The Role of Stakeholders in the Development of Mangrove Eco-Tourism at Blekok Tourism Village, Situbondo, East Java

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ABSTRACT

The study was conducted to analyze the role of stakeholders in the development of mangrove ecotourism and emphasized on the role of relevant stakeholders are government, business, community, academia, and media, but not optimal in the media. This study uses a qualitative descriptive analysis method, the data obtained from observation, interviews, and literature study. The informants in this study were the Environmental Service of Situbondo Regency, the Village Head of Blekok Tourism Village, local communities, tourism entrepreneurs, and visitors. This study has a concept that is the role of ecotourism, tourism development, Tourism Village, and Pentahelix tourism stakeholders. The results of this study indicate that the development of ecotourism in the Tourism Village of Blekok Tourism Village is developing in a fluctuating manner. The number of visitors increased until 2019 and decreased in 2020 due to the COVID-19 pandemic. In addition, tourism attractions in Blekok Village are very diverse, from shell crafts which are supported by easy accessibility to mangroves, tourism facilities that attract visitors, and tourism institutions in Blekok Village taking part in making tourism development policies. The tourism management of Blekok Tourism Village is successful with collaboration from stakeholders, but there is one role that does not cooperate in the field of mass media, according to the Penta helix concept and there are also tourism problems, especially in the physical environment due to tourism activities. There are changes in physical conditions that occur in the mangrove area including garbage.

Keywords: ecotourism mangrove, stakeholder, tourism development.

I. INTRODUCTION

Indonesia has natural resources consisting of oceans, mountains, and land which if managed properly can provide great benefits for the country. Areas that are awarded supporting natural resources are expected to make a major contribution in providing a source of income. One of the efforts that can be done is to utilize natural resources that have the potential to become a tourist place (Eddyono et al., 2021). This proves that the tourism sector plays a very important role in the development and increases job opportunities and community income (Amoako et al., 2021). Thus development is utilizing resources to improve welfare, so tourism development is one of the efforts to accelerate economic growth (Postma et al., 2017). Regarding tourism development, it involves stakeholders who play a role in carrying out the development or development of an area that is reviewed by the government, entrepreneurs or investors, and local communities who are involved in it (Narottama et al., 2017). Stakeholders are defined as individuals or groups who have an interest, who are involved and influenced positively or negatively by tourism development activities and programs. The problem faced is how to develop the resources that have been created into tourist areas for the public/consumers to want to come to tourist attractions (Coronado Martínez et al., 2018).

One of the tourist attractions that are not far from its natural beauty is Situbondo Regency, East Java. This regency is located in the north coast area or the north coast of the island of Java. Situbondo Regency is surrounded by three regencies including the eastern sector bordering Banyuwangi, the western sector bordering Probolinggo, and the northern sector bordering Bondowoso. The location of Situbondo can be considered strategic because it is in the middle of the Java – Bali land transportation route. One of the tourist sites in Situbondo is Blekok Village. Blekok Village is one of the mangrove forest areas that has been developed as a conservation-based eco-tourism by the Situbondo Regency government since 2017. The Blekok Village Tourism Village is located in the East Coast Hamlet, Klatakan Village, Kendit District, and Situbondo Regency. It is called Blekok Village because there is a mangrove area that is the habitat of thousands of water birds, especially the Ardeidae (blekok/egret) species with various other species. The area is also a mangrove forest area that has several types of mangroves with an area of approximately 26 hectares. Blekok Village is the largest waterbird habitat in Situbondo Regency. The existence of water birds (blekok) is the main attraction and distinguishes it from other mangrove tourism areas. As
time goes by, Blekok Village is getting more and more crowded with tourists both at home and abroad (Insani et al., 2019).

The number of tourist visits from 2019 to 2021 from the number of tourists who come is decreasing, due to the start of the Covid-19 pandemic which has certainly made a very drastic decline to date. From the aspect of stakeholders, those related to the government, businesses, communities, mass media, and academics in the area concerned have a very important role and have an impact on the development of ecotourism in Blekok Tourism Village. The roles held by the government are management, maintenance of tourist facilities, regional development, monitoring, evaluation, and assistance. The role played by business is to improve the economy and participate in regional development. The role played by the community is to conserve biodiversity and participate in assisting the maintenance of tourist facilities. The role played by the mass media is to carry out coverage of the tourist attraction of Blekok Village. The last is the role of academics whose duty is to serve as a place for community service, food processing production training, and product promotion.

Linkages between Stakeholders channels each other's capabilities for development in the current pandemic era by encouraging potential in Blekok Village. Blekok Tourism Village has relatively good characteristics, which can be seen from the social aspect of the people in the area concerned. They have a noble social character in the form of hospitality and easy acceptance of anyone who enters their area. This social potential will make it easier to form social interactions that are more familiar and can build more harmonious human relationships, besides having various unique traditions that can be packaged into tourism products to be promoted (Ikhanizadeh, 2021). From the cultural aspect, the area concerned has various works of art and historical relics that have a high artistic value which can also be packaged into tourism products. From the natural aspect, the area concerned has natural potential with its uniqueness and advantages (Widodo et al., 2018).

The diversity of endemic animals that exist in the area is also a potential that can be developed to be used as tourism products. Mangrove ecotourism areas were developed as a form of appropriate management to ensure the sustainability of conservation and rehabilitation as well as to encourage the economy of the local community (Afkar & Aldyza, 2018). Through the development of ecotourism, tourists and all components related to the implementation of tourism are invited to be more sensitive to environmental and social problems that exist in Blekok village. It is hoped that the natural resources in Blekok village, especially mangroves, can be sustainable and tourists have a high appreciation of the environment. With a different uniqueness, Blekok Village has its charm where the mangrove tree is infested by thousands of Blekok birds which is a characteristic of this attraction so that it often wins when a competition is held, for example, the Blekok Village Tourism Village won 1st place at the ADWI e which will be held in October 2021. In addition, the community around the tourist attraction can feel the benefits of organized tourism. Ecotourism tourists generally come to look for opportunities to blend with nature and local culture away from the hustle and bustle of the urban atmosphere (Iqbal, 2020).

II. LITERATURE REVIEW

A. Ecotourism

Ecotourism has a positive impact on the development of an area. This positive impact must of course be balanced with a well-maintained natural condition so that it can be used as an attraction for tourists or visitors (Haser, 2019). Conservation-based ecotourism is an ecotourism development that focuses on environmentally friendly tourism patterns, where ecotourism development must be able to maintain, protect, and be responsible for nature conservation (Pattiwael, 2019).

B. Tourist Village

The tourist village is alternative tourism to mass tourism which only emphasizes quantity without looking at quality. Village tourism is a form of small-scale tourism, tourists live in or near local community life and study village life and the local environment in remote villages. In addition, a tourist village is also a form of integration between accommodation, tourist attractions, and supporting facilities, which are presented in a form of the structure of the life of the local community that blends with the procedures and traditions that still apply. A tourist village is not a village that was created to fulfill tourist satisfaction, but a village that can present a unique and interesting culture, so that tourists become interested in coming for a long time to the village (Mahagangga et al., 2018).

C. Stakeholders

Stakeholders are defined as individuals or groups who have an interest, who are involved and influenced positively or negatively by tourism development activities and programs (Dilee et al., 2022). Tourism development must involve three interrelated roles of each group, namely the government, the community, and the private sector (Vande Velde, 2019).

III. METHODOLOGY

The limitations used in this study include the identification of stakeholders in the Blekok Village Tourism Village, the problem data leads to rights and obligations, Regulation. Then The Role of Stakeholders in the Development of Ecotourism in the Tourism Village of Blekok Tourism Village, the data aspect of the problem leads to the Government; Entrepreneur or Business; Community; Media; Academics. The data collection techniques in this study are observation; Interview; Documentary Studies

The sorting of the criteria for the informants can be described as follows: The informants know the location very well and the informants explore the problem data. The informants selected as key persons or key informants, the following are informants who meet these criteria, namely the Regional Environmental Service of Situbondo Regency; Head of Blekok Tourism Village; Tourism Awareness Group; Local Entrepreneur or Business; Local Community.
IV. RESULTS AND DISCUSSION

A. The Role of Stakeholders

a) The Government’s Role in Ecotourism Development

Blekok Village being formed into a Tourist Destination is not easy and many things must be made for tourism in Blekok Village. For the development of Blekok Village, an achievement is needed in terms of managers who build for the better. The parties who play a role in the management of Blekok Village include the local government which includes the Environment Service (Environmental Service) and the Situbondo Regency Tourism Office. Within the rights and authority of the Environmental Service, Conduct socialization and education with the Village Head to the community, visitors, traders, and parties who use the Ecotourism area of Blekok Tourism Village.

In addition, the task of the Environmental Service is also to provide facilities and infrastructure in the Ecotourism area of Blekok Tourism Village which are not provided by the Village Head. The formation of this role is because it has the same goal, namely Planning for the development of Ecotourism in Blekok Village and it has been included in the agreement letter made in 2017 for the basis for developing Ecotourism in Blekok Village, Situbondo Regency. As for the agreement that occurred, the results of the Ecotourism management of Blekok Tourism Village included the Regional Government getting 45%, the Village government getting 25%, and the Tourism Awareness Group getting 30%.

b) Tourism Facilities Maintenance

In the period of tourism development, it is necessary to maintain a tourist facility where one day there will be damage for which the cause and effect are unknown, so the role of the government here in carrying out maintenance is from the Environmental Service which maintains facilities such as Blekok captivity, wooden buildings, cleanliness, and so forth. The occurrence of damage to tourist facilities is caused by irresponsible visitors and could be from factors that arise by themselves such as rust, weathering, and the level of resilience of existing facilities in Ecotourism at Blekok Tourism Village.

c) Regional Development

In Blekok Village, for now, regional development has been facilitated, where development including the creation of parks, restaurants, souvenir centers, and others has been fulfilled. The role in this development is bridged by the Regional Government which receives funding from PT. POMI, PT. PAITON ENERGY, and PT. BRI (Persero) Tbk. This happened because they wanted to advance in development which was previously considered not to be included in the category of tourist areas and was helped by the parties who built development in Blekok Village.

The development of the Blekok Village area occurred when a cooperation agreement was formed in 2017. The formation of development in Blekok Village was because it used to be a slum village area and finally adequate infrastructure facilities were built to be used as tourist attractions, for example, the existence of a bridge to the mangroves, a playground that used to be cowshed, a learning center specifically for learning rooms, trees and flower plants that make it cool to relax.

d) Monitoring and Evaluation

The agreement made makes it easy for cooperation to be made because if this agreement is not carried out, it will result in misunderstanding and communication being cut off and it can be selfish. The implementation involvement, monitoring, and evaluation are carried out by the Environment Service (Environmental Service), Village Government, and Tourism Awareness Groups who collaborate for the smooth management of Ecotourism biodiversity in Blekok Tourism Village. Monitoring and evaluation are carried out every day to monitor the situation in Blekok Village. In the agreement made, development is carried out in overcoming a problem that occurs in the field of tourism development from the aspect of tourist needs and complaints or impacts on Blekok Tourism Village.

e) Accompaniment

To improve human resources in Blekok Village, training is held for mentoring in cooking lessons, tour guides, and Homestay training, then Blekok Village representatives participate in the mentoring. The provision of this assistance was carried out by the Tourism Office to improve the quality of human resources in Blekok Village. This happened due to a lack of knowledge about tourism where the training was held in various places for its implementation, such as being included in the training at a restaurant outside the city and witnessing and learning on the spot.

B. The Role of Business in Ecotourism Development

a) Boost the Economy

At that time the village was not yet called Blekok Tourism Village where the economy was still relatively low and when it had become a Tourism Village, Blekok Tourism Village the people had greatly improved their economy compared to before. The role of the local community is closely related to this tourism village because their livelihoods are fishermen and craftsmen. This is where this source of livelihood is included in the category of tourist attractions that can be witnessed by tourists when making shells which are used as home decorations, walls, and others, for wooden crafts they make name boards and small dolls as key decorations or displays. For business actors from shell crafts, wood crafts that are processed into souvenirs to be sold to tourists, and the growing economy of this community is supported by the places that have been provided and built a souvenir center and restaurant for the community to participate in promoting the processed products of shell and wood crafts.

b) Regional Development

As a good business opportunity, the local community provides homestays for tourists who come and spend the night in Blekok Village and as a form of business cooperation that makes Blekok Village develop, they also work with Travel and Tour Agents CV. Arkananta. For souvenir centers, restaurants, and mosques in Blekok Village, all construction was obtained from financial assistance from PT. BRI (Persero) Tbk, where the total funding assistance obtained was IDR 301,060,861. The assistance received was all assisted by the local government to ask for financial assistance as stated in the cooperation agreement and reciprocity for PT. BRI (Persero) Tbk in the construction of the gift center. From this assistance, people who are in the
craft business can put their crafts in the center of the souvenir. In addition to PT. BRI (Persero) Tbk, there are PT. POMI and PT. PAITON ENERGY which provides financial assistance in the construction of cowsheds which have now been used as parks and learning centers are used for education where the community also plays a role as teachers for kindergarten children, Elementary and junior high schools in learning about a craft, Blekok Bird and mangrove species. All these activities are made for the development of Ecotourism in Blekok Village to be more advanced in the future.

C. The Role of Community in Ecotourism Development

a) Biodiversity Conservation

The role of the community in Ecotourism in Blekok Tourism Village is a community in the field of biodiversity conservation where there is a team to care for fallen or sick blekok birds and are treated until they recover and will be released back into nature and the community team is trained in the field of care in medicine and has been formed by the Environmental Service, besides that the community also plays a role in maintaining biodiversity conservation, where the position of the community is very close to the conservation area, so they help each other which has been stated in the agreement letter for cooperation in the development of Ecotourism in Blekok Tourism Village.

In efforts to conserve biodiversity, the community is obliged to maintain the function of the mangrove area and the habitats in it; participate in maintaining and safeguarding mangrove areas from disturbance and destruction by irresponsible persons or legal entities; disseminate information related to the management of mangrove areas and their habitats to the public; maintain management assets such as prohibition/announcement signs, guard posts, and other assets; assist local governments in securing mangrove areas from illegal logging activities, changes in area functions, hunting for animals and plants as well as taking security measures around the area; help rehabilitate mangrove areas within its territory; and reforesting the land in the mangrove conservation area within its territory.

b) Tourist Facility Maintenance

In the period of tourism development, it is necessary to maintain a tourist facility where one day there will be damage with unknown causes and consequences, so the role of the Tourism Awareness Group here in carrying out maintenance is from the maintenance of bird captivity which maintains and supervises facilities such as Blekok captivity, wooden buildings, cleaning, and others. The rights and obligations of the Tourism Awareness Group in the management of waterbird breeding are as follows: Obtaining food and medicine for the benefit of the sustainability of waterbird breeding; Propose the need for additional facilities and infrastructure as well as cage maintenance materials and all matters relating to the interests of waterbird breeding; Caring for and maintaining and breeding waterbird species in captivity they manage; Follow the instructions and directions given by the Environmental Service; Maintain the cleanliness, safety and comfort of the waterbird breeding location; Reporting captive development regularly to the Environment Agency; Process all forms of necessary permits to related parties. The occurrence of damage to tourist facilities is caused by irresponsible visitors and could be from factors that arise by themselves such as rust, weathering, and the level of resilience of existing facilities in Ecotourism at Blekok Tourism Village.

c) Regional Development

In addition to the community, there are Village-Owned Enterprises that have been formed by the village government, which is the way to support economic independence, both between groups and between regions (Village and Urban). With the existence of this Village-Owned Enterprise, Blekok Village is growing rapidly, one of which is in terms of development from a cowshed into a park to make the tourist attractions of Blekok Village look more beautiful from a comfortable atmosphere with more beautiful views to enjoy relaxing and vacationing.

D. The Role of Mass Media in the Development of Ecotourism

a) Coverage

Mass media is information that plays an important role in shaping tourist behavior and increasing awareness of issues related to tourism. However, in the Blekok Village Tourism Village, there is no cooperation agreement with any mass media, so on the contrary, the mass media themselves come to cover the Blekok Village Tourism Village because they often participate in events with the Tourism Village theme in terms of uniqueness and have their characteristics. In addition, the mass media from Jawapos covered the news that the economy in the Blekok Village Tourism Village experienced a decline in income of up to 70% every week as a result of the Covid-19 Pandemic.

b) Tourist Attraction

With a different uniqueness, Blekok Village has its charm where the mangrove tree is infested by hundreds of Blekok birds which is the hallmark of the attraction so that it often wins when a competition is held, for example, the Blekok Village Tourism Village won 1st place at the ADWI event (Village Award), Tourism Indonesia) which will be held in October 2021. The mass media outside the area also contributed to observing and interviewing Blekok Village, which has won the title of the Best Tourism Village in East Java. So, the role of the mass media also has a big impact on the development of Ecotourism in Blekok Tourism Village even though there is no cooperation agreement from any party.

E. The Role of Academics in Ecotourism Development

a) Community Service

The role of academics in Blekok Village Tourism Village from Abdurrahman Saleh University involves community service and development research. Community service aims to help the community in the Tourism Village of Blekok Tourism Village in several activities carried out without expecting any form of reward and the Abdurrahman Saleh University of Situbondo Regency has made a real contribution, especially in developing the welfare and progress of the community in Blekok Village.

b) Food Processed Production Training

In research and development that has interests related to scientific research and application development in the economic field. The collaboration with SMKN 1 PANJI
Sitiubondo which includes Processed Food Production Training is a training activity that includes good food processing procedures and is by the GMP (Good Manufacturing Practice) system to ensure that processed food products are consistently produced and monitored according to quality standards, so that it can raise the advantages of local processed food production to enrich the potential for supporting tourism.  

**Promotion Product**  
With the collaboration with SMKN 1 PANJI Sitiubondo the initiative to hold training for the local community that contains knowledge and skills about all promotional activities for a product from Blekok Tourism Village in collaboration with SMKN 1 PANJI Sitiubondo which includes both goods and services from the ecotourism area of Blekok Tourism Village through digital media, which not only aims to increase sales but also to optimize the ability to communicate products (branding) and build relationships with customers which include Website Marketing, SEO Marketing, Social Media Marketing, Online Advertising, Email Marketing, Video Marketing, Mobile Marketing, and others. Active Cooperation in Tourism Promotion is the active collaboration of the parties in terms of introducing, and marketing the tourism potential of Blekok Tourism Village to increase its selling value, including Promoting Blekok Tourism Village as a tourist destination that attracts and satisfies tourists; Improving and strengthening the image of Blekok Tourism Village tourism in the domestic and international market; Spread knowledge about the tourism products of Blekok Tourism Village that have been developed.

**V. CONCLUSION**  
It is hoped that the government will involve all stakeholders in better tourism development, as well as manage tourism retributions properly and correctly and also make written regulations regarding the construction of business buildings in the Blekok Village area. Such as making a strategy in the arrangement of business premises regarding beauty so that it can be seen better and better in the Kampung area and socializing these regulations to business actors. Furthermore, there is a need for training for Tourism Awareness Groups so that they can develop tourism properly and correctly, in addition to providing training to traders, accommodation managers, and fishermen on the environmental impacts that occur as a result of these activities and providing training to reduce and overcome environmental impacts that occur.  
Business actors in the Blekok Village Tourism area are expected to be able to form a group of business actors in establishing more advanced business relationships and now business actors are still independent or individual, besides that for shellfish crafts, they are required to minimize the negative impact of using shellfish for a craft so that the ecosystem nature is preserved. For business actors also provide promotions to tourists to target sales and socialize their products. Business actors are lacking in marketing their products and business actors are trying to arrange their wares to make them look beautiful to tourists.  

The Tourism Awareness Group as representatives of the community is more often given guidance in training on tourism, considering that Blekok Village is a Tourism Village, where Blekok Village Tourism is expected to be independent in developing tourism. In addition, the community also needs to know the importance of protecting the environment around Blekok Village, including the mangrove area so that the environment is maintained, and tourism can develop better and sustainably.  

The media is a forum for distributing existing information, the media should participate in providing true information about the real situation in Blekok Village without exaggerating or reducing information. In addition, it is hoped that the media will become one of the promotional agents in promoting and developing tourism in the Blekok Village Tourism Village.  
Academics are one of the important roles in developing tourism, therefore the role of academics is very necessary to be involved in the development plan of the Blekok Tourism Village Tourism Village, especially physical development planning so that it can run well and minimize negative impacts, especially on the environment. It is hoped that academics will also take part in the plans of policymakers so that tourism can run sustainably.  
Tourists need to pay attention to and obey the rules that are allowed or prohibited when doing activities in the Blekok Village Tourism Village, tourists must be able to maintain an attitude when visiting the Blekok Village Tourism Village by throwing garbage in the places that have been provided and participating in taking care of the facilities available at the Blekok Tourism Village.

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