
Management of Mina Mangrove Beach Tourism Village in North Shore Village

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Abstract

Indonesia is a vast archipelagic country with diverse islands, ethnicities, races, customs, and languages. Likewise, its natural resources are abundant. Resources refer to something that has utility. Meanwhile, Natural Resources (SDA) encompass all the physical, chemical, biological, and social factors that shape the environment around us. The aim of this research is to understand the management of Mina Mangrove Beach Tourism Village in relation to planning, implementation, and evaluation. This study used a qualitative approach with the research subjects of managers, communities, and tourists at Mina Mangrove Beach, Tunggulsari Village. The main informants in this study were tourism village managers, as well as supporting informants, namely the community and tourists from the Mina Mangrove tourism village. Data collection techniques using observation, interviews and documentation. The data validity technique uses data triangulation and methods with data analysis using data collection, data reduction, data presentation, and conclusion raising. The results of the research that have been carried out show that the management of the mangrove tourism village is motivated by community participation to save the village from tidal flooding and the planting of mangrove trees assisted by the Japanese company OISCA. The sufficient results of mangrove planting have attracted the attention of the community because of their beauty. With the support of the beauticians, a community-based Mina Mangrove tourism village was formed which was supported by good planning, implementation and supervision.

Keywords: *Management, Tourism Village, Mangrove*

INTRODUCTION

Indonesia is a vast archipelago, in which there are various islands, tribes, races, customs, and diverse languages, as well as my natural resources are very abundant. A resource is something that has use value. While Natural Resources (SDA) are all physical, chemical, biological and social factors that shape the environment around us (Adom et al., 2020). Natural Resources are all those that come from the earth, biosphere, and atmosphere, where it depends on human activities (Latifah et al., 2023). All parts of the surrounding ecology such as (grain, plants, soil, water, air, sun, rivers) are natural resources. With abundant natural resources, Indonesia has very beautiful nature, including green mountains, beautiful beaches, and historical places (Ersya Mayana & Mayana, 2019). Natural resources (SDA) should be properly cared for to benefit the community. Development aims to raise the level of community welfare to develop and provide benefits for existing natural resources (Yanuarsari et al., 2021). To utilize natural resources with development so that environmental changes occur which will produce positive effects (benefits) or negative effects (risks) on the community (Economics et al., 2020). If the greater the positive effect attempted, the greater the negative effect there is or there will be a new risk.

Now many new places have been explored for their regional potential to become tourist villages, one of which is Tunggulsari Village, Tayu District, Pati Regency. Tunggulsari Village began to be crowded with tourists because they were curious about the Mangrove Beach area on the beach, it can attract local tourists to visit. Areas that have tourism potential, can provide benefits for the area, and can maintain the preservation of existing natural resources and can reduce existing unemployment. Mangrove forests have a function, namely, reducing (ROB), protecting from strong winds, reducing seawater intrusion, and to obtain energy (Study et al., 2023). Mangrove forests are needed by coastal communities, because they can protect their areas when the tide is high tide and very strong winds (Asbi & Rauf, 2019). With the establishment of Tunggulsari Village as a Mangrove Tourism area, it becomes a distinct advantage for residents around Tunggulsari Village. They have realized their areas that have tourism potential and participate with each other to manage the Mangrove Beach Area, Waitsari Village, Tayu District, Pati Regency.

According to Law of the Republic of Indonesia Number 9 of 1990 article 3, in essence the objectives of the implementation of Tourism are as follows: Introducing, utilizing, preserving and improving the quality of tourist objects and attractions. Fostering a sense of love for the homeland and increasing friendship between nations. Expanding and leveling business opportunities and employment Increase national income in order to improve the welfare and prosperity of the people. Encourage the utilization of national production. The utilization of various local resources requires management mechanisms that are adaptive, empathetic, flexible and integrative. In addition, the community development process needs to be carried out in a participatory manner (Rahmat & Mirnawati, 2020). Therefore, community development based on local resources has many advantages.

The existence of a tourism management situation in the community is a criticism of tourism management that is carried out without the community and is seen as not optimal in building residents. Community-based tourism (*Community Based Tourism*) is the concept of tourism management by favoring the active participation of citizens who intend to generate prosperity for them by always maintaining the beauty of the environment, and maintaining social integrity and customs (Suparyanto and Rosad, 2020). Tourism with management by citizens always prioritizes a bottom-up approach, and sustainable tourism always prioritizes a top-down approach (Wiyanti Point, 2021). The bottom-up approach has the meaning of sensitivity so that tourism progress comes from the citizens themselves, and for the top-down approach, sensitivity comes from the government (Hamid et al., 2022). The implementation of tourism managed by residents is considered to produce many positive effects for the community which will elevate the welfare of the community, maintain natural beauty, and maintain the integrity of their social life and customs.

Based on research conducted by Adamson and Bromiley in the International Journal of Sociology and Social Policy entitled "Community Empowerment: Learning From Practice in Community Regeneration" states: *"The research has established that community members are able to engage with and participate in processes and mechanisms of community empowerment. The concept of active citizen is meaningful and there are local residents in even the most debilitated communities who are enthusiastic for the opportunity to influence local future. We have also identified that they require support to achieve meaningful engagement with the public sector and that such would represent a significant human resource if empowerment is to be delivered in all our communities"*.

It can be interpreted that "research has established that community members can engage and participate in community empowerment processes and mechanisms. The concept of an active citizen means a lot and there are locals and even the weakest of people who are excited about the opportunity to influence the future of the local environment." It has been identified that they need support in order to achieve participation can be interpreted by the public sector and that support can represent great human resources if empowerment is to be given to all our citizens" (Sari & Rifai, 2020). To provide the spirit of the program in the community to achieve a desire where the desire is the desire of all citizens. With this, a group was formed to grant the wishes of the community that would be obtained. The group also needs communication of all available resources in order to obtain the desired results (Sosiawan, 2020).

CBT (*Community Based Tourism*) is a tourism management concept with the empowerment of local residents, where residents participate in planning, implementing and giving opinions for a decision in its management. Has 3 tourism activities that support the CBT concept, namely exploring, customs tourism, nature tourism. According to the World Bank, the concept of CBT has a role in the community in deciding a decision which is related to increasing income, employment opportunities and also maintaining the integrity of the environment and existing customs, which will increase the identity and pleasure of the existing community.

The Village Development Secretariat (1999: 32-33) stated that community participation is divided into seven types according to characteristics, namely passive participation, participation by providing information, participation through consultation, participation for material incentives, functional participation, interactive participation, and *Self Mobilization* (Andi Uceng, 2019). In this case, there are various kinds of participation given by the community for the management of the Mangrove Tourism Area. Community participation in Tunggulsari Village is very positive but the problem is the unclear management of the Tunggulsari Village Mangrove Tourism Area.

Sururi (2018: 2) stated that Tourism Village Management from the bottom up makes residents take the initiative to plan using assumptions if the community has the level of ability to find problems and needs as well as strategies that best suit the situation of the community (Abdul Nurhasan & Hamdan Munawar, 2020). Actually, tourism management is an activity that has the intention to suit tourism destinations gradually in terms of economy, customs and environment and managers must carry out effective resource management (Mierdhani & Liliana Dewi, 2023). Based on the above background, research will be conducted on the Management of the Mangrove Forest Beach Tourism Village Program, Tunggulsari Village, Tayu District, Pati Regency which involves community participation in every tourism activity.

METHOD

The approach used in this research and planning is a qualitative approach. The analysis carried out is qualitative descriptive analysis. With observational data collection methods and in-depth interviews. In-depth interviews are conducted to explore as much information as possible. Research on the Management of Mina Mangrove Beach Tourism Village took place in Tunggulsari Village, Tayu District, Pati Regency. According to Sugiyono (2016: 309) in qualitative research, data collection is carried out in natural settings, primary data sources, and data collection techniques are more about participant observation, in-depth interviews, and documentation. Sugiyono (2016: 311) explained the understanding of various observations, namely, participatory observation, frank and disguised observation, structured observation. For this study, researchers chose to use the observation method. The validity of data is commonly referred to as validity and reliability. Menrut Sugiyono (2016: 363) validity is the degree of accuracy between the data that occurs in the object of research and the data that can be reported by researchers. Reliability is compound/double, dynamic/always changing, so that nothing is consistent, and repeatable as before (Sugiyono, 2016: 366).

Research on the management of Mina Mangrove Beach Tourism Village in Tunggulsari Village is by triangulation of data sources and collection methods. Triangulation of sources in the form of interviews with Mina Mangrove Tourism Village Manager, Mina Mangrove Beach Tourism Village community and tourists. Method triangulation is the collection of data by observation, interviews, and documentation. The technique of checking the validity of the data used in this study is the Triangulation technique. This triangulation of data collection refers to Patton's (1987: 329) opinion in Bungin (2010: 257) using strategy (1). Checking the degree

of confidence in the findings of research results of several data collection techniques, (2). Checking multiple data sources with the same method. Bungin (2010: 257) explained that triangulation of data collection methods was carried out to check the use of data collection methods, whether the information obtained by the interview method was the same as the observation method, or whether the observation results were in accordance with the information provided during the interview. Data analysis techniques in this study use several stages, namely the data collection stage, data reduction, data presentation and conclusions. Data analysis is an activity to sort and categorize according to the focus of the problem to be answered. The data collection process is carried out systematically, from interview transcripts, field notes, and other materials obtained in the field. The data collection of this study includes interview recaps, field notes and photos of activities during the study.

DISCUSSION

Based on the results of research conducted by researchers both from the results of observation data, interviews, and documentation of the subjects studied the discussion about the management model of Mina Mangrove Beach Tourism Village Tunggulsari Village is as follows. According to (Agustina, 2021) Tourism focuses on residents or Community Based Tourism (CBT), is tourism management that has a high level of participation of local residents and can be trusted from the social and economic spheres. (Wijaya & Sudarmawan, 2019) stated that the purpose of Community Based Tourism (CBT) is to improve and provide strength and expertise for local residents.

Management Model of Mina Mangrove Beach Tourism Village Tunggulsari Village uses the Community Based Tourism (CBT) Model where the people of Tunggulsari Village play an active role in the management process from planning, implementation, and supervision. In this case, it will be explained about the discussion of the results of the research on the Management Model of Mina Mangrove Beach Tourism Village, Tanggulsari Village.

Mina Beach Tourism Village Planning Tanggulsari Village.

According to (Darmawan et al., 2021) The stages of program planning as are the collection of state data, analysis of state data, identification of problems, selection of problems to be solved, formulation of goals, formulation of alternative problem solving, formulation of ways to achieve goals, validation of programs, evaluation plans, reconsideration.

The Management Planning of Mina Mangrove Beach Tourism Village of Tunggulsari Village begins by identifying the needs of the people of Tunggulsari Village. The plan is formed through Village Deliberation (MUSDES) to determine the plan to be implemented. After the identification of village needs, it was continued with alternative solutions to the problems of Waitlari Village with the planting of Mangrove Trees in order to protect and beautify the scenery of Mian Mangrove Beach Tourism Village, Tunggulsari Village. To continue

the stage of solving alternative problems of Mina Mangrove Beach Tourism Village, Waitlsasri Village plans a strategy or way to achieve the goal, namely by accepting an offer to cooperate with an organization from Japan called OISCA Japan. This program runs with a contract system every 5 years. With a focus on planting and nurseries of mangrove trees and the development of Village Communities.

Implementation of Mina Mangrove Beach Tourism Village, Tunggulsari Village.

The implementation of Mina Mangrove Beach Tourism Village Tunggulsari Village is carried out by all levels of village society. The implementation stage refers to community-based tourism management called Community Based Tourism. According to (Desiati, 2013) Implementation is a complex management function and covers a broad scope and is very sustainable with human resources or society. The community has automatically divided its role for the implementation of the management of the Mina Mangrove beach tourism village of Tunggulsari Village.

The very high participation of the people of Tunggulsari Village has a smooth effect in the implementation stage of the management of Mina Mangrove Beach Tourism Village, Tunggulsari Village. The establishment of an organization in the management of Mina Mangrove Beach Tourism Village, Tunggulsari Village, with the existence of the Mina Mangrove Group is very helpful in the implementation of management. The creation of small community businesses makes Mina Mangrove Beach Tourism Village, Tunggulsari Village more complete in terms of tourism facilities. The community uses the land they have to open small businesses in order to support the existence of Tourism Villages and can improve the community's economy. Various Mangrove Forest Tourism Village Activity Packages from Culinary Tourism, Water Tourism, and the beauty of Mangrove Forests make Tourism Villages continue to be visited by the wider community. The community maintains the beauty and beauty of nature by maintaining cleanliness and manners.

Supervision of Mina Mangrove Beach Tourism Village, Tunggulsari Village.

Supervision of Mina Mangrove Beach Tourism Village Tunggulsari Village is carried out once every 1-month reporting and monitoring from the Bedono Village Government with BPD, once every 3 months monitoring from the OISCA coordinator and the District Forestry and Environment Service, as well as evaluation every 1 year from the central and district DKP. This supervision is carried out by parties who support and cooperate in the management of Mina Mangrove Beach Tourism Village, Tunggulsari Village. Supervision from the Village focuses more on the management of Panai Mian Mangrove Tourism Village, while from OISCA Japan focuses on planting and breeding Mangrove Trees. Monitoring and Evaluation carried out by OISCA Japan has several focuses, namely, the focus of data recording, the focus of counting (Counting), the focus of planting (Planting), the focus of seeding and the focus of pest eradication.

CONCLUSION

Mina Mangrove Beach Tourism Village program planning is based on community proposals and agreements in accordance with the priority scale of Tunggulsari Village needs. Mina Beach Tourism Village Planning Tunggulsari Village applies several stages in program planning, namely the first, the identification of Tunggulsari Village problems, namely the problem of Abrasion (ROB) that occurred in Waitlsri Village to drown pond agriculture in Tunggulsari Village. The second, the formulation of alternative problems of Mina Mangrove Beach Tourism Village Tunggulsari Village, where one way to save Tunggulsari Village is by planting Mangrove Trees, for planting Tunulsari Village in collaboration with an organization from Japan called OISCA with the aim of protecting the environment and community development. The third is the strategy stage of determining how to achieve the goal, where the community chooses to advance the village by increasing the participation of the people of Tungulsari Village. It can be concluded that the planning of Mina Mangrove Beach Tourism Village, Tunggulsari Village with Tourism Village is based on local communities.

The implementation of the Mina Mangrove Beach Tourism Village program in Tunggulsari Village is carried out in accordance with what has been planned, namely the management of local community-based Tourism Villages. To carry out the community-based planning of the Panta Mina Mangrove Tourism Village, there are several stages of implementation implemented by the Mina Mangrove Beach Tourism Village, Tunggulsari Village, namely the first local community participation where the community plays an active role in the implementation of the Mina Mangrove Beach Tourism Village program. The second is the establishment of Tourism Village institutions with the Mina Mangrove Group and POKDARWIS Tunggulsari Village which have their respective duties. The third is the stage of managing local-minded tourist attractions, by applying the wealth of the environment Mina Mangrove Beach Tourism Village has various tourism options, from Mangrove Forest, Culinary Tourism and Water Tourism that has been provided there. The fourth is the creation of community business activities, the people of Bedono Village use the land they have to trade Bedono Village specialties, namely urap brayo and also land for parking lots, as well as boat rentals by the people of Tunggulsari Village.

Supervision is carried out by various parties involved in the Mina Mangrove Beach Tourism Village program in Tunggulsari Village. The first is supervision from OISCA Japan, namely monitoring every 3 months regarding mangrove trees planted, there is an evaluation every 1 year for future improvements. The second is supervision from the Village which supervises the implementation of Mina Mangrove Beach Tourism Village, Bedono Village, how the level of community participation, environmental protection, and community development of Tunggulsai Village.

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