

The Influence of Benefits of Coastal Tourism Destination on Community Participation with Transformational Leadership Moderation

(Case Study in Marunda and Luar Batang Villages, North Jakarta Indonesia)

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Abstract:- This study aims to determine and analyze the effect of the benefits of coastal tourism destinations on community participation by moderating the case study transformational leadership in the Marunda and Kampung Luar Batang of the Twelve North Jakarta Coastal Tourism Destinations. This study uses SEM analysis with a Variance Based SEM / PLS (Partial Least Square) approach with the help of the WarpPLS 3.0 program. The population is the number of people in the tourist destination development area from elements of the village, sub-district and informal leadership. Sampling technique using the opinion of Maholtra (2009) so that a sample of 90 people can be obtained, the number of 117 people exceeds 90 people is intended if there is incomplete data then meets the requirements of 90. The results of the study show that the benefits of coastal tourism destinations have a positive and significant effect on participation the community. Furthermore the findings show that transformational leadership does not strengthen the effect of the benefits of developing tourist destinations on community participation.

Keywords:- Travel, Participation, Leadership.

I. INTRODUCTION

The tourism industry is now a leading sectors for n eagara nations possessing desirable tourist destinations by foreign tourists in especially. So that each country trying to provide good service and the provision of facilities and infrastructure required by visitors, it means the food and drink that meets the tastes and beliefs visitors places of worship facilities that provide safety and comfort. On the other hand, from the macroeconomic sector, the tourism industry has an important role in efforts to increase income, and providing employment and in an effort to increase macroeconomic variables. Foreign tourists try to get beach, mountain, cultural preservation, dance and art tourism destinations. Most developed western countries, such as Switzerland, Austria and France, have received a 5% increase in tourism sector revenues from gross domestic product. These countries create employment opportunities in the service industry related to tourism. This service industry includes transportation services, such as airlines, cruise ships and taxis; hospitality services, such as accommodation, including hotels and resorts; and entertainment venues, such as amusement parks, casinos,

shopping centers, music venues and theaters (Ashe, 2005).

Tourism is the largest industry in the world, with total revenues from international tourism equivalent to US \$ 682 billion (WTO, 2009). The tourism industry employs about 10 percent of the global workforce and capital formation. Tourism is not just an activity for entertainment and entertainment. But it is an activity that enriches and energizes. As an industry, the impact of tourism multiplies. The tourism industry feeds a country's economy, stimulates the development process, restores cultural heritage, and helps maintain international peace. The most significant feature of the tourism industry is the capacity to produce large-scale employment opportunities even in underdeveloped areas, especially for women, both educated and uneducated (Cole, 2006). The United Nations Organization for Tourism or the United Nations World Tourism Organization in the 2018-2019 Strategic Plan book of the Ministry of Tourism states that the tourism sector is a leading sector and is the key to developing the country and improving welfare for the community. Based on UNWTO data (2019) shows that an increase in the number of tourists visiting the Asia and Pacific region from 5.6% in 2017 increased to 6.1% in 2018. Tourism is an industry and has a large multiplier effect on other industries. Tourism serves as an effective medium for the transfer of wealth because here the income earned in "residential" places is spent in "visiting" places. This is the highest job producer (E. Titus *et al.* , 2012).

Lately, tourism is seen as a combination of activities, services, and industries that provide travel experiences, namely transportation, accommodation, places to eat and drink, shops, entertainment, activity facilities, and other hospitality services available to individuals or groups traveling far from House. This includes all visitor providers and visitor related services. Tourism is a worldwide travel industry, hotel, transportation, and all other components, including promotions that cater to the needs and desires of tourists. Finally tourism is the total amount of tourist expenditure within the boundaries of a country or political subdivision or economic area that is centered on the transportation of adjacent states or countries (Honey, 2008). Although often underestimated, the tourism industry can help promote peace and stability in developing countries by providing employment, generating income, diversifying the economy, protecting the environment, and promoting cross-

cultural awareness (Honey, Martha and Raymond Gilpin, 2009). Tourism is the fourth largest industry in the global economy. However, the main challenges must be overcome if increasing the benefits of peace from this industry must be realized. These include investments in infrastructure and human capacity, development of comprehensive national strategies, adoption of strong regulatory frameworks, mechanisms for maximizing domestic foreign currency income, and efforts to reduce crime and corruption.

Countries that are mainly developing and less developed including the islands have begun to concentrate their efforts in promoting the tourism industry. Tourism acts as a tool to improve the local economy because it provides employment opportunities, increases income and tax revenues, increases the benefits of foreign exchange and improves community infrastructure which in turn will attract other industries (Ko & Stewart, 2002). For developing countries that are on the path to modern economic growth through economic transformation, structural tourism is the right driver (E. Titus *et al.*, 2012). Tourism involves many players including tourists, business, tourism managers, host communities and the community. All players must benefit from tourism so that tourism can be truly successful. However, the aspirations of these players are at least partially competing (E. Titus *et al.*, 2012). Tourists seek to maximize 'consumer surplus', i.e. get the best experience at the lowest cost, while businesses try to maximize profits (short term) and the host community is interested in long-term income and employment and net benefits (Odunsanwo, 2009).

The tourism sector has a strategic position on a variety of Indonesian development policies that have tourism assets. In 2019 the tourism industry in Indonesia is projected to be the largest foreign exchange earner surpassing the Palm Oil and Coal sector (Ministry of Tourism, 2019). Therefore, Indonesia is targeting to become the best tourism industry in the Regional region, beating Thailand. Indonesia also has a growth rate of tourists globally both domestic and international tourists. Based on BPS data, the number of Indonesian foreign tourists in 2019 has increased and decreased. The increase in the number of tourists occurred in January to March 2019, but in April there was a drastic decline in 2020. In May this condition gradually improved with an increase in the number of tourists from the previous month which was 5286.

The tourism sector that develops in the North Jakarta area is unique compared to other city areas in DKI Jakarta. Djawahir (2010) states that the North Jakarta region has a very strategic position because it is one of the gateways of Jakarta. North Jakarta was declared a storefront of the City of Jakarta (Bowo, 2010). North Jakarta is the right area to be used as a storefront. This is because North Jakarta is the gateway to the City of Jakarta (Coastal Tourism, 2010). The North Jakarta Government is trying to make the coastal area as a tourist destination as an effort to develop tourism potential.

At present the program carried out by the North Jakarta Government is by moving the economy of citizens through the 12 Coastal Tourism Destination Pathway program. Coastal tourism such as sea tourism, historical tourism, religious tourism, cultural tourism, and diverse tourism which are full of Jakarta's cultural history. Regency / City Government has the authority to determine Regency / City Tourism Destinations (Law Number 10 Year 2009). North Jakarta Coastal Tourism which includes marine, cultural, spiritual, historical, culinary, entertainment, marine sports, and various tourism potentials contained therein are unique and store the charm and appeal that are loaded with nuances of Jakarta's cultural history. This condition is used by North Jakarta City Government to empower and drive the economy of citizens are realized through the Program 12 Travel Destinations Coastal North Jakarta which is managed by the Government, the public and private sectors include: Wildlife Refuge Marga Satwa Muara Angke, Sentra Fisheries Muara Angke, Region Sunda Kelapa, Kampung Luar Batang, Mangga Dua Morning Market Wholesale Shopping Center, Taman Ancol Dream Ancol, Jaya Ancol Ancol, Tanjung Priok Railway Station, Jakarta Islamic Center, Kampung Tugu, Kampung Marunda and Shopping Centers and Kelapa Gading Culinary Centers. From 12 Coastal Tourism Destinations North Jakarta have conducted studies about the benefits and Civil Society Participation in Marunda area and Kampung Luar Batang At 12 Program Coastal Tourism Destinations North Jakarta with qualitative approach that produces an effect that tourism benefits the community participation (Sugiyono, 2015). The study has found the proposition of one benefit reflected by: (1) economics; (2) social; (3) religious; (4) education, proposition 2 participation is reflected by (1) economics; (2) social; (3) religious; (4) culture; (5) environmental development. The strength of this study is that it proves the proportions produced by Bambang Sugiyono. Theoretically that the benefits of an activity or project will increase participation for that effort to strengthen the effect of benefits on participation, the second novelty of this study is on transformational leadership as a moderating variable for the effect of benefits on participation.

Community participation in the sector of tourism ensures there will always be continuity (Woodley, 1993), as well as the opportunity that is better for local communities to benefit from tourism that exist in their area if there is a positive attitude and the conservation of local resources (Tosun, 2006). Masyarakat locally should be actively involved in the development of tourism in their region. As a result, researchers in recent years have begun towards a safer approach to tourism development, namely sustainable tourism. One emphasis of this approach is directed at community participation by creating better opportunities for local people to get greater and more balanced benefits from the development of tourism that occurs in their area (Tosun, 2000), increasing local attitudes towards tourism development and local resources (Murphy, 1988) even increase the limits of local tolerance for tourism (Dogra & Gupta, 2012). Local participation is very important for the success of the tourism industry because they can be

considered as one of the tourism products and their input in the decision making process of tourism development must be a focal point (Choi & Sirikaya, 2005). It is in the community's interest to take part in the process of planning, implementing, and utilizing the results in order to be able to increase the success of tourist destination development programs (Luhur, 2001). In addition through participation, the community is educated to be able to improve skills and develop a sense of belonging.

The research problem can be expressed that the participation of communities around de stinasi not optimal travel. All levels of society in the area of tourism distination do not yet seem synchronous and sustainable for the success of the development of tourism distillation area 12 in North Jakarta.

II. LITERATURE REVIEW

Benefits in the tourism industry sector can be seen from the various forms of participation of local communities through the distribution of profits from the tourism sector is one of the main viewpoints of community participation (Tosun, 2000; Li, 2005). Travel and tourism have many positive benefits, including for some countries, the main source of job creation and income. However, there are many negative consequences of tourism, including the often quoted environmental destruction and traditions of the local population. The economic impact of tourism for tourist receiving areas can be very significant. Indeed, some destinations depend on tourism for their income. Such income is generated from a number of sources, including wages and salaries from those related to occupational tourism. The phenomenon recognized in tourism is multiplier tourism revenue (TIM), where tourist expenditure in an area is re-spent by the recipient, thus adding to the total (Pender & Sharpley, 2005). Also important for generating tourists and receiving areas is job creation. The social and environmental impacts of tourism now very well documented are suggestions for minimizing the negative consequences of tourism. The environmental impact of tourism in particular illustrates how the debate took place moving in the field of tourism management.

Participation is defined as a form of spontaneous involvement that is carried out with awareness accompanied by responsibilities towards the interests of groups to achieve common goals (Sastropetro , 1986). In addition, participation enables the community to carry out various activities both locally, regionally and nationally (Tosun, 2003). Davis (1995) suggests the definition of participation as "mental and emotional involvement of a person in a group situation which encourages him to contribute to group goals and share responsibility in them". According to Davis, participation as a form of mental and emotional involvement of people in group situations that encourage them to contribute to the group's goals or various responsibilities for achieving those goals. The intended participation is community involvement in the development of tourist destinations. Especially coastal tourism in 12 North Jakarta tourist destinations. In this study community

participation in tourist destinations is drawn from exploratory studies which result in that community participation is reflected by (1) Economy; (2) Social; (3) Religious; (4) Culture; (5) Environmental development (Sugiyono, 2015). Leadership is defined as the ability to influence groups towards achieving goals (Stephen Robbins, 2003) . Furthermore, Robbins explains that leadership is related to setting direction by compiling a vision of the future, then they unite the people who communicate this vision and inspire them to be able to overcome obstacles that exist. Leadership influences the interpretation of the events of followers, organizing and activities to achieve goals, maintaining cooperative relationships and people outside the group or organization. In general transformational leadership is defined as a form of leader influence on subordinates, subordinates 'trust, loyalty to leaders, and subordinates' motivation to work more than they normally do (Chen, 2004) . Transformational leadership is about "leading" - changing organizational strategy and culture so that they have a better fit with the surrounding environment (Glinow & Mcshane, 2008) . Transformational leaders are change agents who energize and direct employees to a new set of corporate values and behavior.

According to Bass (1985) what is meant by transformational leadership is the effort of leaders to transform followers from low-level needs in the hierarchy of needs to higher needs. Transformational leadership is leadership that bases and moves subordinates to transcend relationships based on important changes in the organization.

Transformational leadership is a process that changes and changes people. It deals with emotions, values, ethics, standards and long-term goals. This includes assessing the motives of followers, satisfying their needs, and treating them as full human beings (Northouse, 2016) . Transformational leadership involves a form of extraordinary influence that moves followers to achieve more than what is usually expected of them. This is a process that often combines charismatic and visionary leadership.

III. RESEARCH METHODS

The study entitled "The Effect of Benefits on Community Participation with Moderating Transformational Leadership" was approached with a quantitative (positivist) approach. The population of this research is the people in the tourist destination development area from the elements of village, sub-district and informal leaders, especially the people outside of Batang and Marunda, which numbered 117 people and will be taken 70 to be sampled. Population criteria are intended to obtain perceptions from the managers of the development of tourist destinations towards the value of benefits from the development of tourist destinations. With this perception, it will be able to illustrate that the development of tourist destinations will benefit the surrounding community especially in the aspects of learning, religious spirituality,

entrepreneurship opportunities, and social facilities. The number 117 has fulfilled the requirements if it is based on Maholtra's opinion that the sample size can be measured from 5 times the number of variables. In this study the number of items $18 * 5 = 90$ samples. So that 117 exceeds

90, it is intended that if there is incomplete data then it meets the requirements of 90.

▮ *Conceptual Framework*

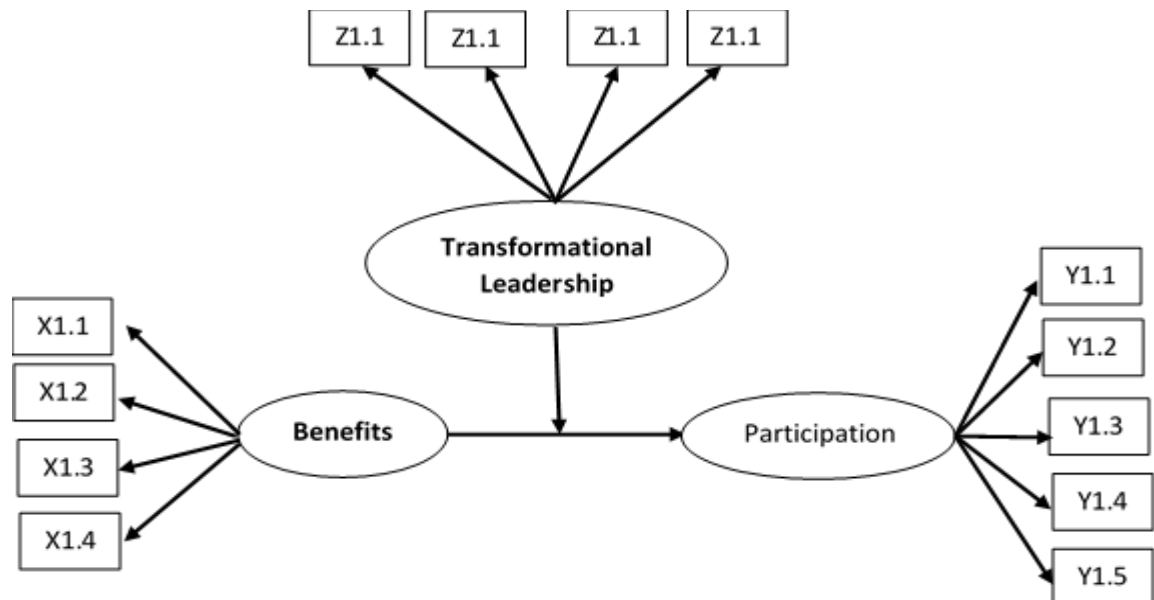


Fig 1:- Conceptual Framework

Data collection techniques used in this study were questionnaires. Questionnaire is a data collection technique that is done by giving questions in writing to respondents to be answered and responded to (Sugiyono, 2016: 142). This study uses a questionnaire that was distributed directly to respondents.

Instrument testing is carried out with the aim to test whether the instruments used in research meet the requirements of good measuring instruments or in accordance with research standards. The validity or validity of social research data is highly dependent on the instruments used. Validity test is a test that serves to show how well the instruments used to measure concepts (Sekaran, 2010; 157). While the reliability test is a measure that shows the extent of bias (*error free*). In other words, reliability testing is a measure that is able to show the stability and consistency of instrument measurements and help researchers to assess the suitability of a measurement (Sekaran, 2010: 161).

Good instruments according to Cooper and Schindler (2003) must meet three main requirements namely: (1) valid or valid; (2) reliable or reliable; (3) practical. If the measuring instrument used is invalid and not reliable, the results of the study will not describe the actual conditions.

Data analysis in this research is SEM with variance based SEM approach or better known as PLS. According to Ghozali and Latan (2015: 81) PLS is an alternative approach that shifts from the covariant-based SEM approach to variant-based. The PLS software used is WarpPLS 3.0.

IV. RESULTS AND DISCUSSION

A. Descriptive Variable Analysis

Analysis of the description of research variables is a description of the distribution of answers to the distribution of questionnaires, so that respondents can know the responses to the questions raised. Descriptions of respondents' answers are used to determine the distribution of items from the Benefits, Participation and Transformational Leadership variables obtained through questionnaires, in the form of the number of respondents and percentages. Frequency analysis using the Likert Scale

1-5. Untuk menganalisis frequency of respondents required the interpretation of the average value of the respondents as follows :

Average Value	Information
	Very low
> 1-2	Low
> 2-3	Enough
> 3-4	High / good
> 4-5	Very high / very good

Table 1:- Interpretation Value stocking of r ata Respondents

B. Benefits of Coastal Travel Destinations (X)

In the variable benefits of Coastal Tourism Destinations (X) using 4 indicators, namely entrepreneurship opportunities , social facilities, social spirituality, and learning, with 5 items of statements related to benefits . The table below shows the distribution of respondents' answers to these statements, as follows:

Indicator	Statement	Strongly	Agree	Neutral	Disagree	Strongly	The
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		agree								Disagree		mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Entrepreneurial Opportunity	X. 1.1	31	26.5	66	56.4	18	15.4	2	1.7	-	-	4.08
Average Indicator of Entrepreneurship Opportunities												4.08
Social Facilities	X. 1.2	23	19.7	72	61.5	22	18.8	-	-	-	-	4.01
Average Social Facility Indicators												4.01
Religious Spirituality	X. 1.3	31	26.5	65	55.6	17	14.5	4	3.4	-	-	4.05
Average Indicator of Social Spirituality												4.05
Learning	X.1 .4.1	38	10.3	67	57.3	12	10.3	-	-	-	-	4.22
	X.1 .4.2	18	15.4	80	68.4	17	14.5	2	1.7	-	-	3.97
Average Learning Indicator												4.10
Average Benefit Variable (X)												4.06

Table 2:- Variable Frequency Distribution of Coastal Tourism Destination Benefits (X)

Source: SPSS Output Results (Appendix), 2019

The description of the respondents' opinions on research questions related to the benefits of the development of the North Jakarta coastal tourism destination shows that the mean score of the variable benefits of the coastal tourism destination is a score of 4.06 (very high). The indicator that has the highest average value is 4.10 (very high) on the learning indicator, which is the statement item X.1.4.1 (12 Travel Destinations makes a national culture Learning tool). On the contrary, the indicator with the lowest average value is 4.01 (high) on the social facilities indicator, namely the revelation item X1.2 (Coastal Tourism Destinations developing Social Facilities). This phenomenon shows that people in the Marunda and

Kampung Luar Batang regions feel that the benefits of coastal tourism destinations as a means of national cultural learning should be balanced with the social facilities provided.

C. Community Participation (Y)

In the community participation variable (Y) 5 indicators are used , namely cultural promotion, creative economy, worship and trade (life balance), cultural preservation, development of a clean, healthy and beautiful environment with 9 items of statements related to participation . The table below shows the distribution of respondents' answers to these statements, as follows:

Indicator	Statement	Strongly agree		Agree		Neutral		Disagree		Strongly Disagree		The mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Cultural Promotion	Y1.1	24	20.5	77	65.8	16	13.7	-	-	-	-	4.07
Average Cultural Promotion Indicator												4.07
Creative Economy	Y1.2	35	29.9	64	54.7	18	15.4	-	-	-	-	4.15
Average Creative Economy Indicators												4.15
Worship and trade (Life Balance)	Y1.3.1	27	23.1	66	56.4	24	20.5	-	-	-	-	4.03
	Y1.3.2	28	23.9	70	59.8	19	16.2	-	-	-	-	4.08
	Y1.3.3	27	23.1	64	54.7	25	21.4	1	0.9	-	-	4.00
Average Indicators of Worship and trade (Life Balance)												4.04
Cultural Preservation	Y1.4	38	32.5	61	52.1	17	14.5	1	0.9	-	-	4.16
Average Indicator of Cultural Preservation												4.16
Development of a Clean, Healthy and Beautiful Environment	Y1.5.1	31	26.5	67	57.3	18	15.4	1	0.9	-	-	4.09
	Y1.5.2	25	21.4	79	67.5	13	11.1	-	-	-	-	4.10
	Y1.5.3	34	29.1	68	58.1	14	12.0	1	0.9	-	-	4.15
Average Indicators of Clean, Healthy and Beautiful Environmental Development												4.11
Average Variable Participation (Y)												4.11

Table 3:- Frequency Distribution of Participatory Variables (Y)

Source: SPSS Output Results (Appendix), 2019

The description of respondents' answers to the participation variable in Table 3. above shows that the participation variable has an average value of 4.11 (very high). The indicator that has the highest average value is 4.16 (very high) on the indicator of cultural preservation,

namely the statement item Y1.4 (The community around the tourist destination helps preserve the culture). On the contrary, the indicator with the lowest average value is 4.04 (high) on the indicators of worship and trade (life balance), namely the statement item Y1.3.3 (People in the coastal

tourism destination participate in maintaining the smooth flow of traffic in the location tours when visiting and prayer times arrive). This phenomenon shows that the community around the tourist destinations participated through preserving the culture should the community participate in maintaining the smooth traffic at the tourist sites.

D. Transformational Leadership (Z)

In the transformational leadership variable used 4 indicators, namely respect, high confidence, loyalty, and motivators with 4 items of statements related to transformational leadership . The table below shows the distribution of respondents' answers to these statements, as follows:

Indicator	Statement	Strongly agree		Agree		Neutral		Disagree		Strongly Disagree		The mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Tribute	Z1.1	25	21.4	65	55.6	27	23.1	-	-	-	-	3.98
Average Indicator of Respect												3.98
High confidence	Z1.2	18	15.4	67	57.3	32	27.4	-	-	-	-	3.88
High Average Confidence Indicator												3.88
Loyalty	Z1.3	23	19.7	65	55.6	27	23.1	2	1.7	-	-	3.93
Average Loyalty Indicator												3.93
Motivator	Z1.4	22	18.8	75	64.1	18	15.4	2	1.7	-	-	4.00
Average Motivator Indicator												4.00
Average Transformational Leadership Variable (Z)												3.95

Table 4:- Transformational Leadership Variable Frequency (Z)

Source: SPSS Output Results (Appendix), 2019

Table 4 shows that the transformational leadership variable has an average value of 3.95 (high). Indikator who has a median value is highest at 4.00 (height) at which the item motivator indicator Z1.4 statement (Leader we have a high motivation to motivate citizens in the coastal tourist distinas development program) . On the contrary, the indicator with the lowest average value is 3.88 (high) in the indicator of high confidence, namely in the statement item Z1.2 (Our leaders have high confidence in the success of their work program.). This phenomenon shows that transformational leadership is shown through the attitude of the leader who becomes a motivator for the community to

develop a tourist destination program, but a leader who is confident that the program being developed will succeed.

E. Partial Least Square (PLS) Data Analysis

The *convergent validity* test is a test based on the correlation between the reflective indicator scores and the latent variable scores. One of the criteria is that the item is declared valid if the *loading factor* value > 0.5 and *p-value* <0.05 (significant). Table 5 illustrates the value of *loading factor* (*convergent validity*) from the evaluation results using WarpPLS.

Construct	Item	Loading Factor	P-value	Information
BENEFITS (X)	X . 1 . 1	0789	<0.001	Valid
	X .1. 2	0.751	<0.001	Valid
	X .1. 3	0.756	<0.001	Valid
	X .1. 4 .1	0723	<0.001	Valid
	X .1.2.2	0.580	<0.001	Valid
PARTICIPATION (Y)	Y . 1 . 1	0.766	<0.001	Valid
	Y . 1 . 2	0.804	<0.001	Valid
	Y . 1 . 3 .1	0.673	<0.001	Valid
	Y . 1.3 . 2	0.683	<0.001	Valid
	Y . 1.3 . 3	0799	<0.001	Valid
	Y . 1.4	0713	<0.001	Valid
	Y . 1.5.1	0800	<0.001	Valid
	Y . 1.5.2	0719	<0.001	Valid
Y . 1.5.3	0.681	<0.001	Valid	
TRANSFORMATIONAL LEADERSHIP (Z)	Z1. 1	0.688	<0.001	Valid
	Z1. 2	0840	<0.001	Valid
	Z1. 3	0.893	<0.001	Valid
	Z1. 4	0819	<0.001	Valid

Table 5:- Convergent Validity Testing

Source: WarpPLS output (Appendix) , 201 9

The results of *convergent validity* testing, it is known that the variable items of benefits, participation, transformational leadership have a *loading factor* value <0.5 and $p\text{-value} > 0.05$ means that the item is valid in measuring the variable benefits, participation, and transformational leadership. In this case all variables are valid because all items meet the requirements, there is no need to revise the model. As well known that indicators chance b erwirausaha (item X.1.1), social facilities (item X.1.2), spirituality, religion (item X.1.3), learning (X1.4.1-X1.4.2) of variable benefits have rated *loading factor* more greater than 0.5 so it is valid in measuring Benefits (X). Indicators of cultural promotion (item Y1.1), creative economy (item Y1.2), worship and trade (items Y1.3.1-Y1.3.3), cultural preservation (item Y1.4), development of a clean, healthy and beautiful environment (items Y1.5.1-Y1.5.3) of the participation variable has a *loading factor* value greater than 0.5 so that it is valid in measuring Participation (Y). Indicators of respect (item Z1.1), high confidence (item Z1.2), loyalty (item Z1.3), motivator (item Z1.4) of the transformational leadership variable have a *loading factor* value greater than 0.5 so that it is valid in measuring organizational leadership (Y).

The highest loading factor on the benefits of coastal tourism destinations that exist in the entrepreneurial opportunity indicator (X.1.1). This has the meaning that in measuring the benefits of tourist destinations in the area of Marunda and Kampung Luar Batang more felt on the opportunity for entrepreneurship in coastal tourism destinations. Likewise with the public participation construct with the highest loading factor in the creative economy indicators. For people around the tourist destination to participate, the sensitive part to measure is the creative economy. The community is demanded to increase creative economic activities.

V. DISCUSSION

▮ *Benefits of Travel Destinations Influence Community Participation*

The test results of the direct influence of the benefits of a tourist destination on community participation shows a positive and significant effect on the probability level <0.01 . This gives an understanding that the higher the benefits of tourism development in the coastal area increases the community participation in the tourist destination area. The indicator of entrepreneurial opportunity has the highest contribution in constructing the construct of benefits of the development of the North Jakarta coastal tourism destination.

This finding proves that the findings of explorative research (qualitative approach) conducted by Dr. Bambang Sugiyono (2015) who found that: The benefits of developing tourist destinations increase community participation. This finding is also in line with opinion (Tosun, 2000). Community participation is by creating better opportunities for local people to get greater and more balanced benefits from the development of tourism that is happening in their area. Sustainable Tourism Development

is influenced by three aspects, namely: Socio-Culture, Environment and Economy Only aspects of economic benefits to the local community have not been fulfilled because of the lack of community's role in tourism development. (Subhadra, I Nengah and Mastiani Nadra, Nyoman. 2006). Budeanu's research (2005) shows that one of the important benefits of tourism development is the opportunity for employment or employment for local tourism destinations (Adriana Budeanu, 2005). Bursan (2006) about tourism in Lampung Province which shows that tourism areas encourage an increase in the quality of transportation facilities (Rinaldi Bursan, 2006). tourism promotion is an important part that must be done and maintained in order to increase the number of tourists. This promotion not only involves important information about the tourist destination, but also the condition and situation of the country's stability (Hitchcock and Putra, 2007). Community participation in tourism is based on the assumption that participation can increase the success of tourism development programs because they have an interest in taking part in the planning, implementation and utilization of the results. In addition, participation also educates, enhances community skills, develops a sense of belonging, realizes autonomy, develops organization and integrity among members and groups (Luhur, 2001). Cohen and Uphoff (in Dalimunthe, 2007) that three important aspects to know the level of participation, namely what, who, and how participation is carried out. The purpose of the "what" dimension of the participants carried out, shows the involvement of the community in the planning stage, the implementation stage, the stage of utilization of results, and the evaluation stage.

▮ *Transformational Leadership Moderates the Effect of Destination Benefits on Participation*

The transformational leadership variable as a moderating variable is characterized by the interaction of transformational leadership variables with the benefits of developing tourist destinations. The interaction coefficient is shown in Table 4.15 that the magnitude of 0.04 with a significance level of 0.33 means that there is no strong evidence that transformational leadership strengthens the benefits of developing tourist destinations. The results of this study are supported by research conducted by Lau (2010); Abdalla *et al*. (2018) which shows that transformational leadership has a positive relationship with participation.

VI. CONCLUSION

The Study on the Effect of Benefits of Coastal Tourism Destinations on Community Participation with Moderation of Transformational Leadership Case Studies in the Marunda and Kampung Luar Batang Areas of the Twelve North Jakarta Coastal Tourism Destinations have produced that: 1) The benefits of the coastal tourism destination development program obtained by the community influence their participation in the Marunda and Kampung Luar Batang Regions. Indicators that reflect the formation of the benefits of tourist destination development programs are indicators of entrepreneurial opportunities

with the statement of coastal tourism destinations creating entrepreneurial opportunities. 2) The Role of Leadership as a moderating variable does not strengthen the benefits of the coastal tourism destination development program its influence on community participation in the Marunda and Kampung Luar Batang Regions.

For Sumberda Development Agency Yes Man Jakarta a da learning modules related to construction or Wisatawa Destination Development Oriented Benefit (Benefit) for the public: There subchapter learning modules related to the build (increase) in value of local cultural history; There are sub modules related to building tourism employment opportunities; There are module chapters related to the Role of "Leisure" and "Playground" .

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