Abstract—Accessibility is a vital part of the regional development. Its existence is limited by the morphology. The coastal area at the border Malang-Lumajang Regency has structural morphological unit. This condition greatly limits the development of accessibility. Lebak Sari, Lebak Harjo village, Ampel Gading subdistrict, Malang only be accessed using motorcycle from the subdistrict Ampel Gading. Residents who want to sell their natural resource using car have to cross a cold lava flow (Kali Glindi). This river is a natural administrative border with Lumajang. Not often these crops restrained for several days because the river flow is too risky to pass. Factors that make this region is not isolated is already their mobile network facilities. Descriptive analysis was also used to see the trends interactions made by the citizens. The subjects include 30 villagers with data retrieval technique using a questionnaire. Data that is then described by a rational decision of citizens and government policy. The results of the analysis in the event that can project the accessibility needs in the southern coastal district of Malang.

Keywords—Accessibility, rational decision, government policy

I. INTRODUCTION

The success of the population and physical development is inseparable from the availability of accessibility (Black, 2001) of a region. Accessibility measure of how easy it is somewhere achieved (Taghe, 2000). Availability is a driving factor of progress of the region.

Accessibility is the main output of a transport system. It determines the locational advantage of an area relative to others (ESPON, 2013). Indicators of accessibility measure the benefits of households and firms in an area from the existence and use of the transport infrastructure relevant for their area. In general terms, accessibility is a construct of two functions, one representing the activities or opportunities to be reached and the other representing the effort, time, distance or cost needed to reach them.

The southern region of Malang has a very rough topography. Most of the zones that result in removal of limestone hills. Others are old volcanic region. Lebaksari (Licin Village) is a blend of the two characters. Very difficult to access. Only bikes that can access it from the subdistrict Ampel Gading. Its territory is also dealing directly with the Indian Ocean.

These conditions make the most of the citizens selling their agricultural products and meet their needs to Lumajang. Accessibility is very closely related to people's life patterns (Awaludin, 2011) as production activity, social, as well as goods and services that can be consumed. But there is one major obstacle that they had to pass to reach Lumajang, Kali Glindih. This river is one of the channels of lava raining Volcano Semeru. Every major rainfall in the region over the river will make it impossible to pass.

Based on these issues, the focus of study in this article is to analyze and describe the accessibility needs Licin Village residents. The analysis includes their tendency to mobility based on rational choices that exist and the government's policy regarding the development of the region.

II. METHOD

This research is an observational study. In the observational study, the researcher observes a particular aspect of human behavior with as much objectivity as possible and records the data (Williams, 2007). This research method may provide an alternative to various qualitative research methods. In the survey research method, the researcher tends to capture phenomena at the moment. This method is used for sampling data from respondents that are representative of a population and uses a closed-ended instrument or open-ended items.
survey research is one of the ways to gather data in the social
sciences.

Location data collection is in a village that is, Licin. The
village is included in the subdistrict Ampel Gading, Malang.

His position is in the southeast and directly adjacent to
Lumajang. The village has a natural fence that limits access.
North, there are old volcanic hills, east there are channels
Semeru volcanic lava flows, Kali Glindih, there is the Indian
Ocean south and west are old volcanic hills.

![Fig. 2. Licin Village Map](image)

**III. FINDING AND DISCUSSION**

Licin village has abundant natural resources potential.
Agricultural irrigated rice and rainfed rice are leading sectors.
Fishing and quarrying of sand and stones are a sideline activity
while waiting for the harvest. The whole of this potential sale
to Lumajang twice a week if the stream allows crossing.

![Fig. 3. Trucks carrying bananas that going to cross the Kali Glindih](image)

The reason they sell his produce to Lumajang is easier
access and own network. To meet needs such as food, health,
education, and technology, they also fulfill through Lumajang.
They argue that this is the most likely to do in order to
participate in economic activities and participate in motion, or within the term referred to the rational choice (Ritzer, 2008) in the decision process.

TABLE I. ACCESSIBILITY OF EDUCATION AND HEALTH IN LICIN VILLAGE

<table>
<thead>
<tr>
<th>No</th>
<th>Education</th>
<th></th>
<th>Health</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of Elementary School</td>
<td>5</td>
<td>The nearest distance to the hospital</td>
<td>46 km</td>
</tr>
<tr>
<td></td>
<td>The nearest distance</td>
<td>0 km</td>
<td>Accessibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessibility</td>
<td>Easy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Number of Junior High School</td>
<td>1</td>
<td>The nearest distance to the maternity hospital</td>
<td>37 km</td>
</tr>
<tr>
<td></td>
<td>The nearest distance</td>
<td>8 km</td>
<td>Accessibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessibility</td>
<td>Difficult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Number of Senior High School</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The nearest distance</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessibility</td>
<td>Difficult</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The approach in the decision making process is often referred to economics, psychology, and political (IOM, 2009). In the case of the Licin Village, incoming technology does not limit the interaction between the regions. Some of the existing commodities booked through mobile phones and the people sending it to the customer. But limiting interactions is the natural condition. From the results of the study of literature on decision making interact, obtained three classification approach "classics" are generally used directly to explain the decision making process (Riwanto, 1985), the behavioral approach, economic, and structural.

The most appropriate behavioral approaches are used to explain the phenomena that occurred in the Licin Village. This approach was introduced by a geographer named Wolpert which are then applied in the study of Hugo and Mantra. Behavioral approaches look at human interactions as a result of decision of individuals or groups who feel that the benefits to be gained by moving or interacting with a particular area is greater than anticipated expenditure will occur. Hugo explained that it was due to physical pressure, economic, social, cultural, and environmental.

30 residents were interviewed, the majority believes is better built Lumajang access to first while waiting for the construction of access to the Ampel Gading, Malang.

The role of local government in developing the access is still just beginning. The government began to develop since the last publication of one of the print media about the potential beauty of the beaches along the coast of Malang. The media routinely publish in the newspaper once a week for 16 weeks in 2012. The highlight of the publication is the publication of a book with the title “Ekspedisi Jelajah Seribu Pantai” in 2013.

Publications in 2013 has opened the information that is still a lot of potential areas in Malang which still have not been explored to the maximum due to limited access. Gradually the local government began to develop the southern region of Malang. In early 2016, the local government began plans to widen access to the Licin Village to be traversed by car. The access opening is still stalled due to the rainy season. The risk of landslides when open access will be even greater when entered the rainy season, and now the tool used to clear a path during a landslide.
Here are the results overall existing conditions are analyzed using SWOT for the development of access in the Licin Village through Ampel Gading subdistrict, Malang.

### TABLE II. IFAS AND EFAS SWOT ANALYSIS

<table>
<thead>
<tr>
<th>No</th>
<th>Elemen</th>
<th>Weight</th>
<th>Rating</th>
<th>Total</th>
<th>No</th>
<th>Elemen</th>
<th>Weight</th>
<th>Rating</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Natural Resources</td>
<td>0.6</td>
<td>4</td>
<td>2.4</td>
<td>1</td>
<td>Government Policy</td>
<td>0.7</td>
<td>5</td>
<td>3.5</td>
</tr>
<tr>
<td>2</td>
<td>Tourism Potential</td>
<td>0.4</td>
<td>2</td>
<td>0.8</td>
<td>2</td>
<td>Tourism Trend</td>
<td>0.3</td>
<td>3</td>
<td>0.9</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1</td>
<td>7</td>
<td>3.2</td>
<td></td>
<td>Total</td>
<td>1</td>
<td>8</td>
<td>4.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weakness</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Limited Infrastructure</td>
</tr>
<tr>
<td>2</td>
<td>Disaster Prone Areas</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IFAS</th>
<th>EFAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.6</td>
<td>0.8</td>
</tr>
</tbody>
</table>

**Explanation:**

B: The weight, the degree of importance of a factor. The total of the weight in the first element should be 1 (100%)

R: Rating, is the level of influence of these factors in the development of tourism value range of 1 (poor) to 4 (outstanding)

Σ: Total weight of the total value multiplication result by rating

Fig. 7 SWOT Quadrant

From the calculation of IFE and EFE, the results can be written in the SWOT analysis chart. The chart consists of four quadrants, each of which will determine the strategy of development of different (Sudana, 2013). Values shown from the analysis results of access development is in quadrant III (change strategy).

So the potential is there, and the policy direction of the local government about the development of the region. Changes in strategy most likely to speed up development in the southern region Malang access is by opening up more opportunities for infestor.

**IV. CONCLUSIONS**

**Licin** Village, subdistrict Ampel Gading, Malang has a lot of potential that still has not been maximized because of limited access. The potential include agriculture, fishing, sand and stone quarrying, as well as natural attractions. So far, this potential is sold through the neighboring region, Lumajang. If the local government can provide opportunities for infestor to invest, then it will memperceot development better access in these areas so as to maximize the potential that exists for increasing revenue.

**REFERENCES**


[8] Taghe, D, 2006, “Accessibility Planning”, Corresponding Member Representing Canada on PIARC C20 Committee “APPROPRIATE DEVELOPMENT”.