

IMPROVING THE UNDERSTANDING OF THE COMMUNITY ABOUT THE CONCEPT OF COMMUNITY-BASED TOURISM

Yosevita Th. Latupapua ¹, Fanny Soselisa ²

¹ Staf Dosen Prodi Pengelolaan Hutan Jurusan Kehutanan, Universitas Pattimura, Jl. Ir. M Putuhena, Kampus Poka Ambon, Kode Pos 97233

² Staf Dosen Prodi Ilmu Lingkungan Jurusan Kehutanan, Universitas Pattimura, Jl. Ir. M Putuhena, Kampus Poka Ambon, Kode Pos 97233

¹ vithaforester@gmail.com

Abstract

The availability of potential natural tourist attractions in a place must also be supported by the readiness of human resources through increasing community understanding and skills. The purpose of doing service is to improve the understanding and skills of the community in preparing quality natural tourist attraction objects and to train how to assess the potential of tourism objects based on weighting and scoring according to ADO guidelines. The method used is socialization, observation, and evaluation. The results of the service showed that there was an increase in knowledge and interest in learning from all participants who attended, this was evidenced by the post-test results which showed that there was an increase in the value of understanding the concept of tourist attraction objects, community-based tourism concepts, forms of quality participation and the ability to assess objects based on scoring. This socialization activity is also able to motivate the people of Abubu to develop the potential of existing objects with the readiness of facilities for visitors, as well as foster self-confidence to later be involved in managing natural and cultural resources as quality tourism products.

Keywords: Increasing public understanding, Community-based ecotourism, Abubu Country, Central Maluku.

INTRODUCTION

The issuance of Law No. 32 of 2004 concerning Regional Government and Law No. 33 of 2004 concerning Central and Regional Financial Balance, provides a great opportunity for regions to manage their natural resources to provide optimal results. As a result, every local government tries its best to improve the regional economy. The implementation of regional development is directed at spurring equitable development to increase the optimal utilization of the potential of natural and cultural resources that are owned.

Currently, the tourism sector has an important meaning for the economy of the Maluku region. Maluku Province is trying to improve itself by optimizing the use of natural and cultural resources as tourism products to encourage economic growth, increase job opportunities, and empower local communities. As part of a long-term tourism development plan, all potential Tourist Attractions (ODTW) in Maluku have high opportunities and attractiveness in increasing opportunities for tourist visits.

The edict in the Republic of Indonesia Law no. 10 of 2009 provides an opportunity for the village/state government of Abubu to take steps in optimizing the potential for natural and cultural attractions that are owned as opportunities for the development of village PAD and community empowerment through efforts to prepare objects and communities to receive tourist visits to the village of Abubu (Suharto, 2014). Abubu Village is one of the villages in the State of Nusa Laut, Central Maluku district, which is geographically located at 3o34'30"-3o45'40"LS and 128o42'15"-128o52'45"E. While administratively the government of the island of Nusalaut is included in the Nusalaut sub-district, Central Maluku Regency. Nusalut Island has 7 (seven) countries, namely Nalahia, Ameth, Akoon, Abubu, Titawai, Leinitu and Sila. The topography of the island of Nusalaut is in a low to hilly condition with a slope of 15-40% with an altitude of 300 m above sea level (BPS Central Moluccas 2020). The administrative boundaries of Nusalaut Island are as follows:

- In the west, it is bordered by Saparua Island
- To the east, it is bordered by the Seram Sea and Serua Island
- Southside, bordered by the Banda Sea
- The Northside is bordered by Seram Plau

The strategy chosen as a form of empowerment for the Abubu community through the management of natural and cultural tourism objects must of course be supported with cooperation, participation, and full support from all stakeholders (Perdana, 2018). Efforts to change the perception of people who have not been able to be able and have confidence in empowering need to be improved. Motivation in empowerment through managing and developing the potential of natural and cultural tourism objects, of course, is not like turning the palm, but it must be prepared properly and requires moral and material support from all parties so that empowerment can have meaning and be applied properly by the community (Rahman, 2013).). Empowerment through the management of natural and cultural tourism objects does not only focus on one aspect, namely improving the economy of the community but also on the ecological and socio-cultural aspects (Muhamad et al., 2017: 3). For this reason, in the empowerment process through the development of natural and cultural potential, it must be supported by the readiness of the Abubu community in understanding the concept of ecotourism as a form of management that does not damage nature, maintains the socio-cultural traditions of the community and can empower local communities around the object (Sunaryo, 2013). This empowerment can run optimally if the community as the main subject correctly understands the concept of ecotourism itself, so the purpose of this service is to provide additional education and skills for the Abubu community through socialization in increasing their understanding of community-based ecotourism and having self-confidence as a subject in the management and development of ecotourism objects.

IMPLEMENTATION METHOD

This community service activity is located in the village/state of Abubu, Nusalaut, Central Maluku Regency. The activity was carried out for 3 days. The participants involved were 35 people. Data related to service activity participants are presented in Figure.1

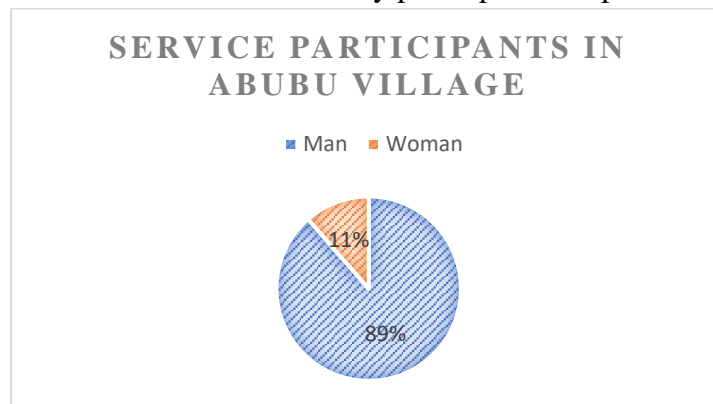


Figure 1. Composition of Socialization Participants

Activity Stage

- a. Initial preparation: This stage begins with the selection of a location by a service team from the Unpatti Forest Management Masters Study Program with as many as 6 people. After the location was determined, it was continued with the preparation of tools and materials in which the materials below were questionnaires, after that the team provided initial information in the form of a notification letter to the local government, namely the Central Maluku Regent, and the village/state head of Abubu to submit permission to carry out activities to the location. . After arriving at the location, the service team immediately contacted the local village to introduce themselves, and conveyed the intent and purpose of this service. In the discussion, the team asked the village head to collect the socialization participants based on the composition of the existing institutions in the village such as adat, soa heads, youth, and PKK. After the composition of the participants was informed, the team then made a schedule of activities together with village officials. Where the specified time is after the people of Abubu Village have returned from gardening/hamlet activities and fishing, so the schedule of activities is determined at 16:00 WIT.
- b. Extension Activities This activity is carried out to provide additional information, knowledge, and skills to the community about:
 - The concept of natural and cultural tourism objects;
 - The concept of CBT (community-based tourism)
 - Calculation of weights and scoring for the assessment of natural tourism objects according to the criteria guidelines

This material was delivered by the lecturer staff of the Master of Forest Management Study Program, Unpatti, and involved 2 students. This activity lasted for two days, followed by training activities for the community who took part in the activity.

- c. Training activities, training provided to community groups to provide additional information and knowledge about the concept of nature tourism objects, and community-

based tourism, which is complemented by an assessment of the objects determined by the community based on the 2003 ADO PHKA assessment guide regarding all tourism components and facilities.

- d. Evaluation, in this scheme, the service team provides an assessment of what has been done in schemes 2 (socialization) and 3 (training) as a form of achieving targets from the community. Evaluation is carried out to find out whether what has been given well can be accepted by the participants/the Abubu community. Evaluation is carried out using a questionnaire, as an analytical tool for measuring the level of public understanding of everything that has been socialized.

RESULTS AND DISCUSSION

Extension Activities

Before the presentation of the material, our service team distributed questionnaires as a form of pre-test to the community, intending to know the level of knowledge and initial understanding of the community about the concept of tourist attraction objects, and the concept of community-based tourism. Based on the results of the questionnaire, it is known that the level of knowledge, skills, and understanding of the Abubu community can be said to be still very lacking. In addition, the community has never heard or received information about the concept of nature tourism, or community-based tourism. In addition, an understanding of objects that have a high attractiveness value supported by weighting the attractiveness value of the object has also never been carried out, so the people themselves do not know whether the natural and cultural objects in the village/country of Abubu are included in the category of attractive/worthy objects that are considered attractive. later when it is developed it will attract a lot of interest in tourist visits to the village. During the process of presenting the service material, the community was very enthusiastic in listening, so the question and answer process from all participants who attended seemed very interested in knowing in detail, all the information presented to them. Participants who attended service activities were dominated by men.



Figure 2. Presentation of Service Materials
(Image source: Doc. Personal (2021))

In this socialization activity, resource persons also asked about the process of developing object facilities that had been carried out by the government of Abubu. The information provided by the village head (father. Jhon) that the development process for facilities at the Riul lake natural tourist attraction and the Martha Christina Tiahahu Statue Monument has been carried out by the Abubu community in stages since 2019. Development activities carried out

include, among others, preparing access in the form of roads 1.5 meters wide path along 1.5 km from the main road to the object, besides that, 2 units of shelter seats were also built to relax/rest for visitors when they came to enjoy the object. Other information explained that the development of the Riul Lake object facility uses funds from the village, where the use of the funds was also informed by the village staff to the community openly in village meetings which were held openly between the village administrators and the community. The form of development is shown in Figure 3.



Figure 3. The form of the development of facilities at the Lake Riul object and the MCT Monumen Monument

Image Source: Personal document (2021).

Training Activities

This training activity is carried out to provide new skills to the community regarding how to calculate based on a guide to assessing tourist attraction objects (Directorate General of PHKA, 2003). Before going to the object for observation and training, the community is divided into several groups and explained how to read the weights and indicators of object assessment, they are taught about how to weight and score assessments that must be given to each indicator in the object, including assessment to the availability of facilities, the natural condition, and beauty of the object, as well as its accessibility, to the ecological conditions around the object.

At the time of the explanation of the resource service material, it provided an opportunity for the public to understand and master the assessment indicators first so that the time to present the material took longer time, which was about 2 hours. After that, the community is allowed to train on how to calculate weighting according to existing guidelines, the purpose of this training is so that the community as a subject or manager of a tourist attraction in planning management and development must also take into account the indicators of facilities that are under the characteristics of the natural surroundings, carrying capacity land so that these facilities can support activities for visitors while in the object area. The readiness of an object equipped with optimal/adequate facilities to support visitor activities during a trip can provide satisfaction and foster interest in revisiting the object area (Basiya and Rozak., 2012; Nuraeni, 2014; Setyanto., 2019; Alfitriani, et al 2021).

Evaluation Stage

At the evaluation stage, the service team did this by filling out questionnaires that were distributed before (post-test) and after activities (Pre-test) to measure the success of the people of the Abubu country/village in participating in the activities. The indicators used to evaluate the success of the implementation of this service activity include: first, the transfer of knowledge and knowledge through counseling activities, it can increase participants' knowledge about the concept of nature tourism and cultural tourism in supporting the roles and responsibilities of the community as object managers. Second, equip the Abubu community to have skills in assessing the quality of a potential tourist attraction through scoring and weighting according to the guidelines. Based on the results of the pre-test and post-test, it can be seen that before the service activities were given the Abubu community's knowledge of the service material was only about 10-15%, then after the presentation of the material and training was given there was an increase in understanding and skills up to 100%. Thus it can be said that this service activity was successful. The evaluation results are presented in Figure 4.

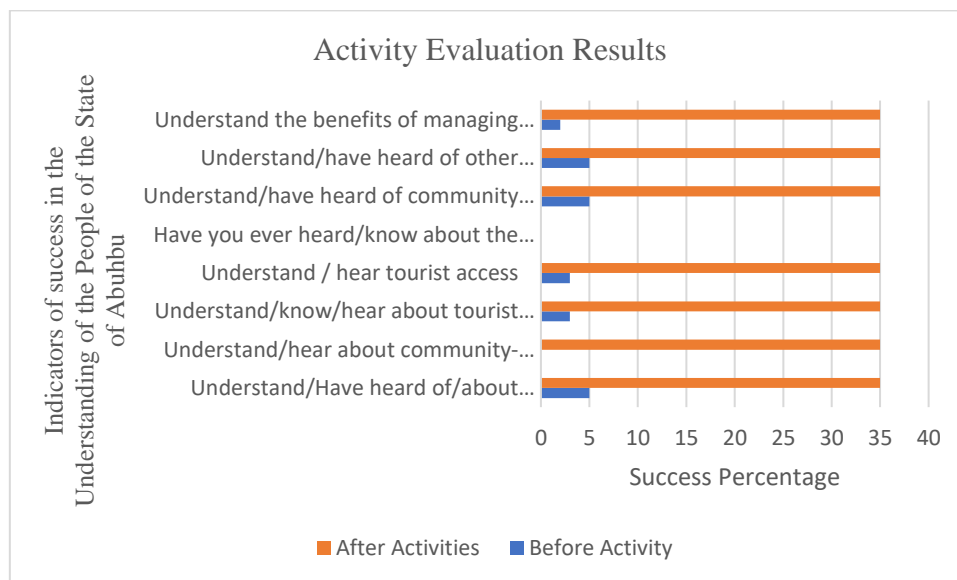


Figure 4. Evaluation of Service Activities in the Land of Abubu

CONCLUSION

Based on the results of community service activities for the country/village of Abubu in the form of socialization activities, and training, it can be concluded that the people of Abubu have a very good response in accepting all the material presented. This activity also provides a change in the level of understanding of the community from those who do not know/do not understand the concept of objects and natural tourist attractions, and community-based tourism, and become aware and understand. In addition, the community has been able to assess objects based on scoring and weighting using the object assessment guide handed down by PHKA in 2003. In addition, the community's confidence has begun to grow to be involved in the stages of object management in the Abubu country/village, Central Maluku district.

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