

**Development style of Mangrove Ecotourism on Madura Island with Approach
Tourist Based Community (*Community Based Tourism*) in order to support
Development of Madura Halal Tourism Village**

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ABSTRACT

One of development sector moderate tourism _ intense currently being carried out in various regions of Indonesia development ecotourism mangrove forest . Development mangrove ecotourism then become important For studied so that Madura, which is a coastal area , can develop conservation beach at a time Can develop it become potency tour with approach tourist based community , so later development sustainable tourism can be created with kind and giving impact positive for public around , okay in a way economy nor preservation environment . One of them with apply *Community Based Tourism (CBT)* , a form approach that delivers chance to public local For control and get involved in management and development purposeful tourism _ For ensure sustainability natural and socio-cultural . The aim of this research is find a development model mangrove ecotourism on Madura Island with approach tourist based community (*community based tourism*). This research uses method qualitative in four location mangrove tourism in Labuhan Village , Sepulu , Bangkalan ; Labuhan Village , Sreseh , Sampang; Lembung Village , Galis, Pamekasan ; and East Kebundadap Village , Saronggi , Sumenep . Respondent study involve **community** / group _ aware tourist , actor or activist mangrove tourism , and stakeholders interest . The result show that *Firstly* , related with knowledge and understanding about draft ecotourism , parties manager ecotourism in four regency Enough understand draft that , however other parties involved (who are not managers) tend to not enough understand draft the . Understanding this concept is more about what is becoming objective ecotourism and conservation . For draft halal tourism , good manager nor public around tend For No understand the concept , however they hope No There is behaviours negative events that occur at the location tours around _ they . *Second* , related the role and involvement of stakeholders interests , basically each party Already operate his role , however less than optimal and synergistic with Good . *Third* , effort For grow synergy done with do more intensive coordination , good with party manager yourself , or holder interest Others are also trying involve public to be more active role .

Keywords : Development **Model** , Ecotourism , Mangrove , Madura, Tourism Based Community , *Community Based Tourism*

CHAPTER I INTRODUCTION

1.1. Background _

coastal and marine areas in a way sustainable based on thought that coastal and marine areas in a way ecologically and economically has great potential For developed and utilized for the sake of well-being public . One of the alternative is development ecology tourism (ecotourism) (Tuwo , 2011). Ecotourism or ecotourism is one of activity insightful tourism _ environment with prioritize aspect conservation nature , aspect empowerment social culture economy public local as well as aspect learning and education . Tourism sector developed Because considered become source industry mainstay that can provide field work , profitable society , government , and party private , as well shift activities industry manufacturing and activities economy others who can exploit source Power nature .

One of development sector moderate tourism _ intense currently being carried out in various regions of Indonesia development ecotourism mangrove forest . Development ecotourism mangrove forests do not regardless with principle development tourist sustainable . Tourist sustainable is caring tourism _ integrity development natural , economic , and social , as well ensure maintenance source Power nature and culture . Sustainable development (*sustainable development*) strives integrate perspective economics and perspective ecology as conceived _ *Word Commission on Environment and Development* (WCED). Sustainable development seen as alternative attempted development _ bridge paradigm developmentalist or environmentalist . Sustainable development requires an integration process economics and ecology through effort formulation paradigm and direction policies that rely on partnerships and participation of actors development in manage source Power optimally possible (Baiquni , 2002).

One of form participatory planning _ in development tourist is with apply *Community Based Tourism (CBT)* as approach development tourist . CBT is form approach that delivers chance to public local For control and get involved in management and development tourist . Society that doesn't involved direct in efforts tourism also gets profit , demands empowerment in a way politics and democratization as well as distribution profit to lacking community _ lucky in the countryside .

Utilization mangrove ecosystem for draft tourism (ecotourism) in harmony with CBT as approach development tourist . Ecotourism is journey travel to something environment , good natural nature _ nor artificial as well as existing culture and nature _ informative and participatory with purpose For ensure sustainability natural and socio-cultural . Activity ecotourism can improve income For preservation created nature _ as objective ecotourism and produce profit economy for life communities in the area _ (Subadra , 2008).

According to Tuwo (2011), ecotourism own three criteria , ie give mark computable conservation , involving _ society , profitable and nurturing source Power natural the . Third these criteria can be met if at every ecotourism combine four components , ie ecosystem , society , culture , and economy .

Ecotourism mangrove forests have developed in several regions in East

Java. Wonorejo Mangrove Ecotourism in the City of Surabaya, for example . Wonorejo Mangrove Ecotourism own the area is around 648,453 Ha incl in East Coast area of Surabaya (Pamurbaya). This area is being developed since 2007 which aims For protect area beach from damage . Wonorejo Mangrove Ecotourism stands at the top land owned by Surabaya City Government , however management therein _ is under _ under the auspices of the Surabaya City Agriculture Service and the community Wonorejo . Management daily carried out by workers from government and some big by the community . In the area Wonorejo , community form Mangrove Ecotourism as effort utilization in the field tourism in it there is ecotourism boats , monitoring posts , and fishing . Facilities and infrastructure Enough adequate , that is land sufficient parking _ spacious , office land management _ nursery , *tracking* , canteen , prayer room , public toilet , play area children , dock , counter , *jogging track* , gazebo (Wahyuni et al , 2015).

Research result mangrove ecosystem in the Bajulmati River Estuary area , Gajahrejo Village , District Gedangan , Malang Regency , East Java (2015) is suitable and has potential For made area ecotourism . Carrying capacity from activity canoeing located in the waters Bajulmati River Estuary ecotourism is as many as 140 people/ day . Then Power support from activity planting mangroves located on land area Bajulmati River Estuary ecotourism is as many as 28 people/ day .

Madura Island has Lots location that can be developed become destination tour superior , good tour nature , culture , history , religion . All potential tour the spread across four districts in Madura, starting Bangkalan , Sampang, Pamekasan , up to Sumenep . With effort and synergy parties related , development places tour that could be interesting interest visit traveler Good local nor foreign For came to Madura. Types of tourism that can be developed in Madura include: is tour beach (*marine tourism*) , tourism ethnic (*ethnic tourism*) , tourism history (*history tourism*) , tourism religion (*religious tourism*) , tourism culinary (*culinary tourism*) (Suryandari in Azhar and Surokim , 2019).

Coastal beach Madura Island which is in several place overgrown mangrove forests can developed become tour beach . Mangrove ecotourism has developed in four Regency in Madura. In the Regency Bangkalan located in Labuhan Village , District Sepulu ; In Sampang Regency, it is located in Labuhan Village , District Sreseh ; In the Regency Pamekasan located in Lembung Village , Galis District ; and Sumenep in Kebundadap Timur Village , District Saronggi . Mangrove Ecotourism has Lots visited tourists and provide impact on society around .

Tour Mangrove Forest Education , Labuhan Village , District Ten Bangkalan , standing at the top used area ponds , which were developed become a Mangrove Educational Park by the group mangrove farmer named " Cemara Sejahtera". Mangrove tourism in Kabuhan Village , District Sreseh , Sampang Dalam effort development . Even currently five villages in the District Sreseh commitment Work Same , Marparan Village , Klobur , Labuhan , Disanah , and Junok For form BUMDes with what is given Name Togers will _ manage mangrove tourism .

Development mangrove tourism in Lembung Village , Galis District ,

Pamekasan started since 2019 with build a number Facilities include , among other things, paving installation , gazebo, tower monitor , *landmarks* and mangrove entry *tracks* . In 2020 facilities added with built toilets, land parking , and counter post . Management mangrove tourism in collaboration with Tourism Awareness Group (Pokdarwis) Lembung Village . Meanwhile in East Kebundadap Village, District Saronggi , Regency Sumenep in stage development become destination tour tour mangrove forest . Traveler Those who come can walk around enjoy mangrove forest with use boats provided by residents _ local .

Development mangrove ecotourism then become important For studied so that Madura, which is a coastal region , can develop it conservation beach at a time Can develop it become potency tour with approach tourist based community , so later development sustainable tourism can be created with kind and giving impact positive for public around , okay in a way economy nor preservation environment .

1.2. Formulation Problem Study :

Problem this research is How to Model Development Mangrove Ecotourism on Madura Island with Approach Tourist Based Community (*Community Based Tourism*) ?

1.3. Research Objectives and Benefits :

Research purposes in a way general is For find a development model mangrove ecotourism on Madura Island with approach tourist based community (*community based tourism*).

By specific , purpose study year first this is to (1) dig knowledge , understanding , behavior of the perpetrators tourism , community / group aware tour about draft ecotourism . (2) dig the role and involvement of stakeholders interest in develop mangrove ecotourism in their respective regions. (3) grow participation community and synergy of all stakeholders interest in develop tour local .

As for benefits study is :

- With find Development Model Mangrove Ecotourism on Madura Island with Approach Tourist Based This community will be usable as reference For developing the Madura Halal Tourism Village and tourism similar in coastal areas other .
- The Role of Psychology in a way general , and psychology Community in a way special will give contribution thinking solution problems experienced in the area tour .

LITERATURE REVIEW

Tourist Community Based *Tourism*

Tourist based public namely one _ type tourism that includes participation public as element main in tourist For reach objective development sustainable tourism (Telfer and Sharpley, 2008) . Participation public in tourist become matter important and mentioned as a development strategy alternative However in its implementation there is challenges and obstacles . Campbell (1999) states that minimal chance participate in tourism and other related sectors is consequence from

difficulties experienced by society _ in identify benefit tourist . Tosun (2000) identified three obstacle in development tourist based public especially in developing countries namely , 1. Limitations operational ; including in this obstacle is centralization administration public , weak coordination , and the minimum information tourist . 2. Limitations structural ; form attitude perpetrator tourism , limited power experts , domination of societal elites , rules the law is not yet precise , to say the least amount source Power competent human resources (HR) , and the lack thereof access to economic / financial capital . 3. Limitations cultural ; limited capacity especially in poor and apathetic or low society awareness tourist public local . The limitations faced can arise _ serious problem _ in build participation public so that need exists planning and retrieval the right decisions are also made together public .

METHOD STUDY

3.1. Approach Study

This research uses technique study qualitative . Kirk and Miller (in Moleong , 2017) defines study qualitative as tradition certain in knowledge knowledge social media that fundamentally relies on human observation _ in the area alone and in relationships with these people in the language alone and deep the terminology . Base thinking used _ in study qualitative is in the meanings contained behind actions patterned . Poerwandari (2017) explains that approach qualitative useful in understand man in all its complexity as man subjective and researchers can also study matter certain in more depth and detail about what you feel individual about topic raised . _

3.2. Research sites :

1. Mangrove Tourism in Labuhan Village , District Sepulu , Regency Bangkalan
2. Mangrove Tourism in Labuhan Village , District Sreseh , Sampang Regency
3. Lembung Village Mangrove Tourism , Galis District , Regency Pamekasan
4. Mangrove Tourism in East Kebundadap Village , District Saronggi , Regency Sumenep

3.3. Respondent Study :

1. Tourism Awareness Communities / Groups , Actors or Activists Mangrove tourism in the 4 locations above
2. Stakeholders _ Interests : Village Head , Community Leaders , Subdistrict Head, Tourism and Creative Economy Office , Parties Private , and so on
3. Fishermen , MSME entrepreneurs , and so on .

3.4. Stages implementation divided to 5, namely :

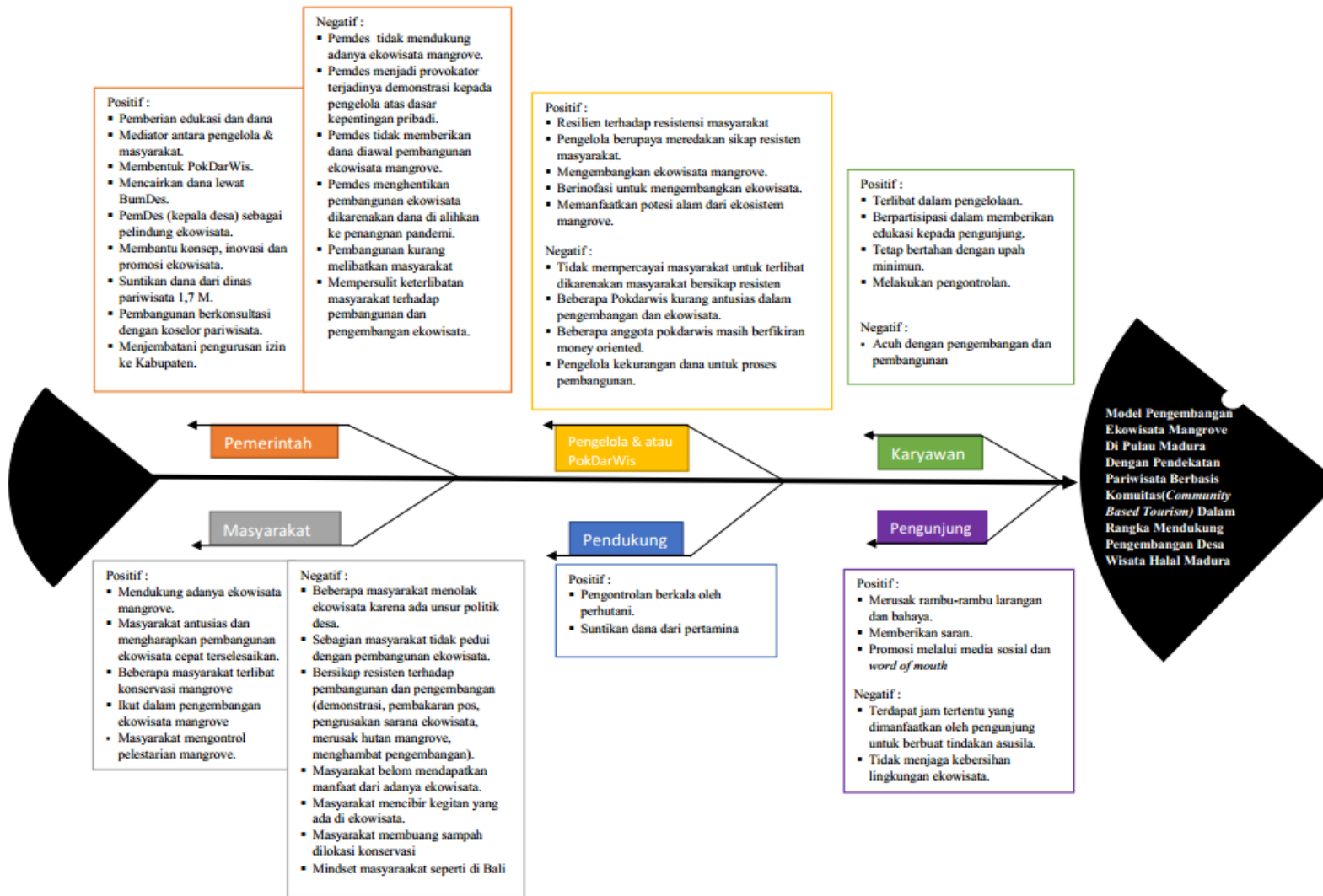
- 1) Interview deep (*in depth interview*) towards a number of subject research , primarily community activist tourism in the area mangrove tourism → use guidelines general interview
- 2) *FGD (Focus Group Discussion)* towards the stakeholders interests and representation figure public

Focus Group Discussion (FGD) is alternative interview semistructured . FGD is form interview group that uses it interaction between participants as data sources (Willig, 2001). Researcher take role as a moderator whose duties are introduce member group to member others , explained focus material what was discussed in group , as well control discussion . Control discussion in the sense of returning discussion on current topics _ discussed If discussion too widen or come out from the focus , pushing member group For respond the issue raised Friend other , or identify agreement and disagreement in group . The moderator also provides limitation time For discussion , incl start and end session .

- 3) Performing Data Analysis,
After process assessment finished carried out , researchers will do analysis from the results obtained , namely with :
 - Make transcript interview .
Researcher will create verbatim based on results interview of each subject .
 - Identify emerging themes . _
Verbatim that has been made the will coded in _ themes certain , appropriate with base theory used . _
- 4) Preparing a Model or Design Appropriate development _ with need ,
- 5) Design and Psychoeducational Trials related findings study

RESEARCH RESULT

From the *fishbone diagram* following Can given description related to development models mangrove ecotourism on the island Madura With a *Community Based Tourism Approach* in Order to Support the Development of the Madura Halal Tourism Village. There are several actors who play a big role in this, namely, government, community, management and / or PokDarWis, supporting parties, employees and visitors. Each of them has their own role in realizing this mangrove ecotourism development model. The community takes a role as a driver of mangrove conservation and ecotourism development. The government has the authority to protect and provide support in the form of funds and assistance in developing concepts and innovations with the Tourism Awareness Group. The management and/or PokDarWis as well as the employees involved in it try to carry out their duties to plan, run and manage all needs in mangrove ecotourism. Supporters distribute financial assistance and also control the operation of mangrove ecotourism. As well as visitors who always help preserve mangroves while enjoying the beauty of the mangroves themselves.



Initiation development mangrove forest up to development become mangrove ecotourism at four district in Madura is carried out by managers consisting of from a number of figure public . They Then make something receptacle organization , good shaped community , group aware tourism (pokdarwis), as well as Bumdes . They choose For develop mangrove ecotourism and use potency natural which it's there inside frame conservation and preservation mangrove debt at once make it place tour . They try create innovations in development mangrove ecotourism , such as make a gazebo or create instagrammable photo spots so that visitors Can feel at home and willing visit return .

Manager in several place considered not enough involve society , so this gives rise to attitude resistance society to development mangrove ecotourism itself . Lack of trust between managers and society give rise to attitude rejection in some location , among other things about management lacking finances _ transparent , also shortcomings funding For development . So far the manager try repair situation with involve they in activities in ecotourism , however Still Not yet get sufficient response _ Good .

In Bangkalan and Sumenep , the synergy began looks with involve public around For selling nearby _ location ecotourism , but in 2 areas other Still Not yet looks Because that involvement yet optimized .

Society itself someone supports it exists ecotourism mangroves , there are also those who tend to resistant . Those who support tend enthusiastic and expectant development Ecotourism is possible quick resolved . They are also involved in mangrove conservation because aware that mangrove forests will protect area they from abrasion . They try involved too _ control the way management ecotourism , such as rebuke or avoid location tour from behaviours negative visitors .

Temporary those who don't support existence Mangrove ecotourism is usually because exists element politics in the village or dominance party certain in management . Attitude demonstrated resistance _ various , such as damage mangrove forests , inhibit development ecotourism , destruction facilities and infrastructure , burning of guard posts , has also been carried out demonstration rejection . There are also people who don't care with conscientiousness ecotourism , even tend sneered its existence . This attitude is triggered Because public feel less or not involved in the development and development process location tour . Apart from that, they are also worrying If location the Lots visited tourists , will damage order existing society _ There is .

Involvement government become important element _ in the consolidation process with the parties involved . _ So far the government Already Lots involved , esp in matter support funding , as in Pamekasan . Government allocated funds of 1.7 billion Rupiah for develop ecotourism in Lembung Village . Besides, they facilitate education , making things easier management permission from the district government local , provide party third as consultancy tourist in frame help explore concept , innovation and promotion ecotourism the . The government also acts as a mediator for managers and the people who experience it conflict . Formation Pokdarwis and involvement The village head and sub-district head are considered capable make all the processes that occur easier .

In a few area head village even some do n't Want to involved in develop ecotourism in the area , even there is something to be provocateur For demonstration reject development ecotourism . This is precisely the situation complicate things involvement public in development and development ecotourism . In situation pandemic , the government is also doing it reallocation budget For focus on handling Covid-19.

From the side employees or servants mangrove ecotourism , they try involved in give education to visitors , do control for all incidents at the location tourism , although on the other side of them feel not enough worthy from side payment wage or salary . However so , they are still survive for development ecotourism in the area . There are also those who choose For indifferent not indifferent with development ecotourism Because feel paid No worthy .

Involvement Perhutani in Pamekasan and Pertamina (PHE MWO) in matter funding nor control towards development ecotourism give support which makes it easier managers and society .

Collaboration from visitors are also form involvement them , like in provide suggestions and promotions through social media and word of mouth. Although there are also those who take action immoral on location tourism , less guard cleanliness , and even damage existing facilities . _

For that it is necessary effort For grow synergy done with do more intensive coordination , good with party manager yourself , or holder interest Others are also trying involve public to be more active role

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Related with knowledge and understanding about draft ecotourism , parties manager ecotourism in four regency Enough understand draft that , however other parties involved (who are not managers) tend to not enough understand draft the . Understanding this concept is more about what is becoming objective ecotourism and conservation . For draft halal tourism , good manager nor public around tend For No understand the concept , however they hope No There is behaviours negative events that occur at the location tours around _ they .
2. Related the role and involvement of stakeholders interests , basically each party Already operate his role , however less than optimal and synergistic with Good .
3. Efforts to grow synergy done with do more intensive coordination , good with party manager yourself , or holder interest Others are also trying involve public to be more active role .

Suggestion

1. It is hoped that the management can do this internal coordination between managers so that this can be done become solid team , yes plan development better _ _ with involve participation public .
2. Expected manager Can coordinate with government For find solution For overcome problem involvement public .

3. Expected Government want to be more involved in development also carries out monitoring and evaluation more intensively , so _ progress tourism is more measurable .
4. Engaging consultant tourist For sustainable development . _
5. For the Surrounding Community expected Want to get involved and participate active for progress his village . The hope is that problems will arise conflict Can overcome with Good .

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