

# Identification of Community-Based Tourism Objects And Attractions In The Samota Area (Case Study of Labuhan Jambu Tourism Village, Tarano District, Sumbawa Regency)

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*Abstract--The Samota KSPD crosses three districts, namely Sumbawa, Dompu and Bima districts. This area has advantages that harmonize marine, land and volcanic potential. Including the diversity of flora and fauna as well as culture. There are 9 Tourism Villages within the Samota KSPD, including the Labuhan Jambu Tourism Village which is developing quite rapidly compared to other villages. Labuhan Jambu Tourism Village is increasingly known to foreign countries because it is the entrance to the Whale Shark attraction in the waters of Saleh Bay. Although the Whale Shark attraction has become an icon of Labuhan Jambu, this attraction is only available from April to November. Therefore, to attract tourists throughout the year, the Labuhan Jambu Tourism Village must have supporting tourist attractions. Based on the conditions described, then a study on the identification of community-based tourist objects and attractions is very important to do, to maintain the existence of Labuhan Jambu as a tourist village. Community-based tourism will have an impact on the socio-economic conditions of the community and region, as well as improvement of destination and regional facilities and infrastructure. This study uses a qualitative approach with a case study strategy. The research was conducted in October 2020 in the Labuhan Jambu Tourism Village, Tarano District, Sumbawa Regency, West Nusa Tenggara. Data collection techniques used observation, in-depth interviews and Focus Group Discussion (FGD). The results of the study were identified as many as 13 objects that present tourist attractions. Of the 13 objects identified, as many as 7 objects are in the coast and 6 objects are in the waters. Besides that,*

*Indexed Terms—Samota, whale shark, guava harbor, tourist village.*

## I. INTRODUCTION

The growth of tourism investment in West Nusa Tenggara continues to increase. It is proven that in

2017 tourism investment reached 22 percent. On this basis, the provincial government continues to make various efforts in developing destinations and reaching domestic and foreign tourists. The development of NTB destinations refers to RIPDA NTB 2013-2028, of which there are 2 Regional Tourism Destinations (DPD), namely DPD Lombok Island and DPD Sumbawa Island. Lombok Island DPD consists of 4 Regional Tourism Strategic Areas (KSPD) while Sumbawa Island DPD has 8 KSPD. KSPD is an area that is considered to have potential for national tourism development or to have important influences such as economic growth, socio-culture, empowerment of natural resources, environmental carrying capacity and defense and security.

The Samota KSPD crosses three regencies, namely Sumbawa, Dompu, and Bima regencies. This area has advantages that harmonize marine, land and volcanic potential. Including the diversity of flora and fauna as well as culture. It is very appropriate that UNESCO on June 22, 2019 designated SAMOTA as a world biosphere reserve. Therefore, the principles of sustainability development are important to be seriously considered in the development of this area.

Labuhan Jambu Village is one of nine Tourism Villages within the Samota KSPD, determined by the Decree of the Governor of NTB Number 900-265 of 2019. The development of the Labuhan Jambu Tourism Village is quite fast compared to other tourist villages in the SAMOTA KSPD. One of the tourist attractions of Labuhan Jambu is the whale shark attraction that can be enjoyed in the waters of the pious bay. Whale Shark Tourism in fact not only attracts domestic tourists but also foreign tourists. The existence of the Whale Shark tourist attraction

contributes to the improvement of the regional economy, especially the economy of the Labuhan Jambu Tourism Village community. This is in line with what Youti (2008) stated that tourism is said to be a catalyst in development, because of the impact it has on the economic life of the countries visited by tourists.

## II. RESEARCH PROBLEMS

The Whale Shark has become a tourist icon for the Labuhan Jambu Tourism Village, but the Whale Shark attraction cannot be enjoyed throughout the year because it only appears in certain seasons, namely April to November. Therefore, it is very important to study the identification of potential tourism objects and attractions in the Labuhan Jambu Tourism Village, so that tourist attractions are available throughout the year. In addition, the diversity of tourist attractions will have an impact on the socio-cultural and economic development of the community and the region.

## III. THEORITICAL CONCEPT

According to MacIntosh (1995) in Yoeti (2008) tourism is a number of symptoms and relationships that arise, ranging from interactions between tourists on the one hand, companies that provide services to tourists and the government and the community acting as hosts in the process of attracting and serving tourists. meant. Tourism arises because of the availability of objects that are visited and have a tourist attraction. Pujaastawa and Ariana (2015) explained that From a number of definitions of tourist attraction, it can be understood that tourist attraction is basically anything that can attract tourists to visit. According to Tourism Law No. 10 of 2009, a tourism attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, man-made, and man-made wealth that is the target or destination of tourist visits.

Tourism attractiveness in the 2010-2025 National Tourism Development Master Plan is described as follows: a) Natural tourist attraction based on the potential for diversity and uniqueness of the natural environment in the marine and inland waters; b) Cultural tourism attraction in the form of the result of creativity, taste, and human initiative as cultural beings, cultural tourism attraction is both tangible and

intangible. As for cultural attractions such as objects, buildings, structures, sites and areas of cultural heritage; c) The attraction of man-made products is artificial creations (artificially created) and other human activities outside the realm of nature tourism and cultural tourism. Such as recreational facilities, entertainment, integrated rest and sports.

The development of tourism in a tourist destination, either locally, regionally, or nationally in a country is very closely related to the economic development of the region or country (Yoeti, 2008). The positive impacts that can be directly enjoyed by the local community are opening up and creating jobs, as well as improving regional facilities and infrastructure. Thus, to accelerate community development through the tourism sector, a community-based approach is needed.

Community-based tourism or known as Community Based Tourism (CBT) is a tourism approach that places local communities as the main stakeholders in tourism development. Local communities are considered as determinants in development and decision-making, in which community involvement starts from the planning, implementation and management of potentials and evaluators (Hadiwojyo, 2013).

Johnson (2010) in Santos (2016) describes Community Based Tourism as a process where tourism is used as a tool in community development. Local community participation is needed in building community capacity to manage tourism. In this way, private and government developers can interact directly with the community in the tourism development process. In line with this, Kibicho (2008) also emphasized that the key factor in the development of Community Based Tourism is placing the community as a shareholder in the local community, implementing coordination in policies and helping to create synergies by exchanging knowledge, thoughts and abilities among all community members. Based on the concepts outlined above,

## IV. METHODOLOGY

This study uses a qualitative method, with a case study approach. Case study is an approach to study, explain or interpret a "case" in its natural context without any

intervention from outsiders (Salim 2006). Creswell (2010), citing Stake's thoughts, stated that what is unique about case studies is that researchers are required to carefully investigate a program, event, activity, social process, or group of individuals. This research took place from August to September 2020, in Labuhan Jambu Village, Tarano District, Sumbawa Regency, West Nusa Tenggara. The type of data used is primary data and secondary data. Secondary data is obtained through the results of previous research, journals, statistics, and documents related to research data. While primary data was obtained directly at the research location by means of; (1) observation, where the researcher came directly to the research location to see the condition of the facilities and infrastructure in each tourism object, (2) interviews, namely a question and answer process with research subjects to obtain related information, with a more in-depth question and answer (in-depth interview) the information obtained is dug further so that it will get more holistic information, (3) Focus Group Discussion (FGD). Furthermore, the analysis in this study uses the data analysis method and data interpretation proposed by Creswell (2010) in qualitative research, namely: (1) preparing data for analysis, (2) building a general sense of the information obtained, (3) analyzing the data obtained, coding the data, (4) categorizing the data, (5) these descriptions and themes will be restated in a qualitative narrative/report, (6) interpreting or interpreting the data

V. RESEARCH RESULT

A. Overview of Labuhan Jambu Tourism Village

Labuhan Jambu Tourism Village is one of 9 Tourism Villages in Indonesia KSPD Samota, which was established through the Decree of the Governor of NTB Number 900-265 of 2019. Labuhan Jambu has an area of 42.77 Km<sup>2</sup> with a population of 3272 people which is divided into 1622 female residents and 1650 male inhabitants. Administratively, this village is bordered by the Flores Sea to the north, Labuhan Pidang Village to the east, Banda & Ongko Villages to the south, Labuhan Aji Village to the west.

Labuhan Jambu Tourism Village has a distance of 4.3 km from the district center and 104 km from the district center. this region is a lowland, consisting of beaches and small hills, which are located at varying altitudes in the range of 6 - 50 meters above sea level.

The majority of the population make a living as fishermen and farmers.

Located on the Sumbawa-Bima Cross national road, making the tourist village of Labuhan Jambu a very easy-to-reach destination. Either by land, sea or air routes. In addition, the majority of tourist attractions are located along the coastline making it easier to find location type.

B. Identification of Labuhan Jambu Tourism Objects

The results of the identification of potential tourist attractions in Labuhan Jambu Tourism Village, there are 13 locations or objects that have natural, cultural and artificial attractions. The potential and attractions of each location are presented in table 1.

Table 1. Identification of Labuhan Jambu Tourist Village Object

No	Potential Objects	Attractiveness
1	Labuhan Jambu Tour Park	Whale shark monument, selfie spot, sunset view, culinary
2	Traditional Boatyard	Traditional boat building process and charts
3	TPI	Fish transactions, loading and unloading process, fish diversity, processed fish, sunset & sunrise view pier
4	Tarano beach and Gili Rakit	Buffalo swimming
5	Gili Kapas	Panorama of small islands, flora and fauna, and underwater nature tours
6	Gili Dewa	Panorama of small islands, flora and fauna, and underwater nature tours
7	Gili Rakit	Panorama of small islands, flora and fauna, and underwater nature tours
8	Gili Bakau	Panorama of small islands, flora and fauna, and underwater nature tours
9	Takat Lanjaha	Floating chart, Fishing technique, fishing, whale shark, manta rays, dolphins,

		flying fish, sunfish, hawksbill turtles.
10	Jemplung Beach	jellyfish harvest season in October to December.
11	Kepatang Beach	jellyfish harvest season in October to December.
12	Long Beach	Traditional culinary
13	Greater Peak	Traditional culinary

Source: Regional Institute primary data 2020

Based on the data presented in table 1. Of the 13 potentials], as many as 7 objects are on land and 6 objects are in waters. Tourist objects on land such as Labuhan Jambu Tourism Park, Boat Shipyard, Fish Auction Place, and Puncak Raya have been managed by the local community. In addition to offering tourist attractions, the four potential objects are also centers of daily community activities. So, when tourists visit, they can interact directly with the local community. Not all objects are available throughout the day, such as the Labuhan Jambu Fish Auction Place which can only be enjoyed in the morning and evening. In this place, tourists can see fish which are evidence of the diversity and richness of the waters of Saleh Bay. Other attractions that can be enjoyed on the mainland of Labuhan Jambu are Jemplung Beach, Ketapang Beach and Long Beach. Interestingly, these beaches not only offer views, but during certain seasons these homes become a place for people to harvest jellyfish to be used as export commodities.

The tourist village of Labuhan Jambu also presents the beauty of charming small islands, namely Gili Rakit, Gili Kapas, Gili Dewa, Gili Bakau and Takat Lanjaha. However, until now, Takat Lanjaha is still a prima donna because it presents the Whale Shark attraction. Whale Shark Tourism is managed by the Village Government in collaboration with fishermen's cooperatives.

These small islands in the Labuhan Jambu area not only provide panoramic views of nature, flora, fauna and underwater tourism but also become a cultural arena. In particular, Gili Rakit has become one of the attractions for the kebo nange or herd of buffalo swimming from the mainland to Gili Rakit in certain

seasons. The four dyke are basically no less interesting than Takat Lan Jaha, it's just that these objects have not been managed properly and there is no connectivity between one object and another.

Labuhan Jambu Tourism Village Tourism Object in terms of tourist attraction aspects, the tourist objects and attractions of Labuhan Jambu Tourism Village are divided into several categories, as presented in table 2.

Table 2. Potential Tourist Attractions in Labuhan Jambu Tourism Village

No	Attraction	Category	Location
1	Whale shark monument, selfie spot, sunset view, culinary	artificial Natural	Labuhan guava tourist park
2	Traditional boat building process and began	Culture	Traditional boat dockyard
3	Fish transactions, loading and unloading process, fish diversity, processed fish, sunset & sunrise view pier	Culture Natural artificial	TPI Labuhan Jambu
4	Kebo nange (flocks of buffaloes swimming) from Tarano beach to Gili Rakit with a duration of about 30 minutes, and cattle grazing area	Culture	Tarano beach and Gili Rakit
5	Panorama of small islands, flora and fauna, and underwater nature tours	nature	Gili Kapas, Gili Dewa, Gili Rakit, Gili Mangrove
6	Floating chart, Fishing technique, fishing, whale shark, manta rays, dolphins, flying fish, sunfish, hawksbill turtles.	Cultural Natural artificial	Takat Lanjaha Teluk Saleh
7	jellyfish harvest season in October to December.	nature	Jemplung Beach, Ketapang Beach and Gili Dewa

8	Traditional culinary	artificial Cultural	Long Beach and Puncak Raya
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Source: Source: Regional Institute primary data 2020

Based on the data presented in table 2.

There are 14 attractions from 13 attractions, four of which are artificial attractions, 5 natural attractions and 5 cultural attractions. All of them have a variety of attractions, ranging from traditional culinary arts, local knowledge, flora and fauna, to underwater gardens.

#### CONCLUSION

Based on the results of the study, 13 tourist objects were identified, 7 objects on land and 6 objects in waters. The tourist attraction of Labuhan Jambu is very interesting because it has five natural attractions, five cultural attractions and four artificial attractions.

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