
Model of Ecotourism Development in East of Lampung (Study in Margasari, Labuhan Maringgai, Lampung Timur Regency)

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Abstract

This article aim to know ecotourism, nature, culture, and human resource potence and energy supply in Margasari Village, Labuhan Maringgai, Lampung Timur. Mangrove forest has been regrowth to Margasari Village, located on coastal are, east lampung, it has cused reason to study about its function as ecologically, economically, and socially showed by pulihnya biodiversity mangrove eccosystem. This has good effect to increase keragaman tanaman mangrove, kind of fish, invertebrate, and bird as attractionnya as purpose ecotourism. Other aim of this article to find strategy alternative for developing ecotourism in Margasari village. Method used was applicative descriptive method, actually used by planners and decision taker of this area development. By doing observation, survey used questionnaire, and interview to stakeholders like the organization, village government, and local resident, and domestict tourist got information about. data mangrove ecotourism development did by organizer) local government and tourism subsconsciously community and its development since first time built a year ago. Based on data, most appopriate model to develop mangrove ecotourism in Margasari Village was based on tourism promote tourism potence around.

Keywords: Coastal area; Mangrove; Ecotourism.

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1. Introduction

Indonesia, as an archipelago country, has wider sea area, and great coastal and seashore resource potency. This has been explained clearly in 25A article of Constituency 1945, that Negara Kesatuan Republik Indonesia was an archipelago state with its characteristic. This showed that coastal and seashore area has strategic and significant meaning for Indonesian future as the biggest archipelago state in the world because this area dinterested total area in Indonesia. The most of coastal population was fisherman. In general, many fisherman still living in financial and social limitedness. The economic limitedness seems from low income from most of population. Besides, social limitedness as implication of economic limitedness such as poverty. One of reason cause and effect of poverty in those area are low education level, knowledge, and skill of coastal population in general. As a state with 2/3 of whole area was marine, Indonesia has great marine wealth as paradise of every fisherman lived in this earth. But, the fact was fisherman who lived in coastal area was more than 22% of Indonesian population under poverty and being most peripheral group because of the development policy tends to mainland area. Data of Badan Pusat Statistik (BPS) in 2008 showed that poor population in Indonesian reach 34,96 million people and 63,47 % of them are people who lived in coastal area and rural area. Besides, management and utilization of coastal and marine resources potency always in line with damage of nature and habitat such as coral and mangrove, most of ecosystem of Indonesian coastal area endangered [1]. In contrary of that potency, fisherman welfare was very low and identically with poverty. Most of poor Indonesian population. Data statistic showed that daily pay of a farm worker (include fisher) only Rp. 30.449,- each day. This very low under daily pay of a construction worker that was Rp. 48.301,- each day in Indonesian average daily income. This was problem should be resolve because there was relation between poverty and management of coastal area. There was no standard definition of coastal area. But there was general agreed that coastal area was transition between mainland and seashore. Based on shoreline, coastal area has two kinds of border that in line with shoreline and perpendicular to shoreline. But, border depend on characteristic of nature, resources and system of state. Based on author in [2] definition of coastal area used in Indonesia was encounter area between mainland and seashore, coastal area include dry mainland and awash still be effected characteristic of sea such as tidal and sea breeze and permeation of salt water, in other hand, tend to sea area of coastal area include seashore still be effected by natural process happened in mainland such as sedimentation and water flow, and each things caused by human activity such as forest saving and pollution. Coastal area was confluence of mainland and sea as a place of tasteless and salt water. Coastal area was most productive, homogeneous and complex ecology system. This area roles as shore, protector, and filter between mainland and seashore. Coastal area was also biggest concentration of population and main settlement. In other hand, it was concentration of economic activity production oriented population. As productive area, coastal area more having roles for recreation and esthetics. Because of this advantages, an ecosystem of coastal area was significant zone for biological and economical productivity, protector of storm and erosion control. Coastal area and seashore was order of ecosystem which related ver close to upland, by stream, run off, and ground water. Area of sediment area does not only as place of cumulative of erosion material, brought by stream, but also as place of accumulation of kind of waste poisonous substance, sourced from activity in hinterland (hilt) [3]. Coastal area in Indonesia was wealthy and heterogeneous used by Indonesian people as one of main foodstuffs source, especially for animals protein, since years ago. Besides, hydrocarbon wealth and others mineral coastal area used

to supported national economy development since Pelita I, and as transportation media and harbor area, coastal area also used to agribusiness, recreation, and tourism, and also as substance waste place. Many of nature damage such as phisic degradation of coastal area habitat (mangrove, coral and padang lamun), more eksploitation to nature resource, abration, beach, function changed of protected forest and cataclysm, most of them was happened in coastal area [1]. Mangrove forest in coastal area in east side of Lampung was one of mangrove forest in Indonesia has long history, Dynamic of quality and quantity of mangrove ecosystem being fluctuated. Drastically down of this ecosystem happened on 1987, even mangrove forest di some villages noticed lost, one of them in Desa Margasari. On that year, abration was happened fabulously reach 500 m/year. This fact makes people realize that mangrove forest existence was very significant. Effort to rehabilitate did seriously. In 1995, Mr. Sukimin as Desa Margasari Headman proclaim to people to plant mangrove. People spread api-api seed did by voluntarily, growth of api-api makes ecosystem mangrove become better. Related to nature resource potence of Desa Margasari and ecotourism development effort need to identified ecotourism development as one of tourism destination Lampung Timur Regency. This purposed to give information to stakeholder for certain was ecotourism mangrove forest Desa Margasari as ecologically and socially-culturally to be developed. This article titled Model of Ecotourism Development Coastal area Community in Lampung Timur.

2. Method

Deskriptive method, but aplikatively actually used by planners and decision maker of development for this district, kind of research was descriptive, for this research result accurate describe about a group, process or relationship, complete describe in verbal or numerical, presented basic information dasar a relation categorize, and classify subject of research, explain several steps or process, and also to save contradictive information about subject research by observation method.

Several steps did:

- Primary and Secondary Data inventory data to identify asset possessed by people in coastal area,
- Primary Data collected (field data)
- Analysis and synthesis data did after data inventory get

3. Discussion

3.1. Tourism and Ecotourism

Based on [4] tourism was trip from a place to another place temporarily, did individually or grouply as an effort to find harmony or conformity and happiness with living environment in social, cultural, and knowledge dimension. Wider viewpoint discussed in conference PBB in 1963 about travel and international tourism in Roma that recommend about tourist is everyone who travel more than 24 hours with purpose: (1). Leisure include recreation, holiday, healthy, education, religion, and sport. (2). Business Family Meeting, [4] explained that which meant with tourism was two words consist of: "pari" and "wisata" means full or whole. "wisata" means travel, tourism means full travel, start from a place, to one or some places and stop by and then back to begin

place. Thus, a thing called tourism was an activity which did by individually or group more than 24 hours to travel from a place with purpose to recreation, ect. Ecotourism first time introduced by expertise of ecotourism splash nature travel. Its definition introduced by The Ecotourism Society in [4] that travel which responsible to nature area to protect nature and shore community welfare. Wood [5] explain that ecotourism was include wider range of natural ecotourism include wild life, strange experience or adventure, ecotourism in recreation and tourism which used to nature resources potenceand its ecosystem original or after mixed with human create ability. "Ecotourism ecologically was travel to natural places which relatively does not contaminated with purpose to study, enjoy the view, plants, wild animal, and also cultural manifestation which exist from the past until future".[6] Wildwood of wet tropical in whole of Indonesian archipelago was a destination. Destination to ecological tourismpossibly to get benefit of ecology, social, economi, and cultural for people, management, and government. Destination areas elect to becomeinvolved in tourism primarily for economic reasons: to provide employmen to opportunities, to increase standard of leaving and, in the case of international tourism togenerate foreign exchange. Tourism was viewed as a development tool and as a means of diversifying economics. Contrary, destination which interested by tourist ecotourism was natural area. Conservation area as object attraction of tourism such as national park, large forest park, sanctuary, animal preserve, torism park, and wild park. But another forest area such as protected forest, and production forest, that has natural object natural as attraction ecotourism can be used also for ecotourism development. Natural area as an ecosystem such as river, lake, swamp, turf, hilt area or creek, can be used for ecotourism [7].

Thus, Ecotuourism was one of natural conservation, economy, social and cultural empowerment for local community and also education aspect. Ecotourism development effected by some exist factors that should be in development, they were [8]:

- Nature resources, history and culture heritage. Wealth of biodiversity was main attraction for ecotourism target marketing so the quality, sustainability and conservation of nature resources, history and culture heritagebeing very signifificant to ecotourism development. Ecotourism also givevery big chance to promote biodiversity conservation international, national and local.
- People who knows more about basic knowledge about natural, cultural and also tourism attraction possessed by local resident. Therefore, partisipation of local community was signifificant need by since planning until management level.
- Education. Ecotourism increased awareness and appreciation to nature and, history heritage to tourist and people in knowledge and experience form. This additional value effected to behaviour change of the tourist, local people and developer or investor to be more aware and more respect to the nature, history and cultural heritage value.
- Market. The fact showed that any tend to increase demandto product ecotourism in international and national level. Thing caused by increased promotion which encourage people to have positivebehaviour to natureand interest to visitstill natural area to increased awareness, achievment and attention to naturehistorical valueand cultural in local area.
- Economy. Ecotourism gives chance to get profit for management, government and local resident by non-ekstractive activity, increased local economy.management which considered ecotourism principle

to create sustainability economy.

- Institutional. First time, ecotourism development was mobilized by NGO, community and nature service volunteer. This more premised by commitment to effort nature conservation, economy development and community empowerment sustainability. But sometimes, that commitment did not included with professional management, not many of ecotourism area has ability to stand longer. While privat entrepreneur or investor which manage this sector because business in this sector still relative new and less interested because of social cost and ecological cost in development.

Sequence of ecotourism development mangrove forest strategy, promote by internet and mass media about resource Mangrove potency to ecotourism activity increased awareness people and visitor about the significant of role resource mangrove in ecosystem coastal area. Increased comprehension of stakeholders about the significant of role and function mangrove ecosystem in coastal area. Development of tool and infrastructure visitor ecotourism with regard to nature conservation ruled to make and require every salesman and visitor trash away to the right place. Encourage people about danger of household waste for mangrove ecosystem, makes tourism zonasi plan. Management makes activity love nature program in action. Management gives information and training to local resident (handmade skill used to mangrove) for participate area development mangrove ecotourism. In management of coastal area as ecotourism need to be rated comprehensive, planning purpose and goal, and management entire activity of utilization to reach optimal and sustainable development. Planning and management coastal area did continuously and dynamically consider some aspects such as ecology, social, economy, institutional, area tool people aspiration, interest conflict and possible utilization. Purpose research to analyze properness mangrove resource to be developed as ecotourism [9].

3.2. A Little Describe About Desa Margasari

Desa Margasari was a village in east Lampung precisely located in Labuhan Maringgai Subdistrict, Lampung Timur Regency. For reach this location from Bandar Lampung as Lampung Province capital, around 77 km distance with around 3 hours from Bandar Lampung. In 2009 wide ecosystem mangrove in Desa Margasari about 700 ha. Because of return of mangrove forest in this village motivate to study of mangrove about its function, ecologically, economically, and socially. The recover of biodiversity ecosystem mangrove in Margasari such as increasing of mangrove plant, kind of fish, invertebrata and kind of bird increased magnetism as ecotourism destination. Local resident of Margasari have SMA, as high education in average. 80% of population worked as fisherman with average income was Rp 50.000,- each day. Social stratification in this area majority based on economy. Besides, this local resident of Margasari which very stick up they are haul tool authority modal invest class aspect.

3.3. Community Based Ecotourism

Management of tourism sector in coastal area has been include many private investor which proved can advance development. Moreover, about approval. Management tend to be exclusive in meaning that it was very far from tourist and local resident reach, but gives significant and unpromising contribution. Government, especially Local government possibly dilematic to raise original local government revenue. But this matter can not able to

solve poverty. Falling behind still felt by community coastal area [10].

Ideally, tourism success [11] meant by fulfilled:

- Scarcity factor was character of the tourism object can not be seen in another place naturally or artificially.
- Naturalism factor was is character of the tourism object that untouched by change caused by human behaviour, such as cultural heritage.
- Uniqueness factor was is character of the tourism object which has superiority compared with another object around.
- Community empowerment where local resident been empowered to tourism object development has proud and strong self identity to grow sociable character to tourist.
- Area optimisation function was maximizing tourism area suit with demand and supply with consideration about conservation, preservation, and nature protection.
- Equality was any biggest portion allocation of benefit for under poverty people to create welfare equal distribution also supported with any orderliness in that distribution process.

Indicator of success community based program (tourism based community) as real implementation as an effort to start sustainable development run the group management reflected by productivity and empowering test. Productivity has standard management capacity to an effort of necessity fulfilled for people in increase welfare level [12]. In other hand, empowerment test was to test local basic in effective control to resource afforded and be enlarged by. Empowerment test of community based tourism reflected by ecoliteracy and ecodesign of coastal area people in tourism implementation. Ecology of population for ecosystem principles and its evolution to support living network. In other hand, ecodesign was introduced era based on study from nature, not to matter reach from natural [13]. Thus, to start community based tourism need absolutely nature and sustainable comprehension. After reach nature awareness (read: ecoliteracy) formed, ecodesign was implementative step. This was not easy to create nature because of every economy activity of human identical to used to nature. Economy activity was very close to natural resource and nature, community and economy bordered by nature.

3.4. Community Based Tourism as Model Ecotourism Development Desa Margasari

Development activity area mangrove ecotourism to increase society welfare coastal area by arrange ecotourism mangrove development guide for stakeholder from Desa Margasari. One of mangrove forest area in Lampung which used for tourism area was mangrove forest Margasari.. Route from Bandar Lampung as province capital for visit this location. Place visited from Tanjung Bintang – Simpang Sribawono – Labuhan Maringgai. Second route, visitor also pass by Metro City, with route Bandar Lampung – Metro – Sukadana – Way Jepara – Labuhan Maringgai, with longer travel time compared to first route. Its coast has many mangrove which just redeveloped by community and some parties such as academician from some state university in Lampung who developed mangrove in Margasari which called as the best mangrove in the world. Its coast has been tourism area and just being exposed for public as tourism area. Its condition still being dirty because many trash away

around location. Population settlement located around irregularly that indicates that people did not realize Desa Margasari was tourism area. Most of resident have been worked as fisherman, there are some people worked as fulltime fisherman, and another as spare time and season fisherman. Based on interview with local people, Dari hasil wawancara with local people setempat, local people start to realize that their village like to be visited by people around as tourism area and their village start to be crowded. Visitor not only for tourist but academician or researcher for mangrove from domestic and and foreign. But most of the tourist either from domestic around locaion of village. Desa Margasari as tourism are still not be known by people, people know it as mangrove conservation. Income from tourism still be low for regard as local community income because of employment for community partisipation still being fower than number of people. Involved stakeholder included local apparatus, PokDarWis (kelompok sadar wisata) or tourism awareness group which member are from community internship itself, , and local people involved technically in toursm management. As tourism location, visitor was amount 20 people each week, and increased being 40-50 people in big day. This amount did not reffer as crowd visitor. Main management did by PokDarWis (Kelompok Sadar Wisata) with duty sharing between members. There was member as recepcionist of the guest or tourist, and administrative for entry ticket and financially. Village secretary as one of apparatus in Desa Margasari said that tourism locationin this area was opened on Juni 2019 as legally for public, even before opening it has been tourism area without management. Firstly, it has not special fund for tourism area, but then village apparatus look the nature and mangrove potence as wealth of the nature in this area. Besides, mangrove here has been reffered as one of best mangrove in the world. Then, there was spesial fund for tourism managemement and its facility and many instrument of the tourism to increase village and local community income. The facility still being limitary, later will be build many coutage around beach and bamboo trestle to be closer with the middle of the sea and and cleanliness should be on the look-out for intensively for tourist amenities and be back again to this area. Besides, mangrove should for area ecotourism either conservation for economy interest and nature education about mangrove. All time passed, mangrove still be discussed as object of academic observation. Lampung Provinsi has big potence of marine cultivation and potencial land for salty water cultivation for lobster or fish breeding or just for seed marine cultrivation, especially in Lampung Timur. Potencial commodity for cultivated was lobster or shrimp or prawn. Besides salty water cultivation, there are some people cultivate Catfish and Patin Fish. If seen from human resources in Lampung any kelompok perikanan tangkap. Next potence was rajungan. Labuhan Maringgai as one of subdistrict in Lampung Timur Regency with coler to coastal area has best rajungan seems from its big size and high quality with its frehness if compared with product from Java and Sulawesi island area. There are no human able to live without nature, where the economy should be did in nature and it will not running well without nature resources. Because of that, most of local wisdom in any ethnic, are, or country has the rule to respect to nature. For that purpose, for every people with awareness to nature will used naturue with consider between need and conservation like as Desa Margasari with mangrove as icon of ecotourism.

4. Conclusion

Model development and strategy can be used for mangrove development ecotourism iss community Based Tourism with take a line of cooperative collaboration to government and privat party to increase quality and new innovation applied. In general, this collaboration was created in joint partnership form where every party should gives direct contribution direct to run the activity. Community based tourism will done by Margasari people as

right concept to be applied, but management should have good knowledge about it.

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