THE EFFECT OF WATERFRONT CITY DEVELOPMENT ON THE ECONOMIC WELFARE OF COASTAL COMMUNITIES (STUDY IN BETING VILLAGE, EAST PONTIANAK DISTRICT, PONTIANAK CITY)

Andi Setiawan, Ghina Firyaliani Zalfa
Brawijaya University Malang, Indonesia
Email: andi.setiawan@ub.ac.id
*Correspondence

ARTICLE INFO	ABSTRACT
	This study aims to analyze the effect of waterfront city development on coastal economic development in Beting Village, East Pontianak District, Pontianak City. This is due to the low economy of the community so many of them are involved in buying and selling drugs which then damages the good image of Kampung Beting. Data from 100 respondents were analyzed using quantitative analysis methods with simple linear regression. The results showed that the waterfront city had a significant effect on the welfare of the coastal economy of the Betting Village community. This is because according to the conditions the waterfront itself is appropriate so that it can attract tourists to visit the area who come and then open opportunities for local people to open various types of businesses such as boat rentals, taverns or cafes, and selling souvenirs.

Introduction

Kampung Beting is a village of high historical value. The history of Kampung Beting began with Sultan Abdurrahman Alkadrie who came to this region three months after the death of his father named Al Habib Husin, the propagator of Islam, in 1184 in Mempawah (Prameswari, 2018). From Mempawah, the Sultan then went down the Kapuas River and stopped at the confluence of the Kapuas River and Landak River because he was disturbed by a long-haired figure better known as Kuntilanak. Disturbed, the Sultan finally took out a cannon and fired it at the figure as well as indicating where the cannonball fell, then his territory would be established there (Noor, Tajik, & Golzar, 2022). The cannonball finally fell through the junction of the Kapuas River and Landak River, which later became known as Kampung Beting.

Kampung Beting is the first village established after the construction of the Palace or Keraton Kadriah and is the residence of the figures and officials of the palace. Not only that but this village also built Jami Mosque. In this village, there are Langar (Mushalla), Kopol (Pier), three besa houses or places of deliberation for 3 different tribes living in the village, a hall house as an element of government, and a tomb as an architectural element. These elements are seen as a unified system and become artifacts that reflect the identity of Kampung Beting (Wibowo, Kaskoyo, & Damai, 2019). Most of the houses in this village are houses on stilts (houses on water or lanting houses. This

stilt house is divided into 3 types according to the class or caste of the homeowner. The 3 types of houses are going slaughterhouses, wire slaughterhouses, and pyramid slaughterhouses (Lubis, 2014). The pyramid slaughterhouse is the residence of community leaders related to the palace, while the lanting house is the residence of the common people. This village can be said to be unique because to connect one house with another house, a wooden bridge was built. Residents in this village in their daily lives are very dependent on water, such as for fishing, transportation, bathing, washing, and so on.

Over time, this village underwent drastic changes after the Indonesian government system changed from a sultanate to 2 Achmad Mundzirin and Ocsya Ade CP. (2015, November 30). Kampung Beting is a place of endless promises. Taken back from the presidency which caused the decline of the people's economy. Those who used to work as employees or soldiers of the palace turned into unemployed. This condition was further exacerbated after the entry of crime into this village in 1987 where this village was used as a place to conduct drug buying and selling transactions (Isra, Zubair, & Nursyamsi, 2020).

This drug buying and selling activity began with immigrants who entered Kampung Beting. Kampung Betting is used as an escape place for thugs or criminals from the pursuit of police officers. The arrival of the criminals then promised the entry of money through the drug buying and selling business which then made one by one the people of Kampung Beting fall into the circle. Since then this village has been considered a dangerous area, be it because of the area of buying and selling drugs or other crimes. This is reinforced by data from the National Narcotics Agency (BNN) Pontianak City in 2018 where of more than 3000 people living in Kampung Beting, 200 of them fell into drug buying and selling activities.

Therefore, to improve the economy of the community so that they are not involved in drug buying and selling activities that damage the good image of Kampung Beting, the government through the Ministry of Public Works and Public Housing (PUPR) program makes the area along the Kapuas River, including Kampung Beting, as a waterfront city area. This is by Pontianak City Regional Regulation Number 2 of 2013 where it is said that the strategy of determining strategic areas from the point of economic, and socio-cultural interests, utilization of natural resources and/or high technology as well as the function and carrying capacity of the environment one of them is by developing tourism, recreation and nature protection activities in the periphery and body of the Kapuas River with the concept of waterfront city. Through this program, houses that originally had their backs to the river were rearranged to face the river. Likewise with washing places, latrines, ditches, and so on they not only look neat but also habitable. This arrangement is also followed by empowerment for the community where they are given various training and counseling so that they do not fall back into drug buying and selling activities.

Waterfront City

The waterfront city is the concept of developing coastal or waterfront areas, be it the beach, river, or lake (Ragheb & EL-Ashmawy, 2020). According to the Echols, a waterfront city is an area that is by the sea or a city directly adjacent to water, such as a port area (Dal Cin, Hooimeijer, & Matos Silva, 2021). According to Wrenn, an urban waterfront is an urban area located at the water's edge, for example in a large port area in a metropolitan city. According to Breen, Ann, and Rigby, a waterfront city is a dynamic area of a city that is at the meeting of land and water. While according to the Directorate of Coastal and Small Islands Utilization, a waterfront city is an area that is directly adjacent to water and faces rivers, lakes, seas, and so on.8 From these various understandings, the development of this waterfront city can be interpreted as part of an effort to develop urban areas that are physically close to water where later the development of this area will be water-oriented.

Another element that must be owned by the region to be used as a waterfront area is cultural heritage (Damanik & Pratiwi, 2017). Cultural heritage can be an influential element for the waterfront area because it can add value to the waterfront area by giving a sense of history, identity, and character to the place. For example, areas with historical buildings or landmarks can attract visitors and create a unique sense of place. Cultural heritage can also be used to promote tourism and economic development, as well as to preserve and celebrate local traditions and customs (Warsewa, 2018). Overall, cultural heritage can contribute to the social, economic, and environmental sustainability of the waterfront city area.

The source of income for people living in the waterfront city area can vary depending on the location and waterfront model used. Some residents may be involved in maritime activities, such as fishing or shipping, while others may work in industries such as tourism, hospitality, retail, or other services. Overall, the economies of the waterfront region tend to be diverse. Although water is an important resource for several industries and activities such as shipping or aquaculture, it is not the only or main source of income for all residents in the waterfront city area.

This *waterfront city* area can be said to have its uniqueness where the residents have socio-economic activities oriented to waters and land, have cultural or historical relics in it, and the lives of the people that cannot be separated from water (living on water). People also make these waters their main transportation because it is an open area, but the risk is that they are prone to smuggling, infiltration, or other security problems.

Waterfront can be divided into 3 types based on the type of coastal development, including:
1. Waterfront conservation, which is the arrangement of existing waterfront areas so that they are maintained and can be enjoyed by the surrounding community.
2. Waterfront redevelopment, which is an effort made so that the functions on the waterfront can run again by building or repairing various pre-existing facilities.
3. Waterfront development, is an effort to create a waterfront to meet the needs of the existing city by reclaiming the beach.

Coastal Economic Prosperity

Economic well-being refers to the standard of living of an individual or society in terms of their ability to meet their needs and wants. Some factors affect the economic well-being of a society such as income, employment, access to goods and services, and standard of living. Economic well-being can be measured in various ways, such as through Gross Domestic Product (GDP) or other economic indicators. The goal of economic well-being is to ensure that everyone in the economy has the opportunity to live a healthy and fulfilling life.

Generally, coastal communities are people who live in coastal areas and their lives are closely related to water, such as fishing and transportation. Coastal communities also have different characteristics when compared to agrarian or peasant communities. For example, in terms of income. Farmers' income can be controlled because of their controlled harvesting patterns so that their crops can be determined to achieve the desired income. In contrast to coastal communities whose livelihoods are mostly as fishermen where their income cannot be controlled. This is because it is influenced by 2 factors, namely:12

1. Milieu. The livelihood of these coastal communities is very dependent on the environment, especially water. This makes them very vulnerable to environmental damage, such as pollution from 12 Wahyudin, Y. (2015). Socio-Economic and Cultural System of Coastal Communities.
2. industrial waste or oil spills can thus shake their socioeconomic system. For example, pollution on the coast of Java at that time caused a drop in the productivity of shrimp ponds. Of course, this has a significant impact on the lives of pond farmers.
3. Season. There are two seasons for fishermen, namely the fishing season and the famine season. In the fishing season, fishermen become very busy going to sea, and most of them can bring home a bountiful catch. However, in the lean season, fishing activities can be said to be minimal so their income decreases drastically.

In addition to the broken eyes of the people, most of whom are fishermen, the education level of the people is also still relatively low. This is also exacerbated by their residential environment which is not well organized so it displays the impression of slums. Thus, because their level of welfare can be said to be low, over time the pressure they get on coastal resources will be greater to meet the needs of their communities.

This can still be overcome by making coastal areas as recreational or tourist areas by looking at the potential they have to attract the attention of tourists. Later, if the coastal area is successfully used as a tourist attraction, of course, the income of coastal communities can also be withdrawn from this sector. That way the economic activities of coastal communities do not only depend on marine activities (Hegazy, 2021).

Korten's theory also emphasizes that development is not only focused on the success of development itself but also on the welfare of the people. This means that development must be sustainable and must not harm the community. Korten argues that development should be people-centered, meaning it should prioritize people's needs and

desires above the interests of companies or governments. He also argued that development should be community-based, meaning it should involve community participation in the planning and implementation of development projects. Overall, Korten's theory emphasizes the importance of a holistic approach to development that pays attention to the well-being of its people (Angradi, Williams, Hoffman, & Bolgrien, 2019).

Based on the explanation above, it can be understood that the implementation of the program will not go according to plan if there is no conformity between the three elements of program implementation. This is because if the results of the program are not what is needed by the target group, then the results issued by the program certainly cannot be utilized properly. If the organization is unable to carry out the tasks required by the program, then the organization can certainly not deliver the results of the program appropriately. If the conditions set by the organization cannot be met by the target group, the target group will not get program results. Thus, compatibility between these 3 elements is very necessary so that the existing program can run well according to the plan that has been made.

Research Methods
 1. Types of Research
      The type of research used in this study is quantitative research methods. According to Sugiyono, quantitative methods are defined as research methods based on the philosophy of positivism. Generally, this method is used to examine certain samples or populations, use research instruments as data collection, statistical/quantitative data analysis, and aim to test hypotheses that have been set. Cresswell also added that in quantitative research, researchers must explain the influence between one variable and another.15 Indicators of the variables in this study are developed into item statements expressed in the form of a Google Form using a Likert scale of 1-4. Then the data obtained will be analyzed using a descriptive model, where later this study explores social situations that will be investigated in depth, breadth, and thoroughly.
 2. Location and Object of Research
      This research was conducted in Beting Village, East Pontianak District, Pontianak City. The object of this study is waterfront city, in this study, researchers focus on the influence of waterfront city development on the coastal economic welfare of the people of Kampung Beting. This is based on the low economy of the local community, making them participate in drug buying and selling activities which then damage the good image of Kampung Beting.
 3. Population and Sample Determination
      The population in this study is residents of Kampung Beting, East Pontianak District, Pontianak City totaling 19,106 people with details of the number of families as many as 5,550, male as many as 9,607, female as many as 9,499, aged 0-15 years as many as 4,930, productive age (16-64 years) as many as 11,698, and ages 65 years and over as many as 849 people.

The sample taken was 99.99 people who were then fulfilled into 100 people using simple random sampling techniques. According to Margono, simple random sampling is a sampling technique that is carried out directly on the sampling unit. Thus, each sampling unit as an element of remote populations will get the same opportunity to be used as a sample/representative of the population but provided that the members of the population are homogeneous and the research tends to be descriptive.

4. Data Collection Techniques

This research uses Google Forms which will later be disseminated through social media and chat-based media. While the questionnaire used in this study is a closed questionnaire or selected questionnaire. The scale used in this study is the Likert scale which serves to classify the variables to be measured so that later there will be no errors in analyzing data and the next step of research. In this questionnaire, respondents will choose statements according to the answer categories, namely:

a. Highly Disagree (STS) points	= 1
b. Disagree (TS) Points	= 2
c. Agree (S) Points	= 3
d. Strongly Agree (SS) Points	= 4

5. Data Analysis Techniques

This study used quantitative analysis methods with simple linear regression. The analysis steps carried out in this study are as follows: (1) Validity and Reality Test, (2) Classical Assumption Test; Linearity Test, Normality Test, and Heteroskedasticity Test, (3) Simple Linear Regression Analysis; Coefficient of Determination Test (R^2), Partial Test (t count), and Statistical Test F.

Results and Discussion

1. Results of Descriptive Statistical Analysis of Waterfront City Variables (X)

Table 2
Waterfront City Variable Mean Recapitulation

No	Questionnaire Statement	*Mean*

No	Statement	Mean
1	The existence *of a waterfront* can develop the potential of the village Shoal	3,37
2	The existence of *a waterfront* Turning the local environment into a tidy one	3,47
3	The existence of *a waterfront* can be used as a tourist attraction	3,70
4	The existence of *a waterfront* acceptable to the local community	3,37
5	The existence of *a waterfront* disturbing residents in their activities	1,57
6	The existing facilities and infrastructure in the *waterfront* area are adequate for the community	2,96
	Mean Amount	18,44

Source: Processed by Researchers, 2023

Based on the findings of research data in Table 4.13 recapitulation of the mean value of the waterfront city variable, from the answers of 100 respondents, a total mean of 3.07 was obtained in the interval range of 2.6 – 3.25 including the category of agreeing or in other words also water tourism owned by Kampung Beting, and neatly arranged local environmental conditions, will certainly attract public interest, Be it foreign tourists or local tourists to visit the area. In addition, the existence of this waterfront also does not interfere with residents in their activities so it is proven that there is a balance in its implementation.

Waterfront City is included in the good category. The findings of this study prove that in fact in the field there is already a match between the program and also the implementer/organization (government) where the essence of the development of this waterfront city is to restore Kampung Beting as it used to be. It is said that because it is proven that the waterfront in the Kampung Beting area has been able to revive existing potentials, such as the potential for water tourism in the form of canoe, boat, or boat rentals to go down the Kapuas River and also religious tourism such as visits to the Kadriah Palace and Jami Mosque as part of cultural heritage, and can make the local environment more organized and neat.

Coastal Economic Welfare Variable (Y)

Table 3
Recapitulation of Mean Variables of Coastal Economic Welfare

No	Questionnaire Statement	Mean
1	The presence of *a waterfront* can be Opening Jobs for the Community	3,46
2	The existence of *a waterfront* opens up opportunities for people to trade (café or shop food and drink)	3,61
3	The existence of *a waterfront* provides an opportunity for the community to open a business in the service sector (renting a canoe, boat, or ship)	3,59

4	The existence of *a waterfront* creates jobs in making souvenirs or crafts hand	3,41
5	With the *waterfront,* the surrounding community no longer has trouble finding Livelihood	3,22
6	The *waterfront* can increase income for Surrounding community	3,47
	Mean Amount	20,76
	Number of Variable Statements Free	6
	Total Mean	3,46

Source: Processed by Researchers, 2023

Based on the findings of research data in Table 4.14 recapitulation of the mean value of coastal economic welfare variables, from the answers of 100 respondents, a total mean of 3.46 was obtained which was in the interval range of 3.26–4 including the category of strongly agree or other words waterfront city can greatly develop the coastal economic welfare of the surrounding community. This is because many people feel that after this waterfront they can open job opportunities, such as opening food stalls, canoe rental services, and also souvenir making services.

Based on the results of field surveys, the types of economic activities in the waterfront city area of Kampung Beting are food and beverage traders starting from Rp1,000-Rp25,000, small stalls with varying prices, canoe, boat, tour boat or speedboat rentals ranging from Rp10,000 – Rp15,000 per person, photography and souvenir services starting from Rp5,000, and paid public toilets of Rp2,000/user.

Quite a lot of people spend their time in the afternoon just relaxing in this waterfront area. Not a few people are also interested in circling the Kapuas River using canoes that have been rented by the local community to enjoy the beautiful scenery of the Kapuas River. In fact, once a year before Eid al-Fitr, local people enliven the night

of Tagbilaran by lighting carbide cannons along the waterfront city area. This has become a tradition that is carried out from year to year. This carbide cannon ignition event certainly invites a lot of interest from the people of Pontianak City because this event is a highly anticipated event for them. People flocked to the waterfront city area of Kampung Beting to enjoy the carbide cannon war.

Many tourists who come then affect the economy of the local community which provides a variety of entertainment and culinary to be enjoyed by tourists. That way local people who were initially slumped in a cycle of poverty due to high unemployment slowly regained hope in improving their economy through this waterfront.

2. Results of Simple Linear Regression Analysis
1. Simple Regression Test

Table 4
Uji Regresi Sederhana

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.929	1	289.929	97.440	.000 b
	Residual	246.965	83	2.975		
	Total	536.894	84			

a. Dependent Variable: Coastal Economic Prosperity
b. Predictors: (Constant), Waterfront City

Based on the Dtput of the study above, it is known that the calculated F value is 97.440 with a significance value of 0.000 or less than (<) 0.05. Thus, it can be said that various waterfront city has a significant effect on the variable of coastal economic welfare. The findings of this study are in line with research related to waterfront cities conducted by (Suryanto & Devi, n.d.) Bangun Eddi on people living on the banks of the Kapuas River, where it is said that before this development, people were still not interested in visiting the area so this area was less known by many people.20 However, after the construction of the waterfront, public interest increased because the place was much more attractive so that it was known by the crowd.

The number of tourists who visit the waterfront area of Kampung Beting has an impact on improving the economy of the surrounding community. Based on observations in the field, not a few people who visit the waterfront of Kampung Beting enjoy snacks provided by local people. Canoe/boat rental services have also succeeded in attracting tourists, especially among young people. They rented the canoe to surround the Kapuas River while enjoying the surrounding scenery.

Then for tourists who visit the Kadariah Palace, local people also offer various souvenirs as a characteristic of the area. These things make people happy to visit the waterfront in the Kampung Beting area, because not only does it present scenery, but they are also treated to various dishes and entertainment so they don't feel bored. Of

course, this has a good impact on the local communities who provide these services because then their economy can improve little by little.

2. Test Coefficient of Determination (R2)

Table 5
Uji Kufisen determinasi (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 a	.540	.534	1.72 5

a. Predictors: (Constant), Waterfront City
b. Dependent Variable: Coastal Economic Prosperity

The results of the coefficient of determination show that the percentage of coastal economic welfare variables after being influenced by the waterfront city variable obtained an R Square value of 0.540 or if converted in percentage form it becomes 0.540 x 100% = 54%. That is, the influence of waterfront city variables on coastal economic welfare variables is 54%. In the R Square column, the result of the coefficient of determination for the simultaneous influence of coastal economic welfare variables on waterfront city variables is obtained R Square of 0.540. After interpretation in the R Square guideline, the number is in the interval range of > 0.51 or falls into the strong category.

The percentage of economic welfare variables is influenced by the waterfront city variable of 54%, which means that the income of the community is mostly dependent on economic activities in the waterfront city area. However, it does not mean that their income is entirely dependent on economic activities in the waterfront area alone, but also on fishing activities or as fishermen considering that in the Kampung Beting area, there is a fairly large market, as well as industrial activities located around the area. However, the largest sector that is their source of income remains this economic activity.

Waterfront City built along the Kapuas River, covering the area of Kampung Beting, is a well-known tourist attraction in Pontianak and is one of the government's priorities in maximizing tourism objects in Pontianak to attract as many local and foreign tourists as possible. Traveling to this waterfront area does not need to require a lot of money or money because its location is not so far from the city center, which is less than 1 hour so it can be reached using private or public vehicles. This waterfront provides interesting and unique entertainment such as canoe, boat, or boat rentals to go around the Kapuas River so that respondents feel entertained by the rental of these services. Not only that but this waterfront area also provides a variety of culinary and there are quite a lot of food stalls opened by the local community at affordable prices so that all people can enjoy the dishes while enjoying the surrounding scenery. This is the main attraction for people to visit the area because not only presents scenery but they

are also treated to a variety of entertainment and culinary at affordable prices. The large
number of people who come to visit this area is then used as an opportunity or
opportunity for local people to open various types of businesses. This then increases
their economic welfare gradually.

The income per day for local people who carry out economic activities in this
waterfront area is Rp300,000 for food and beverage traders, stalls of Rp350,000/day,
canoe/speedboat rentals of Rp300,000/day, tour boat rentals (large boats) of
Rp1,000,000/day, and photography and souvenir services of Rp50,000/day.

1. Partial Test (t count)

Table 6
Uji Parsial (t hitung)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.315	2.375		2.659	.009
	Waterfront City	.783	.128	.525	6.107	.000

a. Dependent Variable: Coastal Economic Welfare

Based on the findings of research on the influence of the waterfront city on the
coastal economy of the Kampung Beting community, a significance value of 0.00 or
less than (<) 0.05 was obtained. This means that the hypothesis (H1) which states that
there is an influence of waterfront city development (X) on the economic welfare of the
coast (Y) of Beting Village, East Pontianak District, Pontianak City, is significantly
accepted and supported.

The magnitude of the influence of the waterfront city on the coastal economic
welfare of the people of Kampung Beting obtained an Unstandardized Coefficients Beta
(β) value of 0.783. This means that for every 1% increase in the value of the waterfront
city, the value of coastal economic welfare will increase by 0.783. The regression
coefficient is positive so it can be said that the direction of influence of the waterfront
city variable on the coastal economic welfare variable is positive.

This is certainly in line with the objectives of waterfront city development carried
out by the government as stated in Pontianak City Regional Regulation Number 2 of
2013 where it is said that the strategy of determining strategic areas from the point of
economic, socio-cultural interests, utilization of natural resources and/or high
technology as well as the function and carrying capacity of the environment, one of
which is by developing tourism activities, recreation, and nature protection in the
suburbs and bodies of the Kapuas River with the concept of waterfront city.

The things that make people interested and feel comfortable to return to visit the
waterfront city area of Kampung Beting are the facilities and infrastructure that are
quite good. This is evidenced by the public toilets and prayer rooms provided for

visitors have been reorganized or not shabby. This is then one of the reasons why visitors feel comfortable when visiting Kampung Beting. According to Surwanto, facilities and infrastructure are one of the supports to serve tourists who come to the area.21 In addition to the facilities and infrastructure, the variety of culinary and entertainment offered then makes tourists feel not bored to visit this area. Because the entertainment in Pontianak City is so minimal. Thus, when local people offer boat, canoe, and canoe rental services to just play in the Kapuas River area, it is certainly considered something different and interesting for the people of Pontianak City. No wonder the people of Pontianak never get tired of visiting the waterfront area of Kampung Beting.

1. Statistical Test F

Table 7
Uji Statistik F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	289.929	1	289.929	97.440	.000b
	Residual	246.965	83	2.975		
	Total	536.894	84			

a. Dependent Variable: Coastal Economic Prosperity
b. Predictors: (Constant), Waterfront City

Based on the results of the above research related to ANOVA, it is known the simultaneous influence of the waterfront city on the coastal economic welfare of the people of Kampung Beting, obtained a calculated F value of 97,440 with a significance value of 0,000. Because the significance value of 0.00 or less than ($<$) 0.05 means that there is a simultaneous influence of waterfront city on the coastal economic welfare of the people of Kampung Beting. That way the hypothesis can be accepted and supported.

This research proves that the more the value or quality of the waterfront city is improved, the more the coastal economic welfare of the surrounding community. The factors that can increase the value of the waterfront city itself are the existing facilities and infrastructure considering that this section received the lowest score by the respondents even though the existing facilities and infrastructure are already included in the good category. For example, such as providing tour packages for local tourists who come from outside Pontianak or even foreign tourists so that they also know the history of Kampung Beting and its contents while circling the area. The reason is, when tourists come to the waterfront city area they only focus on the scenery presented. It is unfortunate if they do not know the history contained in it.

In addition, the aesthetics of cafes or shops in the area can be improved again so that it can attract more tourists. It is said that because based on observations in the field, most tourists who visit the waterfront city area are teenagers who are very fanatical about aesthetic things. Just imagine if the café or shop is made as attractive as possible like the cafes along the canal in Amsterdam. This destination will certainly have the

potential to be the best destination in Pontianak City considering that tourist destinations in this city are quite minimal.

From the results of the study, it can be seen that the waterfront city in Kampung Beting is successful in improving the economy of coastal communities when viewed from the perspective of Korten where it is said that development will succeed if 3 elements are compatible; program, implementer, and program target. The development of the waterfront city is based on various things found in the Kampung Beting area as mentioned earlier, namely potential slum areas, for that the government as an implementing element turns the area into a waterfront city area which then attracts much public interest to visit the area. Seeing this potential, the people of Kampung Beting took the initiative to open various businesses to revive their economy such as opening food stalls, renting their boats for tourists who want to surround the Kapuas River, and selling various kinds of souvenirs. Based on the respondents' answers and data processing results, their economy can improve or improve. However, various improvements or improvements are still needed so that the quality of this waterfront becomes even better.

Conclusion

Research shows that waterfront city is included in the category of positive images that can improve economic welfare in coastal Kampung Betting. The attractive waterfront state has succeeded in attracting tourists to visit the area, providing opportunities for local people to open various types of businesses such as boat rentals, taverns, or cafes, as well as souvenir sales. Based on the results of simultaneous tests (ANOVA), waterfront city together has a significant effect on the economic welfare of coastal communities in Kampung Beting. The influence is quite strong with an R square value of 0.540. The results of the coefficient of determination showed that as much as 54% of the variation in coastal economic welfare could be explained by waterfront city variables, while the rest was influenced by other factors not studied in this study.

Andi Setiawan, Ghina Firyaliani Zalfa

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