

Analysis of the Potential and Problems of the Mandangin Islands As a Tourism Village in Support of the Dewi Cemara Program

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Abstract

This study aims to analyze the potential and problems of the Mandangin Islands as a Tourism Village in Supporting the Dewi Cemara Program (Tourism Village whose Communities are Intelligent, Independent and Prosperous). The purpose of this program is to encourage rural-based economic growth centers, where activities are supported by the motivation and enthusiasm of the community and various facilities, the existence of objects and attractions, having physical access and market access, having the potential for partnerships, and the availability of public facilities. Researchers will conduct a research as a step to find out the potential and problems on Mandangin Island in supporting the Dewi Cemara Program, by determining Mandangin Village as the object of research. The approach used in this study uses a descriptive qualitative approach with a case study method, additional data collection is carried out by studying literature from various sources, both printed and statistical databases, with data collection methods in the form of interviews, observation, and documentation. The theory of identification of potentials and problems to dissect the supporting instruments of the Dewi Cemara Program on Mandangin Island. Technically, the researcher will mapping the informants consist of Head of DISPORABUDPAR Sampang, Head of POKDARWIS Sampang, Head of Mandangin Village, Tourists and the local community at Mandangin. Mandangin is worthy of being a tourist village destination by looking at the existing tourism potential, but there must be initiation in the form of village regulations issued, working together with village-owned enterprises to gradually manage and develop Mandangin into a tourist village destination.

Keywords: tourism village, dewi cemara, Mandangin Madura.

1. Introduction

In general, even though Indonesia's economic growth is currently slowing, it can be said to be good. This slowdown was caused by a continuous decline in the performance of the external sector which was indicated by the weakening of the global economy. Meanwhile, East Java Province's economic growth is moving faster than the national economic growth trend. It is hoped that the acceleration and distribution of economic development can achieve sustainable development quality by improving the quality of life of people in East Java and throughout the country. (Peraturan Presiden Republik Indonesia Nomor 80 Tahun 2019, 2019).

Tourism plays an important role in economic development in Indonesia. The contribution of tourism in recent years has increased, this can be seen from data related to the increase in tourism to total exports of goods and services from 10% in 2005 to 17% in 2012. The direct contribution of tourism to GDP was 4.8% in 2019 (Figure 1), which is an increase of 0.30 percentage points or 4.5% compared to 2018. The increase is due to the increase in the number of tourists visiting both domestic and international and increased investment in the tourism industry sector. (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Nomor 5 Tahun 2022, 2020).

East Java is one of the largest provinces in Indonesia with extraordinary natural beauty. The province of East Java (Jatim) has a series of mountains, valleys, seas, beaches and lakes that are very interesting and always worth exploring. Apart from its natural beauty, East Java Province is also rich in cultural diversity, from language to food. East Java has many unexplored places with superior potential such as wisdom and beauty. For this reason, this tourist village will have room to develop. At the same time, there are also opportunities to develop this tourist village, because village funds are currently relatively large, which can be a trigger and driver for advancing rural economic, cultural and social

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development. Since the end of 2019, Disporabudpar Sampang has continued to develop tourism potential in an innovative and creative way in promoting tourism, one of which is known as the Dewi Cemara (Smart, Advanced and Prosperous Tourism Village) program.(Redaksi, 2019)

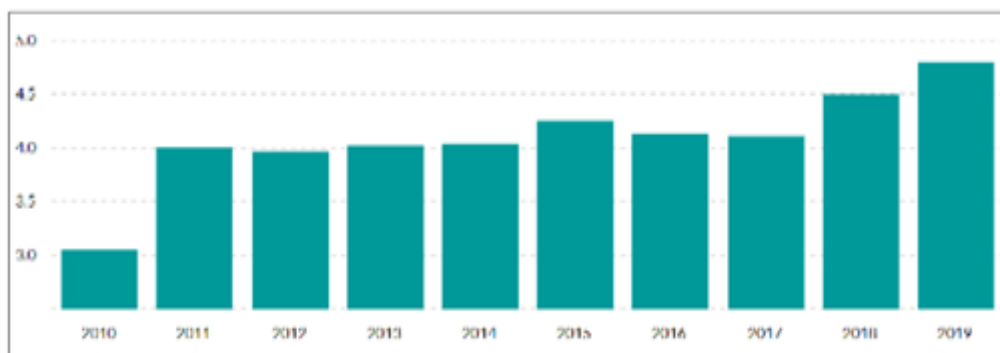


Figure 1. Contribution of Tourism to GDP 2010-2019

Mandangin Island is an island located in Sampang district and administratively it is included in the Sampang sub-district area. A small island with an area of 90.04 Ha which has an attractive beauty. Mandangin Island has natural resources and potential that are worthy of being developed as a tourism sector. At the end of 2019, the Sampang Regency Government (Pemkab) through the central government injected 40 billion into the tourism development of Mandangin Island, with these funds, priority was given to building tourist facilities. The facilities built include the procurement of ships, docks or floating restaurants, fish houses, as well as the construction of gates, offices and fences. At the end of 2019, the district government has planned to develop the Mandangin Island tourist destination by building several tourist facilities. Plans for developing facilities on Mandangin Island include Bangsacara religious tourism, white sand natural tourism, as well as diving and snorkeling tourism. Therefore, the central government's planned assistance of IDR 40 billion can be immediately implemented as a form of tourism development on Mandangin Island.

Thus, the author is interested in research related to the analysis of the potential and problems of the Mandangin Islands as a tourist village in supporting the Dewi Cemara Program. There is relatively little research on the Dewi Cir program in Indonesia, so it is hoped that the results of this research will be useful in developing scientific treasures in the tourism sector, especially on Mandangin Island. Specifically for local governments and stakeholders, the results of this research can become policy recommendations for Mandangin Island as a pine goddess. For researchers, the research output can later be used as a roadmap for conducting further research related to the Tourism Industry and Creative Economy.

2. Literature Review

2.1. Tourism

Tourism according to UNWTO (United Nation World Tourism Organization) is an activity carried out by a person in order to visit and stay in an area for a period of less than one year on an ongoing basis for business, recreation and other purposes. Meanwhile, according to Wahab, tourism is a humanitarian activity in the form of a relationship, whether from the same country or a different country or based on a limited geographical area, including staying only temporarily in another area to meet needs, except for activities that generate income. Tourism itself is divided into three types, namely:

- a. Nature tourism is tourism that presents attractions in the form of nature including landscapes and diversity of flora and fauna;
- b. Environmental tourism (eco-tourism) is a tourism activity that is responsible for protecting the natural environment;
- c. Cultural tourism is a tourist attraction in the form of unique cultural riches possessed by every nation and country.

In developing the tourism industry, it should be able to adapt to existing potential and be able to provide solutions to problems that arise. The definition of tourism potential is everything that exists in each tourist destination area that can provide an attraction so that people come to visit. It is hoped that the development of the tourism sector will later trigger other sectors, so that tourism becomes part of growing the national economy. There is a reciprocal causality relationship between economic growth and tourism (Reciprocal Causal Hypothesis). This means providing mutual benefits for tourism growth and economic growth. (Nizar, 2015).

2.2. Tourism Systems and Elements

The presence of tourists at tourist destinations is due to certain tourist attractions and destinations. Mill & Morrison explained that tourism is an interconnected system. The tourism element system includes tourists, tourist attractions, promotions, transportation and accommodation services. Furthermore, the elements are divided into 2 indicators, including (demand) demand which is based on people's abilities and desires in carrying out tourist activities, while (supply) offers in the form of transportation, information, tourist attractions, promotions and services available at tourist locations. The relationship between supply and demand components in tourism activities can be described as follows (Robert Christie Mill, 2009):

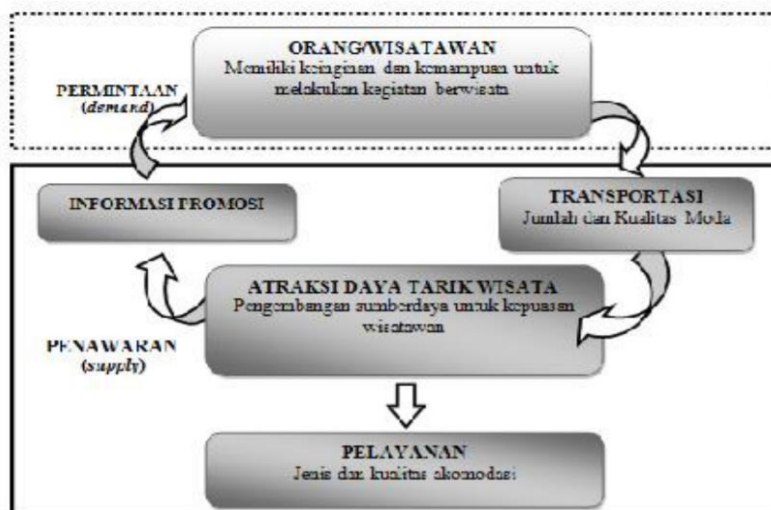


Figure 2. Supply and Demand for Tourism Activities

2.3. Tourist Village

In developing tourist villages there must be an active role of community participation in encouraging village development and people's welfare. A tourist village is a rural area that depicts the authenticity of the rural atmosphere starting from customs, daily life, building architecture, social culture, as well as the unique village spatial structure through unique economic activities and the potential that can be developed through existing tourism indicators, in the form of attractions, accommodation, food, souvenirs, and other tourist needs. (Priasukmana dan Mulyadin, 2001)

Tourist villages must meet the following requirements:

1. Easy access so tourists can visit with various types of transportation;
2. The existence of tourist attractions including natural, cultural, religious, culinary and other tourism as a form of tourist attraction development;
3. There is participation from the community and the Village Government, especially in terms of providing support for tourists visiting the village;
4. Guaranteed security;
5. Availability of accommodation, telecommunications and competent experts;
6. Favorable weather (cold or cool);
7. Connected to other tourist attractions that are recognized by the wider community.

The tourist village development scheme (base community) is described as follows (Afriza et al., 2020) shown on Figure 3.

2.4. Tourism Potential and Problems on Mandangin Island

There are three hamlets on Mandangin Island, namely the western hamlet, the central hamlet (kramat), and the eastern hamlet (Candin). West Hamlet consists of six Neighborhood Units, Central Hamlet (kramat) consists of five Neighborhood Units, while East Hamlet (candin) consists of five Neighborhood Villages. The total population of Mandangin Island is 21,534 people, consisting of 10,127 men and 11,407 women. The average age of the people of Mandangin Island ranges from 15-64 years old, the productive age for doing work. The main occupation of the Mandangin people is as fishermen with the highest percentage of 90.20% of 7529 people. At the highest level of

education, namely high school/high school graduates, the lack of job opportunities causes unemployment, especially for youth in Mandangin Village. With tourism on Mandangin Island, unemployment can be minimized with the hope that Mandangin Island youth will be ready to develop tourist destinations on Mandangin Island, which aims to reduce the level of delinquency and of course improving the village economy by promoting and selling superior products on Mandangin Island.



Figure 3. Tourism Village Development Scheme Based on Community Base

The Mandangin community supports the existence of tourism, data shows that 71% of the community agree with the existence of tourism on Mandangin Island as a solution to improving welfare and providing employment opportunities, but 29% of the community do not agree with the presence of tourism on Mandangin Island on the grounds that it will eliminate norms and the culture of the Mandangin people. Another thing is that 61% of the Mandangin community participates in tourism development, while 39% of the community is not involved. People who do not want to be involved give reasons that tourism will later have a negative impact, namely the presence of new tourists from outside, while people who want to be involved in helping the Mandangin community's economy by renting out their houses as home stays (lodging). (Maulidiya & Hayati, 2020)

The unique natural tourism potential of Mandangin Island is that there are large rocks (candin) and white sand, bad weather and the lack of alternative roads to the location are obstacles faced by tourists who want to visit Mandangin Island. The natural tourism potential of Batu Besar Candin is a small coral island which is almost the same as Tanah Lot in Bali, located in the easternmost part of the Mandangin Islands which shows a stretch of white sand which adds to the exotic value of the beach. Morning is the right time to visit the big rock Candin beach which offers views of the sunrise. Meanwhile, the cultural potential that exists on Mandangin Island, namely the sea picking activity which is held every four years, is a traditional ceremony or ritual as a form of gratitude to the Creator for obtaining sustenance and safety. Another event, namely gerdang, is music or singing in the form of chanting prayers and dhikr, held just before dawn during the month of fasting or Ramadhan, the holidays of Idul Fitri, Ketupat, and Eid al-Adha.

The potential for religious tourism, namely the existence of Asta Bangsacarah, which is the tomb of Commander Aryo Particle and his wife Raga Patmi, can also be developed as a form of honor to the ancestors of the Mandangin Islands because many tourists make pilgrimages to this place. Meanwhile, regarding the potential for culinary tourism in the Mandangin Islands with the typical snacks, namely Cak-kocak and Gil-agil, there are still many problems with the existing potential which has the impact of not yet developing tourism on the Mandangin Islands.

3. Research Method and Materials

The approach used in this research is a descriptive qualitative approach with a case study method, data collection using literature studies using various sources, both print and statistical databases, with data collection using interviews, observation and documentation. The research location was carried out on Mandangin Island, Sampang Regency. The research began with observation to get a direct picture and identification of the potential and problems in the Mandangin Islands related to tourist villages, followed by an interview process with informants to obtain relevant information, and continued with a documentation process as a form of data validity (Yin & Djauzi Mudzakir, 2006). Data sources used in this research include:

- a. Primary Data, primary data is data that comes from actual, direct sources. Primary data comes from direct data collection methods using field studies so that a reliable description of the condition of the entity is obtained.
- b. Secondary Data, secondary data is data that does not originate from actual conditions in the form of theories and concepts described. Secondary data in this research comes from various literature studies, journals and various other sources. Based on this, the research design proposed informants as key instruments so that the selection of informants was carried out proportionally and purposively. The main informants and sources in the research process shown on Table 1.

Tabel 1. Research Informant

No	Informant	Analytical Aspect	Method of Collecting Data
1.	DISPORABUDPAR Sampang Regency	Potential and Problems Tourism Product (4A) Recommendation	Interviews and Documentation
2.	Head of POKDARWIS Sampang	Mandangin Village Facilities and Infrastructure Mandangin Tourism Village Development Plan	Observation, Interviews, and Documentation
3.	Mandangin Village Head, Tourists and Local Communities Mandangin Village	Mandangin Village Facilities and Infrastructure Mandangin Tourism Village Development Plan	Observation, Interviews, and Documentation

4. Results and Discussion

In this initial research, the researcher carried out a data mining process in the form of interviews with various informants, from the Head of DISPORABUDPAR Sampang Regency, the Head of POKDARWIS Sampang, the Head of Mandangin Village, tourists in Mandangin, and the local Mandangin community. Of course, there are many opinions from these informants regarding the analysis of the potential and problems of the Mandangin Islands as a tourist village in supporting the Dewi Cir program. The informant explained that the DEWI CEMARA program is a program of the Governor of East Java, namely an intelligent and prosperous independent tourist village, the aim of which is to revive the community economy, apart from DD (village funds) and ADD (village fund allocation), in essence the program emphasizes maximizing DD ADD funds. in maximizing the potential of the existing tourism sector, with the hope that the DEWI CEMARA program will provide local communities with income and DD ADD will run optimally. In order for this program to run, it is not only about tourism potential and the presence of tourists, but there must be initiation from the village, especially Mandangin, by issuing village regulations as a reference for legality and BUMDES institutionally as the manager of the program. According to informants, the principles of tourism are: "something to see, something to do and something to buy" these three elements must be fulfilled. Talking about Mandangin becoming a tourist village depends on its human resources, it is not enough to have the potential of a tourist destination alone but it must also be supported by village regulations to become a tourist village, how can a village start the embryo of existing tourism potential and develop it into something that has an attraction. The government, especially DISPORABUDPAR Sampang, helps analyze and carry out feasibility studies and of course promotes this tourist village destination.

The informant explained that a tourist village is a village that has objects that have the potential to be used as tourism. POKDARWIS Sampang was founded in February 2019, regarding the Dewi Pine program, Mandangin village is not yet ready, but there is an opportunity with potential such as a white sand beach, Candhin beach, Bangsacara cemetery, artificial pier and so on. The Sampang tourism awareness group's commitment to developing tourism in Mandangin by creating photo spots for tourists visiting Mandangin, installing portals to minimize sand mining, as well as packaging training to increase the economic value of MSE products in Mandangin. If we talk about potential, it is very supportive of the existence of various types of potential such as natural, cultural, religious and culinary. The problem faced is related to the mindset of the Mandangin people who think that if it is used as a tourist destination it will damage the Mandangin Islands, not to mention the presence of foreign tourists who come who will bring western culture such as

mini clothes and so on. The informant also explained that actually there was already a solution to this by making rules modeled after Bromo or Borobudur by using a sample to cover the private parts of visiting tourists. The informant hopes that there will be seriousness and synergy between the local Mandangin community, Sampang pokdarwis and the government at village, district and provincial levels in developing Mandangin if it wants to become a tourist village in support of the Dewi Cemara program.



Figure 4. First Informant (Mrs. Endah – Head Development of Tourism Destinations Disporabudpar Sampang)

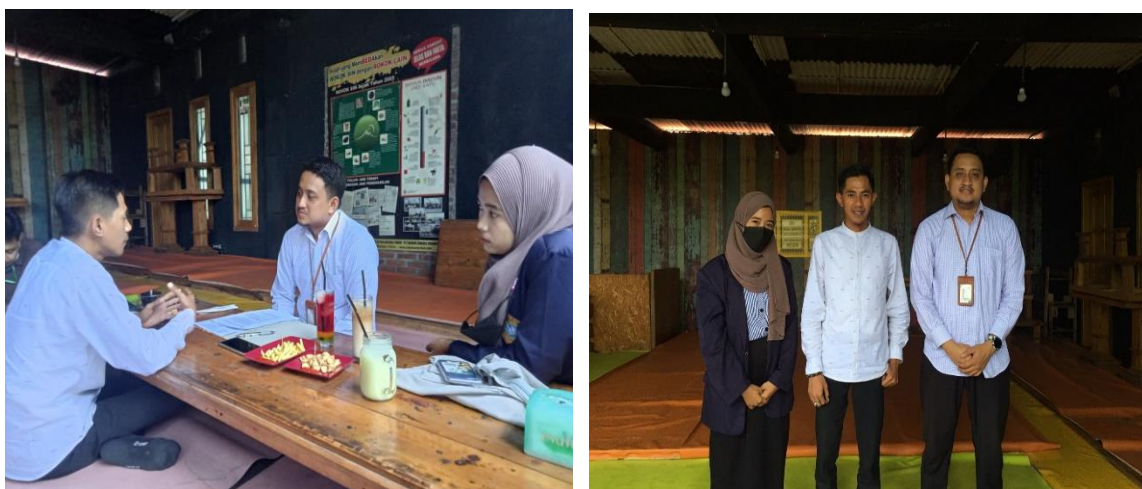


Figure 5. Second Informant (Mr. Lukman – Head of POKDARWIS Sampang)

The informant explained that until now he did not understand the Dewi Cemara program. Regarding tourism potential in Mandangin, the informant explained that there are natural tourist attractions such as Batu Candhin Beach and White Sand Beach, as well as religious tourism at Bangsacara Tomb. The village government itself is very supportive if Mandangin becomes a tourist destination, but the problem is that the village government cannot work alone, there must be a strong commitment with the Sampang district government, especially in providing understanding to the local community of Mandangin, because if Mandangin is known to tourists, it will also benefit Sampang District. According to the informant's explanation, Mandangin deserves to be a tourist village considering the existing conditions of tourism potential and with innovations such as packaging training for Mandangin's superior products such as fish crackers, shrimp, crab and others, marketing Mandangin batik through Sampang cebbing nuts, as well as plans for a reforestation program. around Candhin Beach. According to the informant's explanation, the most serious obstacle is that the land that will be developed into a tourist destination belongs to the company, not the village, which results in stalled tourism development.



Figure 6. Third Informant (Mr. Saiful Anam – Head of Mandangin Sampang Village)

The informant has worked as a fisherman on Mandangin Island since birth and has lived until now in Mandangin. He explained that he really agrees if Mandangin is used as a tourist village destination considering the potential, such as Candhin Beach, a white sand beach which is good as a spot for taking photos because of its beautiful views, and if lots of tourists attend it will bring prosperity to the people of Mandangin, absorbing energy. by opening a business or selling around tourist destinations. The problem is that if Mandangin becomes a tourist village, there will still be people who don't support it, a solution must be found for the development of tourism on Mandangin Island. He personally is very supportive if Mandangin becomes a tourist village destination.



Figure 7. Fourth Informant (Mr. Sukden – Mandangin Local Community)



Figure 8. Fifth Informant (Mr. Risky – Mandangin Tourist)

The informant explained that Mandangin is worthy of being a tourist village destination by looking at the existing potential, such as the pier which can be used as a fishing spot for tourists and the white sand beach. According to informants, the problem in Mandangin is more about accessibility, namely transportation is only limited twice from

Mandangin to Tanglok Sampang port. Informants are very supportive if the Mandangin Islands become a tourist village destination, because this branding can increase tourist interest in coming to Mandangin, of course with support from related parties.

5. Conclusion

Basically, the results of the research above show that Mandangin is worthy of being a tourist village destination by looking at the existing tourism potential, but there must be initiation in the form of village regulations issued, working together with village-owned enterprises to gradually manage and develop Mandangin into a tourist village destination, apart from that it must there is a synergy between the Mandangin village government, the Sampang district government, the Sampang tourism awareness group, and the local Mandangin community uniting their perceptions to support Mandangin to become a tourist village in support of the Dewi Cemara program, and the suggestions are explained as follows:

- a. The researcher's first suggestion is to the Mandangin village government, so that the results of this research can be used as an initial reference if the Mandangin tourist village concept is to be implemented.
- b. The community, especially in Mandangin Village, can coordinate well with the local government.
- c. To researchers so that this research can be followed up or developed into more in-depth research.

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