

Community Perception and Participation in Management of Binuanga Mangrove Tracking Tourism, Bolaang Mongondow Utara Regency

Persepsi dan Partisipasi Masyarakat terhadap Pengelolaan Wisata Tracking Mangrove Binuanga Kabupaten Bolaang Mongondow Utara

Sri Nuryatin Hamzah^{1*}, Lestari Nuraini Siki¹, Citra Panigoro¹

¹Department of Aquatic Resources Management, Faculty of Fisheries and Marine Science,
Universitas Negeri Gorontalo

Jl. Jendral Sudirman No. 6 Kota Gorontalo 96138

*email: sri.nuryatin@ung.ac.id

Abstract

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Community perception and participation are important factors that support the sustainability of tourism in an area. One marine tourism that has just opened in Bolaang Mongondow Utara Regency is the Binuanga Mangrove Tracking tourism. Binuanga Mangrove Tracking tourism certainly has considerable potential to be developed, so the involvement of the Binuanga Village community is very much needed for tourism sustainability. This study aims to determine the perception and participation of the community towards the management of the Binuanga Mangrove Tracking tourism. This research was conducted from December 2021 to April 2022 in the Binuanga Mangrove Tracking tourism area. The method of determining the respondents used are purposive sampling. The number of respondents was 260, spread over four hamlets in Binuanga Village. Community perceptions and participation in the management of the Tracking Mangrove Binuanga Tourism were analyzed using a Likert scale referring to and the results of the category assessment for each question item were posed using five classes. The results showed that the community in the Binuanga Tracking Mangrove tourism area had a very good perception of the management of Tracking Mangrove tourism, with an average value of 1093.98 or 84.15%. Likewise, community participation is in very good criteria, with an average value of 1206.07 or 93%. The high perception and participation of the community towards the management of the Binuanga Tracking Mangrove tourism show that this tourism benefits the community in Binuanga Village.

Keywords: Perception and Participation, Tracking Mangrove Tourism, Binuanga Village

Abstrak

Persepsi dan partisipasi masyarakat merupakan faktor penting yang menunjang keberlanjutan wisata di suatu daerah. Salah satu wisata bahari yang baru saja dibuka di Kabupaten Bolaang Mongondow Utara adalah wisata Tracking Mangrove Binuanga. Wisata Tracking Mangrove Binuanga tentu saja memiliki potensi yang cukup besar untuk dikembangkan sehingga keterlibatan masyarakat Desa Binuanga sangat diperlukan untuk keberlanjutan wisata. Penelitian ini bertujuan untuk mengetahui persepsi dan partisipasi masyarakat terhadap pengelolaan wisata Tracking Mangrove Binuanga. Penelitian ini dilaksanakan pada bulan Desember 2021 s/d April 2022 di kawasan wisata Tracking Mangrove Binuanga. Metode penentuan responden yang digunakan yaitu purposive sampling. Jumlah responden yang ditentukan sebanyak 260 responden yang

tersebar di empat dusun yang ada di Desa Binuanga. Persepsi dan partisipasi masyarakat terhadap pengelolaan Wisata Tracking Mangrove Binuanga dianalisis menggunakan skala Likert dan hasil penilaian kategori di setiap item pertanyaan yang diajukan menggunakan lima kelas. Hasil penelitian menunjukkan bahwa masyarakat di kawasan wisata Tracking Mangrove Binuanga memiliki persepsi yang sangat baik terhadap pengelolaan wisata Tracking Mangrove dengan nilai rata-rata yang diperoleh sebesar 1093.98 atau 84.15%. Demikian pula untuk partisipasi masyarakat yang berada pada kriteria sangat baik dengan nilai rata-rata 1206.07 atau 93%. Tingginya persepsi dan partisipasi masyarakat terhadap pengelolaan wisata Tracking Mangrove Binuanga menunjukkan bahwa keberadaan wisata ini memberikan manfaat bagi masyarakat di Desa Binuanga.

Kata Kunci: Persepsi dan Partisipasi, Wisata Tracking Mangrove, Desa Binuanga

1. Introduction

Indonesia has the potential for natural beauty and cultural wealth, which are highly valued in the tourism industry. The natural beauty potential of the Indonesian nation is in the form of biodiversity of flora and fauna as well as unspoiled natural landscapes. While Indonesia's cultural wealth is in the form of religious systems, arts, regional languages, and cultural heritage (Vianti *et al.*, 2019) still exists and continues to be maintained today because it is one of the attractions of tourist visits. The development of Indonesian tourism occupies a very important position in supporting the country's economic development and growth and is expected to provide economic growth for the surrounding community (Noor, 2020). Tourism development is happening because the tourism industry is considered profitable and has great potential to develop into an asset as a source of state revenue. Tourism development plays an important role in the development of a region (Bugis *et al.*, 2019). Matulessy *et al.* in Ahmad *et al.* (2022) stated that the development of ecotourism in Indonesia is rampant because of its natural potential.

One of the newly built tourist areas in 2021 to support the local community's economy is the Binuanga Mangrove Tracking tour in Binuanga Village, North Bolaang Mongondow Regency. At the beginning of its inauguration, this tourist area was visited by tourists. Apart from enjoying the view of the densely growing mangrove forest, Binuanga Mangrove Tracking also provides photo spots that tourists can use to capture moments, such as colorful bridges, gazebos, photo frames, and many more. These various facilities are the main attraction for tourists to visit the Binuanga Mangrove Tracking.

Along with the times, there has also been a change in the paradigm of society in traveling. Current tourism activities are not only to relieve fatigue or mere entertainment but also to preserve culture and natural resources. Thus, tourist destinations that are newly developing or newly opened can be sustainable. Of course, to realize the sustainability of a tourist destination in an area such as the Binuanga Mangrove Tracking, the active involvement of the community is required.

The active involvement of the local community is the main factor that can encourage the opening of jobs so that it indirectly affects the economy of the people in tourist areas. Community involvement is also one of the strengths that can support tourism success in each region. So far, the involvement of the Binuanga Village community in managing the Binuanga Mangrove Tracking tour can be seen from the formation of a community group known as AFT (Activity Formation Team), which aims to protect the environment around the mangrove tourism area and manage tourism. However, to support the sustainability of Binuanga Mangrove Tracking, tourism cannot only be seen from the formation of this AFT, but it is also necessary to see the extent of the perception and participation of the people of Binuanga Village in supporting the existence of Tracking Mangrove tourism in their village. This research was conducted to determine community perceptions and participation in the management of Binuanga Mangrove Tracking tourism as a basis for sustainable tourism management.

2. Material and Method

2.1. Time and Place

This research was conducted from December 2021 to April 2022 in the Binuanga Mangrove Tracking tourist area, Binuanga Village, East Bolangitang District, North Bolaang Mongondow Regency. The research location can be seen in Figure 1.

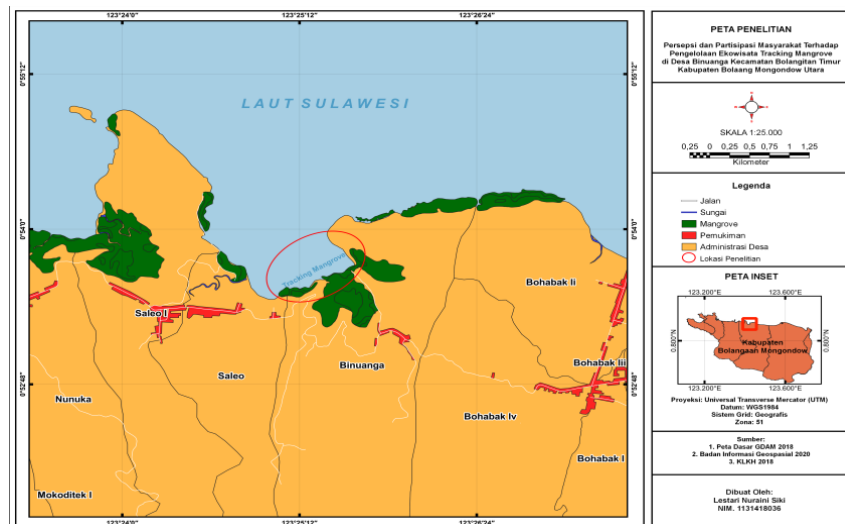


Figure 1. Research location

2.2. Method

Data collection in this study used primary data in the form of observations and interviews, as well as secondary data in the form of data taken from related agencies. Determining respondents is important in obtaining information related to what will be studied. The determination of respondents in this study used a purposive sampling technique, a sample determination method based on certain criteria adjusted to the information needed. Sugiono *in* Riyani (2018) states that purposive sampling is a selection based on certain ideas and goals, where it is assumed that the research subject is to find out the information needed in the research process. Based on this, the number of respondents interviewed in this study was 260 people spread across four hamlets in Binuanga Village.

2.3. Data Analysis

The data used in this study were obtained by distributing questionnaires that measure public perception and participation using a Likert scale (Sugiyono, 2017). The questions contained in the questionnaire have answers with very positive to very negative responses. The Likert scale assessment criteria used are as follows:

1. Very good/Very participating weight = 5
2. Know/good (weighted) = 4
3. Know Enough (weighted) = 3
4. Do not know (weighted) = 2
5. Very Do not Know (weighted) = 1

According to Amirin (2011) to calculate, the average score on each item by recapitulating questionnaire data collection from 260 respondents is calculated by the following formula:

$$\text{Average Score} = \frac{\text{Total Score}}{\text{Total Highest Score}} \times 100$$

To find out the score of community perception and participation in the management of the Binuanga Mangrove Tracking tour, refer to Amirin's (2011) assessment criteria as follows:

- a. 0% - 19.99%: Very poor
- b. 20% - 39.99%: Not good
- c. 40% - 59.99%: Fairly good
- d. 60% - 79.99%: Good
- e. 80%-100% : Very good

3. Result and Discussion

3.1. Community Perceptions of Tourism Management Communities

Community perceptions of the management of Mangrove Tracking Tourism include five categories of perceptions, namely perceptions of facilities and infrastructure, area quality, government role, and aquatic ecology, as presented in Table 1.

Table 1 shows that respondents' perception of managing Mangrove Tracking Tourism is in very good criteria with a percentage of 84.15%. The research results are very good because, according to the community, the most

important thing is tourism's sustainability and future tourism development, and tourists know it. According to Hamzah *et al.* (2022), sustainable tourism has contributed to the development of tourism today. It has even become an opportunity for countries with natural and cultural beauty, such as Indonesia.

Table 1. Community perception in Binuanga mangrove tracking tourism management

Type of Perception	Σ Total Score	Percentage
Community perception of tourism facilities and infrastructure	966.25	74.33%
Community perception of the quality of tourist areas	1032.33	79.41%
Community perception of government programs in tourist areas	1246	95.85%
Community perception of aquatic ecology in tourist areas	1131.33	87.03%
Average	1093.98	84.15%
Criteria	Very Good	

The results showed that the public's perception of the government's role had the highest percentage, namely 95.41%, with a total score of 1246. The high value of this perception is because the community knows and feels government support in managing Mangrove Tracking tourism. The community states that the government is very serious about managing the Binuanga Mangrove Tracking tour, shown through several activities such as outreach, developing mangrove tourism, and implementing applicable rules and laws. The government of Binuanga Village issued rules for every visiting tourist not to bring sharp items and liquor, and intoxicants into tourist areas to maintain the comfort of tourists and locals. The government also assisted in constructing washrooms/toilets, places of worship, and adding gazebos in tourist areas to support the sustainability of the Binuanga Mangrove Tracking tour. In addition, the government is also active in coaching activities, such as guiding homemakers to open local food stalls to introduce regional characteristics/traditional food to tourists. It is the role/support of the government that ultimately influences public perception so that it is in the very good category. Junaidi (2016) states that the progress and decline of tourism in a destination must be connected to the role of the government (especially local government) in implementing regional tourism development policies. The community of a destination will argue that the progress and decline of tourism in the region also depend on the government's proactive role in developing regional tourism.

The lowest public perception is the perception of facilities and infrastructure, with a percentage of 74.33%, and is in a good category. The results of interviews with the community indicate that facilities and infrastructure are supporting facilities that need to be continuously maintained periodically to support tourism and the community's economic development in Binuanga Village. Prihadi *et al.* (2018) stated that handling facilities and infrastructure must be carried out seriously and involve related parties. Besides that, to achieve all tourism development goals, proper planning must be carried out so that tourism potential and attractiveness can be used optimally. Furthermore, it is able to move potential tourists to visit and enjoy tourist attractions.

3.2. Community Participation in Tourism Management

Participation is a person's involvement in an activity, which can be in the form of mental, emotional, and physical involvement in using all the abilities they have (taking the initiative) in the activities carried out. Community participation in tourism is very important because community participation is something that complements obtaining data about the needs, conditions, and attitudes of the community (Alfira, 2014). Community participation in development can start with planning, implementing, monitoring, maintaining, and preserving the environment (Rachmawati & Firmansyah, 2019). In this study, community participation was assessed from four aspects: community participation in facilities and infrastructure, the quality of tourist areas, the role of government, and aquatic ecology in tourist areas, as presented in Table 2.

Table 2. Community participation in Binuanga mangrove tracking tourism management

Type of Participation	Σ Total Skor	Persentase
Community participation in tourism facilities and infrastructure	1241.2	96%
Community participation in the quality of tourist areas	1212.67	93%
Community participation in government programs in tourist areas	1179.4	91%
Community participation in aquatic ecology in tourist areas	1190	92%
Average	1206.07	93%
Criteria	Very Good	

Table 2 shows that, in general, community participation in the management of Binuanga Mangrove Tracking tourism is in very good criteria (93%). The high level of community participation in the management of the Binuanga Mangrove Tracking tour is due to the support and activeness of the community groups formed in the AFT (Activity Formation Team). Saputra (2021) states that participation is a process in which the community provides opinions, energy, property, skills, and social participation. Furthermore, Suwarsito *et al.* (2019) stated that community participation in the tourism sector is very important because community participation is something that complements the collection of data regarding community needs, conditions, and attitudes.

The results of interviews with the community indicate that the community actively participates in providing facilities and infrastructure that support Mangrove Tracking tourism. The community cooperates with the local government to repair roads, provide rinse rooms/toilets, and arrange parking lots in tourist areas. In addition, the community also supports the provision of restaurant facilities in tourist areas. The above participation is very important because tourism sustainability will run well with community participation and cooperation with the village government. Marysya & Amanah (2018), state that success in managing tourism depends on the cooperation and active participation of all members of the surrounding community as well as support from the village government and the private sector involved in preserving it so that the community understands the importance of managing the tourism sector. Furthermore, Hamzah *et al.* (2022) argue that the level of public trust in the government affects community participation in each program/activity.

4. Conclusion

This study concluded that community perceptions and participation in the management of Binuangan Mangrove Tracking tourism were in very good criteria, with an average score of 1093.98 or 84.15% for perception and 1206.07 or 93% for participation. Communities in the tourist area are aware of the importance of Binuangan Mangrove Tracking tourism, influencing them to be actively involved in its management.

5. Suggestion

The researcher's suggestion in this study is to analyze the impact of tourism on the community's economy in the Binuanga tourist area to see the benefits of this tourism correlated with community perception and participation.

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