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## Analysis of the Roles of Southern Coastal Road Construction Between Tulungagung and Trenggalek Regencies in Developing the Economy of Tasikmadu and Keboireng Villages

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**Abstract:** This study aims to identify the sectors that influence the economy in Tasikmadu Village and Keboireng Village. Secondly, it seeks to understand the sustainable economic development policies for these villages following the construction of the southern coastal road (JLS). This research uses Partial Least Squares (PLS) analysis, collecting data related to economic variables after the development of the southern coastal road. The analysis results through SEM PLS testing indicate a significant impact of the economic variables with the presence of the southern coastal road development, providing deep insights into the impact of infrastructure development on the local economy. These findings can serve as the basis for better policy recommendations to harness the potential of the southern coastal road development to improve the welfare of the communities in Tasikmadu Village and Keboireng Village. The results show that the JLS has increased investment, reduced unemployment, and encouraged consumption, which significantly drives the village economy. Improved accessibility opens up business opportunities, increases community income, and expands local markets. This development also stimulates the growth of the tourism sector and the distribution of local products, supporting sustainable economic growth in both villages.

**Keywords:** Development of the Southern Cross Road, Economy, Tasikmadu Village and Keboireng Village

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## INTRODUCTION

Law No. 38 of 2004 concerning Roads governs various aspects related to the construction, management, and maintenance of roads in Indonesia. It defines and classifies roads into categories such as national, provincial, regency, city, and village roads. The authority and responsibility for road administration are divided among the central government, provincial governments, and regency/city governments according to road status. The Southern Cross Road (Jalur Lintas Selatan, JLS) is part of a national and provincial road network development program in Indonesia. This road is designed to enhance connectivity between regions along the southern coast of Java. The objective of this development is to support economic growth in the areas surrounding the JLS. The construction of this national road connects various cities and regencies along the southern Java corridor. Supporting infrastructure such as bridges, flyovers, and other facilities is also included in the development of JLS to improve connectivity and safety. The construction of the Southern Cross Road in East Java Province spans from Pacitan to Banyuwangi. The progress of JLS development has continuously advanced from its initial planning stages to the present, with a total length of 673 kilometers stretching across the southern part of Java, covering eight regencies. This includes Trenggalek and Tulungagung Regencies, which share similar economic characteristics and face significant poverty levels compared to other regencies. According to 2023 data, the poverty rate in Trenggalek Regency was 10.63%, with a poverty line of IDR 381,448 per capita per month in 2022. In Tulungagung Regency, the poverty rate in 2023 was 6.53%, with a poverty line of IDR 423,875 per capita per month in 2022.

Keboireng Village in Tulungagung Regency and Tasikmadu Village in Trenggalek Regency were selected as research locations because they are situated along the JLS route and have experienced direct impacts from this infrastructure development. Despite differences in economic structures—Tasikmadu Village focusing on fisheries and marine tourism, while Keboireng Village relies on agricultural and natural tourism potential—both faced similar challenges before the JLS, such as limited transportation access that hindered economic growth. With the JLS in place, significant opportunities have emerged to develop tourism potential and improve connectivity, which can stimulate local economic growth. Furthermore, both villages reflect the socio-economic challenges faced by regions with relatively high poverty rates. The tourism potential in the southern coastal area of East Java is significant, encompassing natural, cultural, and special-interest attractions, as well as business opportunities in tourism facilities and services. However, this potential remains underdeveloped, and tourism activities in the region are still relatively modest. Studies by Adinugroho (2017), Rif'an & Irawati (2020), and Setijawan (2018) suggest that tourism can serve as a solution to improve community welfare. Moreover, well-planned and sustainable tourism development can significantly contribute to enhancing the quality of life and local economies. Potential attractions that can be developed include beach/marine tourism, agrotourism, cave tourism, forest tourism, and others. These efforts are expected to foster infrastructure and superstructure development to enhance the economy in these villages. Therefore, the aim of this study is to identify the factors influencing the economy of Tasikmadu and Keboireng Villages and to analyze sustainable economic development policies in these villages in the presence of the Southern Cross Road (JLS).

## LITERATURE REVIEW

### Development

In general, development can be defined as a planning process carried out by the government, aimed at driving change to improve the welfare of society (Jayadinata, 1999:4). Development entails creating or organizing something that previously did not exist or enhancing what is already in place. It highlights that progress can be achieved through continuous innovation and improvement of existing resources, resulting in added value and greater efficiency overall. This encompasses various sectors such as the economy, infrastructure, and social domains, where sustainable development and innovation are key to growth and advancement. Law No. 38 of 2004 on Roads defines roads as land transportation infrastructure that includes all parts of the road, along with its buildings and equipment, intended for traffic. This includes roads on the ground

surface, above it, underground and/or underwater, as well as over the water, excluding railroads, cable roads, and tramways. Road management in Indonesia must adhere to principles of utility, harmony and balance, fairness, transparency and accountability, empowerment and effectiveness, as well as partnership and collaboration.

The policy for the development of the Southern Cross Road in East Java, as outlined in the Regional Medium-Term Development Plan (RPJMD) of East Java Province for 2009–2014, essentially specifies strategic planning. This strategic infrastructure is crucial for supporting the economic cycle, including the smooth distribution of goods and services. The presence of such strategic infrastructure also represents efforts to enhance equity and balanced development, thereby reducing regional disparities. The Southern Cross Road is categorized as strategic infrastructure that is currently under development or planned for further improvement. Like other infrastructure, roads are a critical element that supports economic activities. A road network is a regional infrastructure essential for facilitating the flow of production factors and the marketing of production outputs (Tulus Tambunan, 2006). The development of the Southern Cross Road is part of the southern East Java region's growth strategy, involving new construction or the enhancement of a 634.1-kilometer road network with a width of 24 meters along the southern coast, covering eight administrative regions. This road is expected to promote equitable community welfare, improve accessibility between cities and remote areas to public service centers, reduce production costs through access to productive areas, open up opportunities for economic development and resource utilization, and stimulate the growth of production hubs and potential tourist attractions that drive community-based economic activities.

### **Village Economy**

Villages have varying potentials, so advancing a village cannot follow a uniform approach. Some villages focus on tourism potential, others on agriculture, plantations, and livestock, while some lack exploitable natural resources (Rohaya, 2021). The focus is on developing and empowering economic resources at the village level to improve local community welfare. This involves diverse local economic activities such as agriculture, fisheries, handicrafts, and micro, small, and medium enterprises (MSMEs) that utilize local potential. The village economy aims to reduce dependence on external markets by maximizing the use of existing village resources while increasing the capacity for local production and product marketing. It also involves managing and utilizing local tourism potential, improving infrastructure such as roads and markets, and providing financial services to support small businesses. This approach not only enhances income and job opportunities for villagers but also strengthens community participation in economic activities and decision-making. By implementing a strategy focused on local potential-based economic development, the village economy is expected to create sustainable growth.

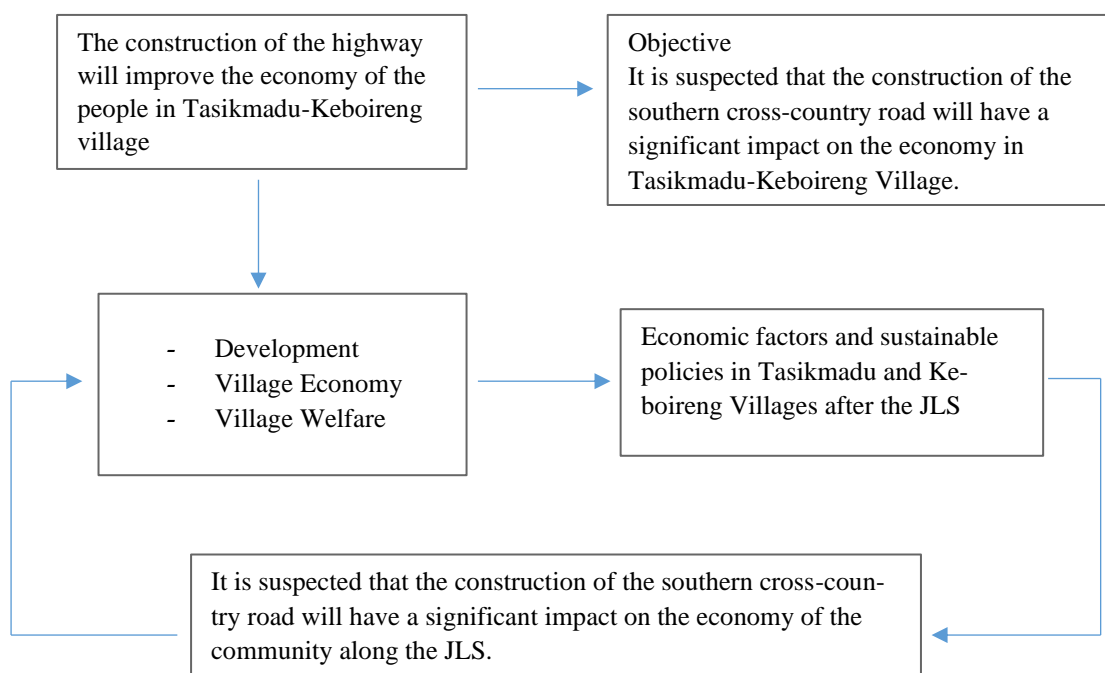
### **Village Welfare**

Village welfare refers to a condition where villagers live well and contentedly, with access to adequate services such as health, education, and infrastructure. It also includes good social relationships and the ability to develop personal potential. In essence, village welfare aims to make rural life better and more livable. According to Walter A. Friedlander (1961), "Community welfare is an organized system of social services and institutions designed to aid individuals and groups to achieve satisfactory standards of living and health, and to foster personal and social relationships enabling them to develop their maximum capacities and improve their welfare in accordance with family and community needs." High-productivity infrastructure development is a crucial component of human resource potential in the development process as Indonesia faces globalization. Roads play a vital role in enhancing community welfare and economic productivity, thereby increasing the productive capacity of human resources and overall community welfare.

### **Local Economic Development (Bailey)**

Bailey's concept of local economic development focuses on efforts to improve community welfare in a region by utilizing local resource potential and empowering the community. This

development emphasizes the importance of leveraging the area's natural, human, and cultural resources to create relevant and sustainable economic opportunities. To achieve established goals, collaboration between the government and the private sector is essential to strengthen various local economic sectors such as tourism, agriculture, industry, and trade. Various community empowerment programs and MSME development initiatives are also implemented to increase employment opportunities and community income (Pratama et al., 2023). This concept highlights the importance of collaboration among the government, private sector, financial institutions, and community members in designing policies and programs that support local economic growth. Additionally, it encourages job creation that aligns with local needs and potential while promoting economic diversification to avoid overreliance on a single sector. Sustainability is a fundamental principle in this development approach, considering social and environmental impacts to ensure long-term benefits. Inclusive and adaptive local economic development is expected to contribute positively to community welfare and regional competitiveness.



**Figure 1. Research Framework**

Source: Author (2024)

This conceptual framework explains that the development of the Southern Cross Road (JLS) is expected to enhance the economy of communities in Tasikmadu and Keboireng Villages. Theoretically, road infrastructure development can strengthen regional connectivity, contributing to improved accessibility and mobility. This aligns with the theory of regional economic development, which states that access to transportation facilitates trade activities, creates new business opportunities, and opens access to broader markets. The literature review in this study identifies three main aspects as the basis for analysis: development, village economy, and village welfare. According to the literature, road construction can increase logistical efficiency and reduce transportation costs, thereby driving local economic growth. Regional economic theory also suggests that transportation infrastructure can reduce disparities between regions by strengthening market integration, thus improving the welfare of rural communities. With the support of this literature review, the study tests the hypothesis that the construction of JLS has a significant impact on the economy of communities along the route. Furthermore, to ensure sustainable benefits, economic policy and sustainability factors are a key focus in this analysis. Thus, this conceptual framework

summarizes the relationship between infrastructure development and village economy while emphasizing the importance of sustainable policies to maintain positive impacts for the community over the long term.

## **METHOD**

### **Scope of the Research**

This study evaluates the extent to which the construction of the Southern Cross Road (JLS) has improved accessibility and connectivity for Tasikmadu and Keboireng Villages to local and regional economic centers. Based on the Medium-Term Development Plan (RPJMD) of Trenggalek and Tulungagung Regencies, the JLS construction aims to streamline logistics distribution and reduce economic disparities between regions. The research focuses on the most affected economic sectors: agriculture, trade, tourism, and accommodation. The JLS development is anticipated to have significant impacts, such as increasing farmers' incomes through broader market access, fostering small businesses and local trade, and driving growth in the accommodation sector with the emergence of homestays and guesthouses. Improved access to regional and national markets facilitates the distribution of local products, supports business diversification, and enhances village residents' incomes. In the tourism sector, road construction boosts visitor numbers, develops supporting infrastructure like restaurants and new attractions, and creates new business opportunities in the villages.

### **Data Sources and Research Locations**

This study focuses on Tasikmadu Village, Watulimo District, Trenggalek Regency, and Keboireng Village, Besuki District, Tulungagung Regency. These villages were chosen for their strategic location along the JLS. The research data consists of primary and secondary sources. Primary data is collected through surveys and questionnaires designed to measure changes in economic activity, income, and quality of life. In-depth interviews are also conducted with village leaders, local entrepreneurs, and relevant officials. Secondary data includes government reports, academic publications, statistics from the Central Statistics Agency (BPS), and village reports providing demographic and economic information.

### **Types of Data**

The research data is divided into primary and secondary data. Primary data is obtained through interviews, surveys, and visual documentation. Interviews involve farmers, traders, entrepreneurs, and informal sector workers to understand the impact of JLS development. Surveys use Likert-scale (1–5) questionnaires to measure public perceptions of the road's impact. Secondary data is sourced from official village reports, BPS statistics, and academic studies. Research variables include income, investment, unemployment rates, and consumption levels, analyzed to evaluate economic changes before and after the JLS construction.

### **Data Collection Method**

A probability sampling method with a Simple Random Sampling technique is employed to ensure equal selection opportunities for all population members. The study population consists of residents of Tasikmadu and Keboireng Villages. A total of 60 respondents are selected, with 30 from each village. The sample is divided based on five main occupational categories: farmers and fishermen, traders or micro-enterprise operators, tourism sector workers, transportation or logistics workers, and other informal sector workers. This technique enables proportional representation of impacted groups, ensuring accurate and comprehensive data.

### **Data Analysis Method**

Data analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), which examines relationships between latent variables, such as road construction status, and economic variables, such as income, unemployment rates, and consumption levels. The data



is processed using SmartPLS software, producing path coefficient estimates that measure the impact of each independent variable on the dependent variables. Validity and reliability tests, including convergent and discriminant validity, ensure the model's accuracy and consistency. This analysis evaluates the JLS project's impact on the community's economy, such as increased income or reduced unemployment rates after the infrastructure project is completed.

## RESULTS AND DISCUSSION

### Economy in Tasikmadu and Keboireng Villages

The construction of the Southern Cross Road (JLS) in Trenggalek and Tulungagung Regencies has significantly impacted the economy of the villages along its route, particularly Tasikmadu Village in Trenggalek and Keboireng Village in Tulungagung. Although these two villages have different economic characteristics, both faced similar challenges with transportation access limitations before the JLS was built. In Tasikmadu Village, the fisheries and agriculture sectors were the main pillars of the local economy; however, limited access to markets resulted in low product prices, as these products were challenging to deliver to consumers outside the village. Keboireng Village, where most residents also relied on agriculture, faced similar issues. Poor road infrastructure hindered the mobility of goods and services, reducing the village's economic potential. According to regional economic development theory, adequate transportation infrastructure is essential to reducing distribution costs and increasing product competitiveness, thereby boosting local economies. The presence of JLS has brought significant changes to the economic dynamics of both villages, particularly by improving accessibility and developing tourism potential. Keboireng Village, located near the southern coast, boasts stunning natural attractions, such as Midodaren Beach and Klatak Beach. Before JLS, these beaches were relatively unknown due to limited access; however, with improved infrastructure, the number of visitors has increased. Midodaren Beach is known for its beautiful white sand and relatively calm waves, making it ideal for family recreation. Klatak Beach offers a more natural landscape and is popular among local fishing enthusiasts. This increase in tourism aligns with the \*tourism-led growth\* theory, which suggests that the tourism sector can serve as a primary driver of regional economic growth.

With the rise in tourist visits, Keboireng residents have begun developing tourism-related businesses, such as accommodations, restaurants, and souvenir shops. These efforts not only create jobs but also reduce the community's dependency on agriculture. In Tasikmadu Village, the positive impact of JLS is also evident, particularly in the fisheries sector and marine tourism. Located along the southern coast, Tasikmadu has significant tourism potential, particularly with popular attractions like Prigi Beach. Prigi Beach is renowned for its scenic beauty and comprehensive tourist facilities, including water sports areas, a fish auction site, and a fresh fish market that attracts visitors. Additionally, JLS has accelerated the distribution of fishery products from Tasikmadu to broader markets, increasing the local community's income. According to economic literature, improved transportation access can expedite local product distribution and support market efficiency. Tasikmadu is now also drawing tourists interested in marine tourism and seafood cuisine. This has encouraged residents to establish additional businesses, such as boat rental services, seafood restaurants, and accommodation facilities, all of which strengthen the village economy. Through developing tourism and smoother product distribution, the residents of Tasikmadu and Keboireng have opportunities to enhance their economic well-being and living standards.

### Examples of Local Businesses

Genjor Rest & Café, managed by Mr. Arif, is located in Tasikmadu Village, Watulimo District, Trenggalek Regency. This spot has become a favorite destination along the JLS thanks to its semi-outdoor concert featuring natural and serene decor. Its signature menu includes *ayam geprek sambal korek*, special fried rice, Genjor coffee, and pandan ginger tea, all offered at affordable prices. Facilities include free Wi-Fi, live music on weekends, and spacious parking, making it an ideal spot for tourists and travelers to rest while enjoying a green ambiance and delicious meals.

Warung Selera Bunda (Bu Reni) is a well-known local eatery offering various authentic Indonesian dishes with a homemade taste. The main menu often includes fried rice, *ayam penyet*, and other traditional dishes rich in flavor. With its simple yet warm atmosphere, this eatery is a favorite for those seeking tasty and affordable meals. Angkringan Iki 05 is a traditional food stall located on Jalan Tulungagung, centered in Wates Campurdarat, offering simple yet delicious dishes typical of an *angkringan*. It serves items like *\*nasi kucing\**, chicken intestine satay, fried snacks, and traditional drinks at very affordable prices. The relaxed and straightforward atmosphere makes it a popular hangout spot among local youth and residents.

**Data Analysis Results**  
**Uji Reabilitas dan Validitas**

**Tasikmadu Village**

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Investment	0.550	0.594	0.756	0.512
Income	0.682	0.719	0.805	0.512
Unemployment	0.667	0.763	0.788	0.504
Consumption Rate	0.686	0.706	0.808	0.514

<http://www.smartpls.com>

The results of the construct reliability test for the four latent variables (Investment, Income, Unemployment, and Consumption Level) revealed differences in consistency and reliability levels. Cronbach’s Alpha for each variable tended to be below or close to the threshold of 0.7, with Investment having the lowest value (0.550), indicating weak internal reliability. Income (0.682), Unemployment (0.667), and Consumption Level (0.686) were near the minimum reliability threshold but did not meet a strong standard. Cronbach’s Alpha has limitations as it assumes equal weighting for all indicators, making Composite Reliability (CR) a more accurate measure. Composite Reliability (CR) produced higher values compared to Cronbach’s Alpha, indicating better reliability across all variables. All variables had CR values above 0.7, suggesting that, despite the low Cronbach’s Alpha scores, the overall model exhibited sufficient reliability. The CR values for Investment (0.756), Income (0.805), Unemployment (0.788), and Consumption Level (0.808) demonstrated good internal consistency. Furthermore, the Average Variance Extracted (AVE) values for all variables were above 0.5, indicating adequate convergent validity, with more than 50% of the variance in the indicators explained by their respective latent constructs. This reinforces the conclusion that the measurement model is valid and reliable within the context of the analysis conducted.

**Keboireng Village**

	Cho_A	rho_A	Reliabilitas komposit	Rata-rata Varian Diekstrak (AVE)
Investment	0.546	0.561	0.760	0.515
Income	0.682	0.709	0.806	0.514
Unemployment	0.769	0.774	0.851	0.590
Consumption Rate	0.686	0.702	0.808	0.514

<http://www.smartpls.com>

The results of the construct reliability analysis for the four latent variables (Investment, Income, Unemployment, and Consumption Level) indicate variations in consistency and validity levels. Cho’s Alpha for Investment was 0.546, indicating weak internal reliability, while Income scored 0.682, approaching the acceptable threshold. On the other hand, Unemployment had a relatively high Cho’s Alpha value of 0.769, demonstrating strong internal consistency. For Composite Reliability (CR), all variables showed values above 0.7, with Unemployment recording the highest CR at 0.851, indicating excellent reliability. Furthermore, the Average Variance Extracted (AVE) values for all variables were encouraging, with Unemployment achieving the highest AVE value of 0.590, indicating that over 50% of the variance in the indicators was explained by the construct. The AVE values for Investment, Income, and Consumption Level ranged from 0.514 to 0.515, also indicating adequate convergent validity. Overall, these findings suggest that although some variables showed weaknesses in reliability, the measurement model remains valid and reliable, particularly for the Unemployment variable, which performed the best in this analysis.

**Uji Signifikan di SmartPLS**

**Tasikmadu Village**

	<b>Sampel Asli (O)</b>	<b>Rata-rata Sampel (M)</b>	<b>Standar Deviasi (STDEV)</b>	<b>T Statistik (  O/STDEV  )</b>	<b>P Values</b>
Investment -> Income	0.214	0.205	0.092	2.315	<b>0.028</b>
Unemployment -> Income	0.411	0.408	0.120	3.417	<b>0.002</b>
Consumption Level -> Income	0.415	0.422	0.118	3.523	<b>0.001</b>

<http://www.smartpls.com>

Statistical test results indicate that the construction of the Southern Cross Road (Jalan Lintas Selatan) has had a significant impact on increasing the income of the residents of Tasikmadu Village through three main variables: investment, unemployment, and consumption levels. The relationship between investment and income shows a coefficient of 0.214 with a p-value of 0.028, indicating that road development plays an important role in boosting investment, such as the entry of new businesses and business expansion. This positively contributes to community income. Additionally, the reduction in unemployment has a significant impact on increasing income, with a coefficient of 0.411 and a p-value of 0.002. This demonstrates that improved accessibility from road development creates more job and business opportunities for the community, ultimately leading to a significant increase in income. Furthermore, the level of community consumption also shows a very strong relationship with income, with a coefficient of 0.415 and a p-value of 0.001. Road development facilitates easier access to markets and economic centers, encouraging residents to increase consumption. This rise in consumption stimulates local economic sectors, such as trade and services, ultimately enhancing overall community income.



**Keboireng Village**

	<b>Sampel Asli (O)</b>	<b>Rata-rata Sampel (M)</b>	<b>Standar Deviasi (STDEV)</b>	<b>T Statistik (  O/STDEV  )</b>	<b>P Values</b>
Investment -> Income	0.237	0.209	0.106	2.246	<b>0.032</b>
Unemployment -> Income	0.591	0.601	0.144	4.099	<b>0.000</b>
Consumption Level -> Income	0.212	0.227	0.096	2.209	<b>0.035</b>

<http://www.smartpls.com>

The results of the statistical test show that the development of the southern coastal road has a significant impact on increasing the income of the community through three main variables: investment, unemployment, and consumption levels. The relationship between investment and income shows a coefficient of 0.237 with a p-value of 0.032, meaning that the increase in investment due to road development significantly boosts community income. This new road improves access for investors and business actors to invest in Tasikmadu village, directly contributing to the village's economic growth. Additionally, the reduction in unemployment significantly affects income, with a coefficient of 0.591 and a p-value of 0.000. Road development facilitates the creation of new job opportunities, reduces unemployment, and substantially increases community income. Consumption levels also have a significant influence on income, with a coefficient of 0.212 and a p-value of 0.035. The development of the road improves community access to markets and economic centers, thereby driving increased consumption. Higher consumption stimulates local economic growth as demand for goods and services rises.

**Relationship between Variables**

**Test results**

The analysis of the impact of the Southern Coastal Road (JLS) development in Tasikmadu Village and Keboireng Village shows a significant positive impact on the community's economy through three main variables: investment, unemployment, and consumption levels. In Tasikmadu Village, the relationship between investment and income has a coefficient of 0.214 with a p-value of 0.028, indicating that the improved accessibility due to road development increases investment opportunities, which in turn contributes to higher community income. This finding aligns with economic development theory, which states that better transportation infrastructure can reduce distribution costs and expand market access, potentially attracting investment (Adinugroho, 2017). Additionally, the reduction in unemployment also has a significant impact, with a coefficient of 0.411 and a p-value of 0.002. This indicates that road development creates more job opportunities. Setijawan's (2018) research supports this finding, showing that infrastructure development can drive local economic growth by opening up job opportunities. Furthermore, the level of community consumption also shows a strong relationship with income, with a coefficient of 0.415 and a p-value of 0.001, indicating that improved accessibility to markets encourages increased consumption. This is consistent with the findings of Rif'an & Irawati (2020), which state that better transportation access contributes to higher household consumption and supports economic growth.

In Keboireng Village, the analysis also shows that the development of JLS significantly contributes to the community's economy. The relationship between investment and income has a coefficient of 0.237 with a p-value of 0.032, indicating that the increase in investment due to road development significantly boosts income. This finding is supported by Adinugroho (2017), who

mentions that improved transportation infrastructure opens up significant opportunities for investors to invest in previously isolated areas. The reduction in unemployment strongly affects income, with a coefficient of 0.591 and a p-value of 0.000, showing that road development creates more job opportunities. This result aligns with Setijawan's (2018) research, which states that infrastructure development can reduce unemployment by expanding access to labor markets. Moreover, the consumption level in Keboireng Village shows a coefficient of 0.212 and a p-value of 0.035, indicating that improved market access encourages increased consumption, leading to local economic growth. This supports the findings of Rif'an & Irawati (2020), which show that road infrastructure development can improve the distribution of goods and services, ultimately increasing the community's purchasing power.

### **Sustainable Economic Development Policies for Tasikmadu Village and Keboireng Village with the Southern Coastal Road (JLS)**

- **Sustainable Tourism Development:**  
Optimizing existing potential through the development of supporting infrastructure such as accommodations, parking areas, and environmentally friendly public facilities.
- **Local Economic Diversification:**  
Supporting traditional sectors such as agriculture and fisheries in both villages. Enhancing technological innovation and market support to increase productivity and income for farmers.
- **Improving Access and Marketing of Local Products:**  
The improved access provided by the JLS should be used to expand the market for local products. The local government can support this by organizing regular local markets or facilitating access to digital platforms for marketing the village's superior products.

## **CONCLUSION AND SUGGESTIONS**

### **Conclusion**

The development of the Southern Coastal Road (JLS) in Tasikmadu Village and Keboireng Village has had a significant positive impact on the local economy, particularly in terms of increased investment, reduced unemployment, and higher consumption levels. Improved accessibility encourages investment and opens up job opportunities, which ultimately increases the income of the communities in both villages. Moreover, easier access to markets accelerates the distribution of local products and stimulates consumption, contributing to local economic growth. After the development of the Southern Coastal Road (JLS), the main infrastructure challenges that have emerged include high maintenance costs and the potential for road damage due to extreme weather and increased traffic volume. Local governments need to allocate sufficient funds for routine maintenance. However, budget limitations can be a serious obstacle, leading to rapid deterioration of the road and posing safety risks for users. Additionally, the pressure from increased traffic on the JLS can affect local village infrastructure, such as small roads that were not designed to accommodate large volumes of vehicles, forcing the government to allocate extra funds for repairs. Other budget-related issues include a high dependency on government funds, which can disrupt allocations for other public service sectors. The risk of fund mismanagement or corruption may worsen the situation, hindering the expected benefits of infrastructure that should be experienced by the community. Furthermore, the development of supporting infrastructure, such as drainage, safety facilities, and access to public services, may be delayed due to budget constraints. A strong focus on the JLS could also create an imbalance in development, with areas not served by the road feeling neglected and receiving less attention in infrastructure development.

### Suggestion

**Sustainable Maintenance and Budget Allocation:** The provincial government must allocate sufficient funds for the routine maintenance of the JLS and supporting infrastructure, and use technology-based monitoring systems for timely evaluation and repairs.

**Integrated Tourism Management:** Develop a master plan for sustainable tourism that includes training for business operators, environmental protection, and structured promotion of tourism potential to support local economic growth.

**Improvement of Local Infrastructure:** The district government should build road access that connects the JLS to tourist destinations and provide adequate public facilities, such as health service centers and markets, to support MSMEs.

**Community Empowerment and Education:** Conduct outreach on economic opportunities and relevant skills training, as well as road safety campaigns to prepare the community to utilize existing infrastructure wisely.

**Community-Based Management:** Village governments need to form community groups to manage tourism potential, develop land use plans that protect agricultural areas, and initiate labor-intensive programs to maintain local infrastructure.

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