



COMMUNITY-BASED TOURISM-BASED COASTAL AREA MANAGEMENT MODEL IN SUPPORTING SUSTAINABLE DEVELOPMENT

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Abstract

Efforts to prevent coastal abrasion can be done through coastal management by integrating the ecological and economic interests of the community. The purpose of this study is to find a suitable model to be applied in managing coastal potential that prioritizes environmental, social, economic and cultural aspects. We used descriptive qualitative and analyzed the findings with a SWOT component. This study found that Pangkalan Sesai has the potential for natural wealth in the form of mangrove forests covering an area of about 31 hectares with more than 25 types of mangroves called Bandar Bakau Ecotourism. It is strategically located right in front of the Strait of Malacca and is a transportation route for goods and passengers. Another potential is in the form of the marine fishery sector and shrimp ponds which are supported by cultural potential in the form of sanggar Melayu Siti Laut. Weaknesses as well as threats that arise in terms of landscape arrangement and human resource development managers are still weak in addition to lack of funding. There is also a potential for conflict between the local community and managers, causing the current Bakau Port to close and not managed properly. In fact, based on its location and potential, Bandar Bakau can be developed into a tourist destination that offers natural beauty and culture for the local community as well as foreign tourists. The Community Based Tourism (CBT) approach is offered as an important part as well as a strategy to realize the development of Bakau City into a tourist area as well as a business center that still pays attention to socio-cultural and natural aspects. The application of CBT can be done with commitment and serious attention from various elements, namely the Central Government, Regional Government, Private Sector, and Community.

Keywords: Tourism Village, Nature Conservation, Mangrove City, Sustainable Development

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INTRODUCTION

Coastal abrasion is an important issue in coastal areas of Indonesia, especially Riau Province. Over the past two decades, attention to the issue can be said to be lacking so that some areas such as Dumai City have experienced quite severe abrasion. Based on the results of research, Dumai City has undergone changes due to abrasion and sedimentation with a dominant speed of 1.33-16.84 meters / year. The consequences of the abrasion that occur not only pose a threat to the biophysical state, but also a threat to the life of the surrounding community. Especially if this situation is not balanced with environmental prevention or rehabilitation efforts such as planting mangroves or outsourcing non-productive areas on the shore as conservation areas. (Rifardi, Mubarak, & Yoswaty, 2020)

Pangkalan Sesai Village, West Dumai District, Dumai City is a coastal area that has natural wealth in the form of a mangrove expanse of 31 hectares and other carrying capacity in the form of traditional fishermen activities, pond fishermen, and sanggar Siti Laut cultural arts. The local community and the Pangkalan Sesai Village Government have made efforts to manage it into an ecotourism area called Bandar Bakau. However, the management carried out so far has not run optimally. Bandar Bakau Ecotourism at the time this study was conducted (June-July 2022) was in an inoperative state. In addition to experiencing damage to supporting infrastructure, the main cause of the closure was due to internal problems of managers.

In fact, when viewed in its location, Bandar Bakau is an ecotourism area directly opposite the Malacca Strait. In addition to being a port of crossing to several regions such as Bengkalis and the Meranti Islands, the waters in the Bandar Bakau area are also international crossing ports to Malaysia. This is an opportunity that can be used as an economic resource for local communities and local governments. Bandar Bakau Ecotourism can be managed with an attractive design to become a business center, cultural learning, and conservation area by combining all the potential that exists.

For this reason, by paying attention to the potential and main objectives of sustainable coastal management, Community Based Tourism (CBT) can be used as a framework for building Ecotourism Bandar Bakau into a tourist village that focuses on business, conservation and socio-cultural development. Community Based Tourism (CBT) is a sustainable development framework that embraces local communities as the main actors in various tourism activities (Raflesia Arifin, 2017). In various literatures, it is emphasized that the CBT model is able to provide socioeconomic benefits including providing employment, increasing community income, improving the quality of life through tourism, and strengthening space for the younger generation and the community to express themselves in building tourism (Jamalina & Kusuma Wardani, 2017).

Bandar Bakau Tourism Village by applying the CBT principle is an idea that is believed to be able to answer sustainable coastal governance. In the context of sustainable development, there are 3 goals to be achieved through the concept of CBT-based Bandar Bakau Tourism Village, namely increasing awareness of climate change through efforts to conserve Coastal resources, increase income for low-income communities, and increase cross-sectoral cooperation and participation for better (Putra, Amalia, & Utami, 2018)Coastal life. . With this model, all existing potentials, both cultural potential, natural potential, and creative economy can be optimally developed. In addition, CBT-based Bandar Bakau Tourism Village is a

new idea that has never been applied in Coastal management in Dumai City so that the design offered by the author has a renewed value in the context of optimizing coastal management.

LITERATURE REVIEW

Community Based Tourism (CBT) is a model in the development of tourism in a sustainable manner. The CBT model has a correlation to the principle of community empowerment in coastal areas because most of the coastal potential is suitable for development into tourist attractions (Tampubolon, 2020). In the principle of CBT, the existing potential will be developed by prioritizing ecological and economic interests as well as learning (SAY, 2021). There are 3 things that are priorities in the CBT principle. *First*, ecology. The application of the CBT principle in the context of managing an area into a tourist destination is to prioritize the interests of natural sustainability. That is, the ecological side remains the top priority aimed at a better future of the environment (Aisyah & Rachmadi, 2020). *Second*, the economy. To attract people's attention to efforts to preserve nature, the economic side also needs to be the main concern where the community must be given the opportunity to develop the potential of the creative industry as the carrying capacity of visiting tourists. *Third*, education or learning. The principle of education in CBT is to emphasize that management will be prioritized to preserve nature and support a sustainable life (Hong, Ngo, & Pham, 2021). CBT also pays main attention to political and cultural aspects as an inseparable unity in building community-based tourism (Wahyuningtyas & Tukiman, 2022).

RESEARCH METHODS

This research used descriptive qualitative. The research informants were selected by *purposive sampling* which has a direct relationship with the object of study, namely the manager of Bandar Bakau, government elements, and the Supervisor of sanggar Siti Laut. The research data will be analyzed with qualitative principles, namely data collection, data reduction, data display and drawing conclusions.

RESULTS AND DISCUSSION

Overview of Bandar Bakau Ecotourism

Bandar Bakau was formed from environmental reforms that were snuffed out by PAB (Pecinta Alam Bahari) which was founded on August 16, 1999 by a local youth named Darwis Muhammad Saleh. The Bandar Bakau area in Pangkalan Sesai Village is the location of ship backs and crossings to several destinations such as Bengkalis, Meranti Islands, and Malaysia. Bandar Bakau is located not far from the center of Dumai City, which is about 30 minutes can be reached by motorbike or car with good infrastructure conditions. Initially, the Bandar Bakau area was a land that belonged to PT. Pelindo Dumai. This area was once to be used as a port expansion area. However, due to severe abrasion conditions (reaching about 20 meters per year), the movement to resist the expansion was carried out by forming a Conservation Area of Bandar Bakau. After the arrangement was carried out, Bandar Bakau was opened as a tourist attraction in 2011. Bandar Bakau is managed by a Tourism Awareness Group (Pokdarwis) consisting of 15 members, as can be seen in the following table:

Table 1 Management of Pokdarwis Bandar Bakau

NO.	Name	Position/Field
1.	Darwis Mohd. Pious	Head
2.	Dante Maiyendra	Vice Chairman
3.	Andra Junaidi	Secretary
4.	Siska Dewi	Treasurer
5.	Zulkarnaian	Security and Order
6.	Taufik Hidayat	Cleanliness and Beauty
7.	Rendra Affandi	Tourist Attractions and Memories
8.	Rasidin Amen	Public Relations and Human Resources
9.	Nur Arifah	Business Development and Marketing
10.	Zulkifli	Arts and Culture Culture
11.	Herjito Aldex's	Documentation and Information
12.	Ijol	Facilities and Infrastructure
13.	Reform Wave	Culinary
14.	Darwati	Handicraft Industry (Batik)
15.	Haryadi	Craft Industry (Handycraf)

Sumber: *Pegelola Bandar Bakau, 2022.*

The Tourism Awareness Group (Pokdarwis) is in charge of managing and compiling supporting facilities for the convenience of visitors. For this reason, a number of facilities have been built including *wooden walks* or tracking, *Balai Latina Muhammad Saleh* is used as a meeting house or traditional workshop between managers and traditional institutions, reading parks and nature schools, prayer rooms, and zones for culinary traders. However, based on interviews with the managing chairman of Bandar Bakau since 2016 related activities such as nature schools and ecotourism have closed. The closure was caused due to internal problems experienced by the manager. As a result of the closure, the condition of Bandar Bakau is very poor. There are no more ecotourism activities, there are only community activities to just shop for culinary. On the other hand, the zone for people who want to trade seems shabby is not organized. Not only is it a selling location, there are even vendors who make stalls as residential houses.

Aspects of readiness and arrangement of the Bandar Bakau area to become a tourist attraction are not considered properly. This can be seen in the indiscipline of traders selling in the location. This is due to many things, ranging from the lack of serious attention from local governments to knowledge about tourism aspects that are still lacking. By looking at its potential and geographical location, the Bandar Bakau area can be developed into a business center for community creativity as well as a cultural stage in addition to offering natural beauty.

SWOT Analysis in Ecotourism Management of Bandar Bakau

Efforts to find solutions in developing Bakau City into a Coastal tourist destination that is integrated with other aspects, especially socio-culture, begins with observations and interviews to find weaknesses and advantages using the SWOT matrix. Swot results on the potential and management of Bakau City can be seen in the following table:

Internal Factors			
No.	Aspects	Strength	Debilitation
1	Economics	<ol style="list-style-type: none"> 1. There is fishery-marine potential in the form of shrimp, crabs, and marine fish sourced from traditional fishermen and ponds 2. It has a very good geographical location and is a place for crossing people and goods on a local and foreign scale, especially Malaysia. 3. There is a workforce of young people and groups of housewives, especially from fishing households. 	<ol style="list-style-type: none"> A. People's creativity and innovation to take advantage of the existing potential is still very low B. Lack of interest in young people getting involved in coastal resource management. They are more interested in working on surrounding industries such as petroleum and goods C. Still lacking in entrepreneurial training and mentoring
2	Natural Environment	<ol style="list-style-type: none"> 2. The sea view looks beautiful especially at night 3. It has a mangrove forest with an area of about 31 hectares 4. There are 24 types of mangroves recorded, especially the <i>Rhizophora Mucronata</i> type. 	<ol style="list-style-type: none"> 1. Damaged mangrove area <i>tracking</i> infrastructure 2. Several road points to the Bandar Bakau area are bumpy and hollow 3. Lack of lighting facilities 4. There has been no other use of mangrove potential, especially processing into handicraft products.
3	Socio-Cultural	<ol style="list-style-type: none"> 2. There is a Siti Laut Art Studio that concentrates on Malay cultural values in the younger generation 3. There are Malay Customary Institutions that can play a role in 	<ol style="list-style-type: none"> 2. Knowledge and understanding related to tourism is still low 3. Social networks on external parties are still weak

		<p>supporting the development of Malay cultural arts as a tourism carrying capacity</p> <p>4. There is local wisdom associated with the <i>Legend of the Princess seven</i>.</p> <p>1. Hospitality and culture of people's manners</p>	<p>4. There is a potential conflict of interest related to the governance of the potential of Bandar Bakau</p> <p>1. Lack of public attention to the conditions around Bandar Bakau</p>
4	Community and Government Support	<p>2. There is a desire and hope from the Pangkalan Sesai Village Government to organize Bakau City into a tourist area</p> <p>1. There is support from community leaders and local environmental conservationists in developing Bandar Bakau</p>	<p>2. Coordination and communication between the government and local communities remains weak</p> <p>3. Funding support for the development of Bandar Bakau is still minimal</p> <p>4. The attention of the local government of Dumai City has not been optimal</p> <p>1. The role of companies around Bandar Bakau has not been optimal in supporting the development of Bandar Bakau</p>
External Factors			
No.	Aspects	Opportunity	Threat
1	Economics	<p>2. Natural scenery is still one of the favorite destinations for tourist destinations both local and foreign</p> <p>3. Mangroves are not only a tourist area but also a lesson in knowing nature, especially the types of mangroves</p> <p>4. Today's trend is the use of the digital world, especially in the younger generation. This moment can be used as a promotional medium for existing potential</p> <p>5. The Bandar Bakau area is one of the connecting points to other areas around it, especially Malaysia, as well as being a transit point for freighters</p> <p>1. In Dumai City, Bandar Bakau is one of the natural tourist destinations that is quite well known and loved by the public</p>	<p>1. The local community has a high enough interest in working in the industrial world. Meanwhile, on the management of coastal potential, the attention is still lacking</p> <p>1. Traders operating around Bandar Bakau not only carry out trading activities but also make kiosks as residential houses</p>

2	Natural Environment	The potential of nature, culture and art can be managed and developed into a source of livelihood for local communities as well as efforts to mitigate abrasion disasters	<ol style="list-style-type: none"> 2. Located in the expanse of the Strait of Malacca, the potential for waves is quite high which can accelerate abrasion 3. Support for the management of the potential of Bandar Bakau and its surroundings for the community's economy is still lacking 1. There are still activities to use mangroves for community purposes
3	Socio-Cultural	The government of Pangkalan Sesai Village, environmentalists and community leaders have a strong desire to make Bandar Bakau a business center with the concept of cultural and natural tourism packages	<ol style="list-style-type: none"> 1. There is a potential conflict between parties of interest in the local area regarding involvement in the management of Bandar Bakau 2. Potential conflicts also arise between merchant groups and local communities. Many traders who sell in the Bandar Bakau area are not natives of Pangkalan Sesai
4	Community and Government Support	Community support is quite strong but government support in the context of funding is still lacking	<ol style="list-style-type: none"> 2. Knowledge about tourism is still very limited 3. Lack of counseling for institutional arrangements, especially Tourism Awareness Groups (Pokdarwis) 4. Intense technical assistance has not been carried out optimally by the relevant agencies

The matrix above based on the SWOT analysis has found a number of strengths, weaknesses, opportunities and challenges in relation to making Bandar Bakau a tourist attraction in a sustainable manner. The points found above will be solved using the CBT principle in order to find the right formula so that the initial goal of making Bandar Bakau an attractive tourist destination and improving the welfare of the community can be achieved.

Community Based Tourism (CBT) in Problem Solving and Development of Ecotourism bandar Bakau

Community Based Tourism (CBT) is a framework in sustainable development efforts in the field of tourism that prioritizes the role of local communities as the main actors. They are actively involved in tourism development to optimize welfare improvement. The concept of the CBT center provides an important affirmation on the empowerment of a community to better understand the values and assets they have, including customs, culture, culinary, nature, and territoriality, in order to have the independence to mobilize assets and values that attract the attention of tourists (Mtapuri, Camilleri, & Dluzewska, 2021). In solving the problem and answering how to develop Bandar Bakau into a sustainable coastal tourist destination, the author formulates solutions based on the CBT approach as follows:

No	Dimension	Strategy	
1	Social	Social principles in CBT are related to providing support in building or managing an area to be more productive	<ol style="list-style-type: none"> 1. The Government of Pangkalan Sesai Village needs to provide support in the form of network expansion and financing, especially to government and private agencies. 2. Indigenous institutions need to provide support in the form of preparing cultural attractions as a superior carrying capacity for attracting tourists. 3. Schools also need to be involved in the development of Bandar Bakau by balancing formal and informal learning based on nature schools. 4. The community needs to play an active role and fully support the development of Bandar Bakau into a tourist village.
2	Economics	Economic principles are related to the distribution of profits that will be generated from Bandar Bakau tourism activities as well as livelihood for the creative industry of the community	<ol style="list-style-type: none"> 1. The profits obtained must be stored in the form of group cash as a reserve fund that can be used for other productive activities that can attract tourists. 2. The profits obtained also need to be distributed or given to all members of the management group according to the work done. 3. As an effort to maintain business continuity, part of the profits also need to be allocated specifically to provide training for member skills in order to encourage the emergence of creativity and innovation in managing products as the main supporting capacity for the development of Bandar Bakau 4. Build galleries and creative spaces for people to promote their products in the form of art-culture and crafts 5. Involving related agencies in expanding marketing networks using social media
3	Ecology	Principles that Intersect with aspects of nature sustainability	<ol style="list-style-type: none"> 6. The development of Bandar Bakau needs to pay attention to the preservation of nature by conducting collaborative rehabilitation. 7. Conducting coastal ecological protection campaigns such as a ban on cutting mangroves, a ban on the use of tiger trawlers, and a ban on the use of plastic waste 8. Planting mangroves and other supporting plants that are used for abrasion disaster mitigation.

			1. Collaborating with environmental organizations in building sustainable tourist attractions
4	Culture	Cultural principles are closely related to the appreciation of local wisdom in the form of art and others. Included in these cultural principles are heritage and traditions.	<ol style="list-style-type: none"> 1. Through traditional institutions, traditional culture that is a characteristic needs to be highlighted and displayed in the form of regular cultural performances. 1. Sanggar Siti Laut can also play a role in cultural promotion by inviting the younger generation to participate in being involved in the Bandar Bakau cultural stage.
5	Politics	Political principles are directly related to local, regional and central governments for the creation of a policy framework that strengthens while ensuring that the other three principles are met (social, economic, cultural)	<ol style="list-style-type: none"> 5. The Central Government needs to participate in providing policy support in the form of a legal umbrella and funding for the management of the Bandar Bakau Coastal area. 6. The Riau Provincial Government and the Dumai City Government need to provide support in the form of developing partnership networks, funding, and clear regulations regarding the arrangement and management of Bakau City. The Dumai City Government through related agencies also needs to provide intense assistance in terms of institutions and the development of Bandar Bakau. 7. Encourage active participation and collaboration across sectors in realizing the management of Bakau City that prioritizes sustainable principles. 8. Guaranteeing and providing broad opportunities for the community, including the creative industry to create and innovate to produce tourism support products. 9. Involving the community in the formulation of policies and actions on the ground. 1. Building supporting infrastructure and revitalizing existing infrastructure to be more attractive and organized.

An important aspect that must emerge in the implementation of the strategy for the successful development of Bandar Bakau and improving the welfare of the community lies in the commitment of the local government and the community to provide support and active participation in the development of Bandar Bakau. Indeed, in terms of empowering people from the social, economic, cultural and political side, this commitment is absolutely necessary because it can be observed that the failure of a program stems from weak commitment and low participation. On the other hand, the community must be placed as the main actor directly involved in the preparation, planning, implementation of the program to evaluation.

CONCLUSION

Coastal abrasion is an important issue that must be considered immediately and requires an appropriate handling strategy. As a step in overcoming these problems, it is carried out through coastal management by integrating ecological, economic, social, cultural and political kepentgans. Pangkalan Sesai has the potential for natural wealth in the form of mangrove forests covering an area of about 31 hectares with more than 25 types of mangroves that have been managed into Bandar Bakau Ecotourism. It is strategically located right in front of the Strait of Malacca and is a transportation route for goods and passengers. Another potential is in the form of the marine fishery sector and shrimp ponds which are supported by cultural potential in the form of sanggar Melayu Siti Laut. However, the ecotourism management practices that have been carried out have not been

strategically arranged and there are still many problems encountered. Institutions that are not yet established, communities that are not ready to support from the government that are not optimal are the 3 obstacles found in the management of Bakau City. There is also a potential for conflict between the local community and managers, causing the current Bakau Port to close and not managed properly. In fact, based on its location and potential, Bandar Bakau can be developed into a tourist destination that offers natural beauty and culture for the local community as well as foreign tourists. In answering these problems, we identify with the SWOT framework to find a variety of problems, challenges and opportunities that can be developed to improve the community's economy, including as an effort to mitigate abrasion disasters. The Community Based Tourism (CBT) approach answers the problems and opportunities found based on 5 dimensions (economic, political, social, cultural, and ecological) where the overall strategy and solutions have an orientation to sustainable coastal development.

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