

COMMUNITY PARTICIPATION IN BILUHU BEACH TOURISM MANAGEMENT IN BILUHU TIMUR VILLAGE, BATUDAA BEACH DISTRICT, GORONTALO REGENCY

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Biluhu Beach Tourism is located in East Biluhu Village, Batudaa Pantai District, Gorontalo Regency. Biluhu Beach tourism object is a tourist attraction that is still relatively new among the people of Gorontalo. The beautiful white sand and soothing natural scenery are the main attraction for tourists. However, the challenging road access is considered difficult for tourists, especially from the center of Gorontalo City. Community participation in planning the development of Biluhu Beach tourism is included in the category of participation in the form of thoughts (psychological participation). This form of participation is in the form of giving ideas, or ideas that come from the surrounding community. The observation method is carried out by observing and paying attention to the activities that take place at the research location, namely Biluhu Beach.

In addition, the authors also collect secondary data or data from indirect sources in the form of information from the relevant village government and literature studies and important documents. Based on the results and discussion, it can be concluded that the participation of the community in Biluhu Timur Village towards Biluhu Beach tourism from the planning stage to the evaluation stage is in the form of: participation in the form of thought (psychological participation), participation in the form of energy (physical participation), participation in the form of expertise (participation with skills) and participation in the form of goods (material participation). The level of participation in the evaluation stage is at the level of participation in manipulation or representation.

Preliminary

Indonesia is an archipelagic country consisting of large and small islands with approximately 17,504 islands and at the same time is a country with the second longest coastline in the world after Canada with a coastline of 81,000 km stretching along its coastal areas (Lasabuda). 2013). One of the sectors that will benefit from the above geographical conditions is tourism.

According to Spilane (1987) in Rahayu et al. (2015) that tourism is a journey from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance/harmony and happiness with the environment in the social, cultural, natural and scientific dimensions.

Tourism activities can open horizons and horizons of thinking for people who enjoy them. With tourism, people can get something good, new and never been obtained from their environment. Travel is carried out with the aim of getting pleasure, satisfaction, knowing something, improving health and sports (Wahyuni 2016).

Tourism activities are considered not only as mere recreational trips, but have become a separate need for today's society, especially people in urban areas which are known to be dense with activities. Like the phenomenon that is happening today, where people are busy with various existing routines, from morning to night and usually lasts from Monday to Friday. Meanwhile, time is set aside on Saturdays and Sundays or what is known as the weekend for traveling. This is a potential for tourism owners and the community around tourist attractions to benefit as much as possible from the situation.

Gorontalo Regency is a regency in Gorontalo Province. This district has many tourist destinations that can be visited, one of which is Biluhu Beach tourism. Biluhu Beach Tourism is located in East Biluhu Village, Batudaa Pantai District, Gorontalo Regency. Biluhu Beach has its own charm for tourists because in addition to presenting beautiful natural scenery, this beach is also still maintained its beauty. The color of the sand which tends to be white is an added value for this tourist spot.

The natural beauty offered by Biluhu Beach does not need to be doubted, but this is not supported by adequate facilities, facilities and infrastructure at these tourist sites. The manager should cooperate with the surrounding community to be able to develop the tourist location, through various forms of participation.

Participation is community participation in the process of identifying problems and potentials that exist in the community, selecting and making decisions about alternative solutions to deal with problems, implementing efforts to deal with problems, and community involvement in the process of evaluating changes that occur (Adi, 2003 in Kurniyati, 2019). Therefore, participation is an absolute must, for the management of a tourist place.

Based on the above conditions, the author takes the title of Field Work Practice (PKL), namely "Community Participation in the Management of Biluhu Beach Tourism in East Biluhu Village, Batudaa Pantai District, Gorontalo Regency".

The purpose of the study was to determine community participation in the management of Biluhu Beach tourism in East Biluhu Village, Batudaa Pantai District, Gorontalo Regency. The benefits of the field work practice report are:

1. Provide information on community participation in the management of Biluhu Beach tourism.
2. Can be used as a reference in policy making related to the management of coastal tourism.

Implementation Method

The research was carried out from 6 November to 6 December 2019 in East Biluhu Village, Batudaa Pantai District, Gorontalo Regency, Gorontalo Province. The selection of the research location was carried out intentionally or purposively through the consideration that the Biluhu Beach tourist attraction is a new tourist destination and has not been carried out research related to participation in the location.

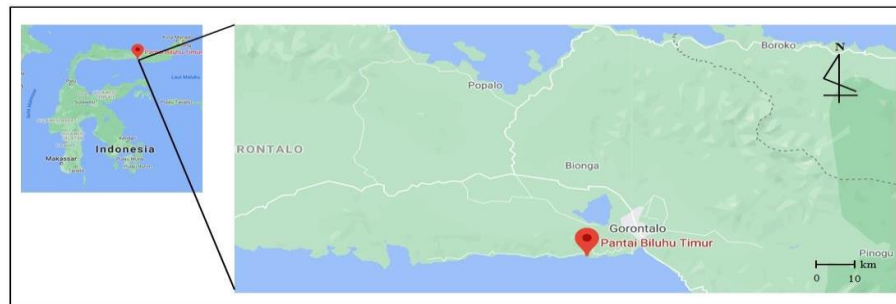


Figure 1. Map of the location of the field work practice.

Source: Primary Data 2020.

2.1 Implementation Technique

The observation method is carried out by observing and paying attention to the activities that take place at the research location, namely Biluhu Beach. The interview method was carried out by giving direct questions to the surrounding community according to the previously provided questionnaire (structured interview).

In addition, the author also collects secondary data or data from indirect sources in the form of information from the relevant village government and literature studies as well as important documents related to the title in this report. Secondary data collection is intended to strengthen the information and observations of the authors in the preparation of the results of the field work practice report. The steps taken in the field work practice are:

1. Determine the location of the field work practice.
2. Field work practice site survey
3. Prepare the tools and materials that will be needed (questionnaires, stationery, camera).
4. Collecting data through observation and interview methods.
5. Record the results of the interview.
6. Documenting the entire series of activities in the field work practice.

Results And Discussion

3.1 Biluhu Beach Tourism Profile

Biluhu Beach Tourism is located in East Biluhu Village, Batudaa Pantai District, Gorontalo Regency. Biluhu Beach tourism object is a tourist attraction that is still relatively new among the people of Gorontalo. The beautiful white sand and soothing natural scenery are the main attraction for tourists. However, the challenging road access is considered difficult for tourists, especially from the center of Gorontalo City.



Figure 2. Biluhu Beach tourist attraction.
Source: Personal Documentation (2020)

When tourists want to enter this beach tourism area, they will find a gate that reads "Horizon Dive Camp", this refers to the tour manager, Horizon Hotel. Based on the results of an interview with one of the tour guards, he stated that the beginning of Biluhu Beach tourism was pioneered by a policeman named Pak Lubis. He wanted to make a place to stay near the beach to be used with his family to just relax and enjoy the scenery, then together with the surrounding community helped establish the cottage.

Over time, the location of the beach began to be crowded with local people, this made him want to add 1 more cottage unit. As a result, the location is used as a tourist location. After knowing that the location has potential for diving tourism, a diving facility was built by the Global Dive Center. After Pak Lubis's death, the family could no longer manage the beach tour, and it was rented out to the Global Dive Centre.

After several months had passed, the Global Dive Center handed over the management of the tour to Horizon Hotel and finally the tourist location point was named Horizon Dive Camp. In general, the area of Biluhu Beach covers the entire coastal area of East Biluhu Village.

There are several facilities offered at this tourist spot, including: 3 cottages or houses, parking lots, public toilets, food stalls, several photo spots, snorkeling equipment and diving equipment facilities. There are no gazebos along the beach making it difficult for tourists to take shelter. This is a separate note for managers to be able to complete and add facilities at tourist attractions for the sake of tourism continuity in the future.

3.2 Community Participation in Biluhu Beach Tourism Object Development

Community participation in village development is the main thing in boosting the welfare of the community of a village. The tourism sector is no exception. Tourism is an asset for the surrounding community to be able to take advantage or benefit from the existence of these tourist attractions. It is fitting for the community to work together to build and develop a tourist destination that is in their place of residence.

Thus, community participation is the main key to the success of a tourist site. Referring to the writings of Cohen and Uphoff contained in the writings of Nirisna (2018), there are 4 forms of community participation in development. The forms of community participation in the development of Biluhu Beach tourism objects are as follows.

3.2.1 Participation in Planning

Community participation in planning the development of Biluhu Beach tourism is included in the category of participation in the form of thoughts (psychological participation). This form of participation is in the form of giving ideas, or ideas that come from the surrounding community. This is in accordance with the initial planning for the development of Biluhu Beach tourism, which started with the idea and initiative of a community named Pak Lubis who wanted to build a hut near the beach and just enjoy the beauty of Biluhu Beach.

The following is a statement from Kak Firlan, one of the providers of snorkeling facilities and at the same time as a cottage keeper at the Biluhu Beach tourist spot.

"Initially this was an initiative from one of the community, he wanted to build a cottage or a house, for his family to enjoy when visiting this beach".

This was confirmed by a colleague of Firlan's brother named Arman who is the manager of the restaurant at the location, he said that:

"In the past, this place was an open beach, there were no buildings at all. Then there is a father who plans to build a hut as a place to rest when visiting this beach, and now the number of huts has increased by 2 units".

From the results of interviews with several parties around Biluhu Beach tourist attractions, it can be seen that at the planning stage of Biluhu Beach tourism development the type of participation formed is participation in the form of thoughts (psychological participation). Where community participation is in the form of ideas and initiatives to establish a tour that starts from a hut on Biluhu Beach.

3.2.2 Participation in Implementation

Community participation in the implementation of Biluhu Beach tourism development can be said as active participation or interactive participation, which includes participation in the form of thoughts and energy (psychological and physical participation) as well as participation in the form of goods (material participation). Where the surrounding community is involved in the development of Biluhu Beach tourism. Although the tour is the result of the thought of a resident only, but in its implementation it involves other residents to co-found the tour which was initially only a hut. This is in accordance with the results of an interview with a resident named Pak Utar who had taken part in the development of Biluhu Beach tourism.

"Yes, at the beginning of planning the development of Biluhu Beach tourism, I helped in making the huts there, now there are 3 cottage units, in the past there was only 1 (one) unit. At that time, I helped lift the boards and logs for the construction of the hut."

In addition, there are also other residents who helped in the development of Biluhu Beach tourism, namely Mrs. Hayani following her statement:

"I used to participate in the development of this beach tourism, my participation was to bring food for the workers there. Because the distance from the tourist point to the house is far from walking, so I use a motorbike to go here and there."

The implementation stage is a tangible form of participation in the form of participation in the form of energy, participation in the form of money, or participation in the form of property. At this stage it can be seen the extent of community or youth participation in the process of implementing tourism development (Nur 2019). It is the same with the activities of Mr. Utar and Mrs. Hayani.

From the results of the interviews above, it can be concluded that both Mr. Utar and Mrs. Hayani have participated in the implementation of tourism development in the form of labor and goods. Pak Utar has donated his energy for tourism development, while Ibu Hayani has helped in the consumption of workers. When referring to the opinion of Anthonius Ibori by Widayuni (2019), then the form of participation carried out by Mr. Utar is participation in the form of energy (physical participation) and the form of participation carried out by Mrs. Hayani is participation in the form of goods (material participation).

3.2.3 Participation in Profit Utilization

Participation in the utilization of the results can be defined as the involvement of a person in the utilization stage of a project after the project is completed. This means that follow-up from the community is needed to be able to run existing tours. At this stage, good managerial skills are needed from the community to be able to run and manage a tourist spot. At the Biluhu Beach tourist spot, there are several residents who take part in the aspect of product utilization, which then work as food stall guards, snorkeling facilities providers, cottage managers and cleaners.

As quoted from the results of an interview with a resident who works as a food stall keeper, Mrs. Nursia.

"I am a native here who works in this food stall along with 2 (two) other employees. Because I can cook and my cooking is good, so I was contracted by the manager to work here. This restaurant is open from morning to night."

In addition, there is also another resident who works as a cottage keeper as well as a provider of snorkeling facilities, named Kak Firlan.

"My job here is to keep the cottage as well as provide snorkeling equipment, coincidentally my friend who manages this tour so all responsibility related to the activities in this tour is charged to me. My address is also native here, but I also often go to the city."

From the results of the interview above, it can be seen that the form of participation carried out by Mrs. Nursia is participation with skill, while the form of participation carried out by Kak Firlan is psychological and physical participation.

3.2.4 Participation in Evaluation

Participation in evaluation focuses on community participation in the function of supervision and evaluation of work and other development activities that take place at tourist sites. This assessment can be done directly, for example by participating in monitoring and assessing, or indirectly, for example by providing suggestions, criticism or protests. The existence of the community at the evaluation stage (supervision and assessment) is considered important to be presented, this is intended so that the community becomes aware of how to manage and manage tourism properly (assessment) and can foster a sense of social awareness (supervision).

At the evaluation stage, community participation in the management of Biluhu Beach tourism can be categorized as manipulative participation. According to Meray (2016), the manipulation participation model is representative membership in a work commission, work organization, and or groups. So it is not based on individual participation alone. This is based on the results of an interview with the Head of the East Biluhu Village, Mr. Nasir, as follows:

“In this village there is such a thing as Pokdarwis Sinar Bahari or a group of people who are aware that there is a village in this village. Now the year 2020 in December has entered the management of the II (two) period. The secretions are right at the entrance of this tour, usually their secrets are full when they enter in the afternoon until evening. All things about the management of Biluhu Beach tourism they manage, they manage. From Mr. To the Village's statement above, it is clear that the Sinar Bahari Pokdarwis organization in East Biluhu Village is a representative institution which is a form of manipulative participation that handles the management of Biluhu Beach tourism. The same thing was conveyed by the head of Pokdarwis Sinar Bahari, named Kak Koko. He said that:

“The Sinar Bahari tourism awareness group is a manifestation of a sense of concern and is a form of participation from the surrounding community for the tourism that is here. Our task is all matters related to tourism management in East Biluhu Village.

From the results of the interviews from the two community leaders above, it can be seen that the form of participation of the Biluhu Village community in the evaluation stage is manipulation or representation participation, this is in accordance with the conditions that the authors found above when conducting observations and interviews. The condition of the people who are starting to be preoccupied with their daily routines and the variety of jobs and necessities of life, has made the form of participation created after the development of Biluhu Beach tourism in the form of manipulation or representation participation. This is considered good, because apart from a clear and organized management, the youth in the local village have become educated and understand the importance of managing and paying attention to tourism objects

4.1 Conclusion

Based on the results and discussion, it can be concluded that the participation of the community in Biluhu Timur Village towards Biluhu Beach tourism from the planning stage to the evaluation stage is in the form of: participation in the form of thought (psychological participation), participation in the form of energy (physical participation), participation in the form of expertise (participation with skills) and participation in the form of goods (material participation). The level of participation in the evaluation stage is at the level of participation in manipulation or representation.

The people of East Biluhu Village in general have participated in the development of Biluhu Beach tourism, although it only started from the idea of a resident, but the surrounding community has helped in establishing the beach tourism. This is certainly an example for other villagers to then be able to develop the potential of the existing village

4.2 Suggestion

It is advisable to conduct further research related to the influence of social, cultural, economic and educational conditions on community participation in the village. Suggestions to the government, the government should be able to optimize the tourism potential in the villages so that it can be developed more optimally and its profits are intended for the welfare of the surrounding community.

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