaya. Interviews were conducted in-depth to obtain information obtained from buyers and sellers of shell beads on Kenjeran Beach, Surabaya. According to Yusuf's opinion (Rizky Fadilla & Ayu Wulandari, 2023), an interview is an interaction process by asking several questions through direct communication between the interviewer and the informant.

Table 1. Data Collection Techniques

No.	Time	Description
1.	2 – 9 November 2024	Field observation 4A examined the tourist attraction of Kenjeran Beach.

2. 10–16 November 2024 Looking for potential that can be used as an attraction.
  3. 17–24 November 2024 Interview visitors about the beads as a supporting attraction and conduct documentation activities.
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In the interviews, researchers found informants who were at Kenjeran Beach, Surabaya, from sellers and buyer informants. In the selection of seller criteria in the study, informants who have been selling in the tourist area for approximately ten years understand the various kinds of information needed by researchers, in the selection of informant criteria, namely those who are on a tourist visit to the beach area and also buy souvenirs of shell beads typical of the beach. The problem in this research is how to attract tourists to visit the tourist destination of Kenjeran Beach Surabaya through beads made of coral.

## **RESULTS AND DISCUSSION**

### **Portrait of Kenjeran Beach Tourism**

#### **Destination Objects**

Beach tourism is a tourist activity that offers the natural beauty of the sea in the coastal area. The tourist destination of Kenjeran Beach Surabaya has great potential if developed properly. Kenjeran Beach can have a positive economic and cultural impact if managed properly. In developing tourist destinations, Kenjeran Beach requires the concept of 4A tourism, which consists of the following:

#### **1. Attraction**

Tourist attractions are an important potential owned by a tourist destination that can be used as the main attraction in developing tourism. Kenjeran Beach has the main attractions in the form of nature, game rides, and also souvenirs (beads) that have distinctive characteristics. The natural attraction that can make tourists come is Kenjeran Beach, a beautiful beach with a bridge in the background that is used as a photo object and something to see. In addition, this beach is a very wide place that tourists can visit by sitting casually on a mat and enjoying the natural beauty of the sunset. Having something to do, namely game rides, allows tourists who come to try games around Kenjeran Beach, so that if tourists who come with small children can try the

game rides. Kenjeran Beach offers something to buy souvenirs that can also be used as souvenirs when visiting this tourist spot. Typical souvenirs are beads in the form of shells that have been processed into various kinds of accessories that can be an attraction for tourists.

#### **2. Accessibility**

Accessibility is able to provide comfort for tourists who come, so the infrastructure must be considered as well as possible. This can provide satisfaction for tourists so that tourists get an interesting experience. Kenjeran Beach has managed accessibility well through its infrastructure. It has been proven that the road to the beach can be easily reached and is not difficult to access. We can use a motorcycle, car, elf, or bus so that tourists can visit Kenjeran Beach with any vehicle. In addition, there are direction signs to get to the beach, which can also be accessed through the maps application, making it very easy for tourists to visit comfortably and safely.

#### **3. Amenities**

Amenities are a factor that supports the comfort of tourists when visiting tourist destinations. These supporting factors are facilities in the tourist destination area that are intended for tourists to meet their needs in the tour. Kenjeran Beach has several other supporting facilities that make tourists comfortable when in the Kenjeran Beach area. There is a large parking area, bathrooms, gazebos, prayer rooms, food stands, game rides, souvenir shops, and also live music on holidays. This allows tourists to enjoy Kenjeran Beach without going in and out because everything is already in the beach area. Everything is managed well so that tourists feel comfortable visiting Kenjeran Beach again.

#### **4. Ancillary**

Ancillary is an additional service that supports the tourist experience. Tourists can visit Kenjeran Beach by using Surabaya public transportation, which can be reached by serving all areas in Surabaya, including Kenjeran Beach. In addition, there are inns around Kenjeran that support the needs of tourists. Lodging is very important for tourists to rest or spend the night so they can visit other tourist attractions.

**Shell Beads as a Supporting Attraction for Kenjeran Beach Tourism**

The beads traded around Kenjeran Beach Surabaya are made from shells in Pasir Putih, which are processed independently or by collectors. This is the main attraction at Kenjeran Beach because only on this beach can beads be made from shells. The shells taken from Pasir Putih are cleaned and processed to be used as accessories.



Figure 1. Beads

Source: Researcher, 2024

The shells used as souvenirs are processed and then hand-crocheted by several sellers according to the creativity of each seller, which can usually be used as brooches, bracelets, tissue boxes, frames, ashtrays, and key chains. Beads made from shells are used as souvenirs because usually tourists who come and visit often buy souvenirs of shell beads in large quantities. So, shell bead souvenirs are used and can be introduced into the local culture typical of Kenjeran Beach. The shell bead souvenirs are only found on this beach, so they can also be promoted to increase cultural wealth in Surabaya. So, shell bead souvenirs deserve to be used as an additional attraction when tourists want to visit Kenjeran Beach. And if you want to buy it, it can be used as a memento for tourists when they want to visit Kenjeran Beach.

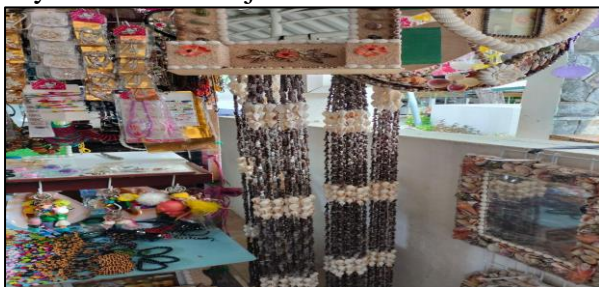


Figure 1. Beads

Source: Researcher, 2024

Shell beads at Kenjeran Beach can also be utilized as sellers as a livelihood for the family. Moreover, the sellers can take advantage of these opportunities to become a source of the economy to provide economic impact for the local community, namely souvenir sellers. The economic impact for the sellers in terms of being actively involved in manufacturing and selling handicraft products of typical shell beads of Kenjeran Beach, Surabaya. So, in Kenjeran Beach tourism, Surabaya provides jobs to sellers to sell and market shell bead products typical of Kenjeran Beach.

**Tourists' Perception of Shell Beads as a Supporting Attraction for Beach Tourism**

Based on the study conducted by researchers on shell beads as a supporting attraction in Kenjeran Beach Tourism, tourists strongly agree with the statement that shell beads are a tourist attraction at Kenjeran Beach. Tourists are interested in buying typical shell beads from Kenjeran Beach, which can be used as souvenirs for tourists visiting. This was expressed by tourists who researchers at Kenjeran Beach Surabaya have interviewed:

**Table 1.2 Interview Result**

No.	Informan Name	Statement
1.	Lia (Visitor)	Agree that the shell beads typical of Kenjeran Beach are used as a supporting attraction.
2.	Ida (Visitor)	Shell beads can be a supporting attraction because other tourist attractions do not own them.
3.	Aisyah (Visitor)	Shell beads can be used as souvenirs from Kenjeran Beach because not many beaches provide souvenirs like those at Kenjeran Beach.
4.	Siti Aminah (Seller)	I sell them at a low price so that when visitors come back, they can buy from me and get a discount.

According to tourists, Souvenirs are typical of the origin of the area that is not found in other areas. According to some tourists, it is necessary to buy regional souvenirs if they look attractive when they come; tourists have to buy souvenirs typical of the area, especially since the prices are quite low. The cheap

price makes it a consideration for tourists to buy quite a lot or not. Shell beads typical of Kenjeran Beach are sold at a very affordable price, and if you buy enough, tourists can get a discount. According to the sellers, giving low prices does not make them lose money but still make a lot of profit. Sellers provide low prices by considering the process of getting the white shells taken from the White Sand. Then, some accessories have special techniques after cleaning to be managed before the shells caught are marketed or sold at the souvenir center at Kenjeran Beach Tourism.

## **CONCLUSION**

Based on the results of research at Kenjeran Beach tourist attraction with the topic of shell beads as a tourist attraction at Kenjeran Beach Surabaya, several conclusions can be obtained including: 1) Kenjeran Beach, Surabaya has attractions that can attract tourists to visit by offering natural beauty and typical souvenirs from Kenjeran Beach. In addition, other supporting facilities are accessibility, amenities, and ancillary, which are sufficient to make tourists feel comfortable at Kenjeran Beach, Surabaya. The components of attractions, accessibility, amenities, and ancillary tourism in tourist destinations are used to attract tourists to visit these tourist destinations. 2) Typical beads from Kenjeran Beach are processed by local people manually and using machines, making this shell-bead souvenir product a special attraction for tourists visiting Kenjeran Beach. These shell beads can be used as souvenirs for tourists visiting Kenjeran Beach because these typical beads only exist on Kenjeran Beach. Therefore, it is natural that these shell beads become a supporting attraction in Kenjeran Beach, Surabaya. 3) The perception of tourists supports the statement that shell beads can be used as a supporting attraction at the Kenjeran Beach tourist attraction, Surabaya. This has been supported by statements from tourists visiting Kenjeran Beach, Surabaya. Shell beads typical of Kenjeran Beach have great potential to be used as an attraction, so the existence of Kenjeran Beach tourist attractions can help local communities.

The researcher's suggestion to the manager of Kenjeran Beach is to develop the typical Kenjeran Beach shell beads so that they are more widely known by tourists and increase the design innovation of these beads to increase visits from tourists. The development of these shell beads can be through promotion because

effective promotion can introduce shell beads to tourists so that tourists have an attraction to visit Kenjeran Beach tourist destinations through typical Kenjeran shell beads. It is hoped that greater promotion will positively impact bead traders and tourists.

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