

# **Tourismpreneurship: Community Empowerment To Strengthen Digital Based Tourism Economic Synergy In The Tomini Bay Area, Botubarani, Bone Bolango Regency**

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## **Abstract**

*The coastal area is currently a trending spot for tourists who want to enjoy a vacation. Even now travelers are hunting for beach tourism as a diving spot for holidays, including the coast of the Tomini Bay area. Most of the Tomini Bay area is a tourist destination for local and international tourists. However, unfortunately the charm of beach tourism in the Tomini Bay area has not been broadcast nationally or internationally, either in the form of image documentation or cinematic infographics. Therefore, the purpose of this community service is to empower the community in edutourism through English language training and tourism promotion, the beach care movement, and the accessibility of tourism promotion through digital-based and bilingual cinematic infographics (virtual tour). This program is used as an initial step to form a tourism awareness group (POKDARWIS) for the Botubarani community as a form of continuing the program to strengthen the community's economy so that it is not swallowed up by the masses. This program will later form self-help and self-help groups that grow from, by and for the community as a destination for village tourism development, especially the Tomini Bay area. It is hoped that this program will be the first step to deliver Botubarani village as a tourist destination not only on a national scale, but also on an international scale.*

**Keywords:** Edutourism, Economic Strengthening, and Tomini Bay Area.

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## **I. INTRODUCTION**

The tourism sector is one of the industrial sectors that is able to make the biggest contribution to regional economic development. Natural and cultural tourist attractions are the main capital for certain regions to develop regional economic investment. In line with this, the tourism segment is able to provide opportunities for regional income in a region. IUOTO (International Union of Official Travel Organizations) quoted by Spillane (1994) states that the tourism sector is able to make eight contributions to regional economic growth, one of which is as a trigger for national and international economic development. Related to the description above, the Coordinating Ministry for Maritime Affairs and Investment (2020) states that the realization of the tourism sector in Indonesia can be obtained through water areas that have abundant potential resources so that they can realize Indonesia's aspirations to become a world maritime axis, and be able to provide substance to people's prosperity. Gorontalo is one area that has a fairly wide ocean. Nova (2019) describes that Gorontalo Province has considerable fishery and marine potential. The water area of Gorontalo reaches 9,438.44 km<sup>2</sup> and the length of the coastline is 903.7 km, which includes 331.2 km of the north coast (Sulawesi sea) and 572.5 km of the south coast (Tomini Bay). With this potential, the Regional Secretary of Gorontalo Province, Darda Daraba hopes that Gorontalo can become a fish barn. In line with this, regional development in the Tomini Bay area has also become a priority for the Gorontalo State University (UNG) program regarding the revitalization of the Tomini Bay area in the framework of increasing economic welfare and investment in Rauf Village (2021). Thus, the potential of the sea in the Tomini Bay area is a great access for tourism development and regional economic income in Gorontalo.

Botubarani is one of the areas in the Tomini Bay area. This area has developed since the emergence of whale sharks as one of the icons of tourism in Gorontalo. The whale shark (*Rhincodon Typus*) is one of

the largest fish species in the world. Whale shark name labeling in Indonesia has different local names depending on each region. Sadili (2015) the naming of whale sharks in Indonesia is often adapted to certain regions, such as in Papua the whale shark is known as the gurano bintang, in Probolinggo it is called the tutul shark or concussion in Javanese, and there are many other terms for whale sharks. The habitat of whale sharks is generally in tropical waters including Australia, Philippines, Seychelles, Maldives, Belize and Mexico (Sadili, 2015). Meanwhile, in Indonesia, the presence of paud sharks appears in the territorial waters of Gorontalo, namely Botubarani. This was later used by the government as a marine tourism destination in Gorontalo. This great opportunity for the existence of whale sharks has received extraordinary attention from the government. Rombe, et al (2021) noted that in 2016, the number of tours reached 6,000 tourists. This figure continues to grow until in July 2016 it reached 32,043 tourists. From this data it can be ascertained that whale sharks have an attraction that can invite tourists.

The presence of whale sharks in the area provides benefits for residents so that they can boost the local village economy, which of course can be enjoyed by local residents. The more tourists, this further boosts the benefits obtained by this tour. Unfortunately, the whale shark is one of the categories included in the endangered appendix as mapped by the Convention of International Trade in Endangered Species of Wild Fauna and Flora (CITES) and The Conservation of Migratory Species of Wild Animals (CMS) Enita, et al. (2017). Therefore, it is necessary for us as citizens of Gorontalo to revitalize this whale shark tourist destination so that it can balance the local economy. There have been several studies that have attempted to revitalize through several strategies including Sino, et al (2016) who evaluated Whale Shark ecotourism, Enita, et al (2017) which raised oceanographic factors for the appearance of whale sharks, Prihadi, et al (2017) environmental carrying capacity and suitability analysis on whale shark tourism, and Rombe, et al (2021) who looked through water quality in temperature, pH, and salinity. There is still little research output that mentions bilingual-based cinematic infographic-based tourism promotion as an opportunity to attract foreign tourists.

Meanwhile, the community's knowledge regarding eduwisata regarding regional revitalization is still lacking, and until now it can be seen that the condition of the Botubarani waters since the end of the community service activities carried out by UNG in the form of a giant trash can is still not being used properly by the local community. Therefore, there needs to be a tendency that is able to strengthen the pattern of tourism awareness from the community so that it is sensitive to the conditions of the surrounding environment. This service program is expected to be one of the programs that can strengthen the development of tourist destinations in Botubarani and is able to form POKDARWIS in the region as a form of maintaining and preserving whale shark tourist destinations in the region. The community service program will later come with three main programs including edutourism training for the community, preservation through the beach care movement program, and accessibility of tourism promotion through digital-based cinematic infographics (virtual tour).

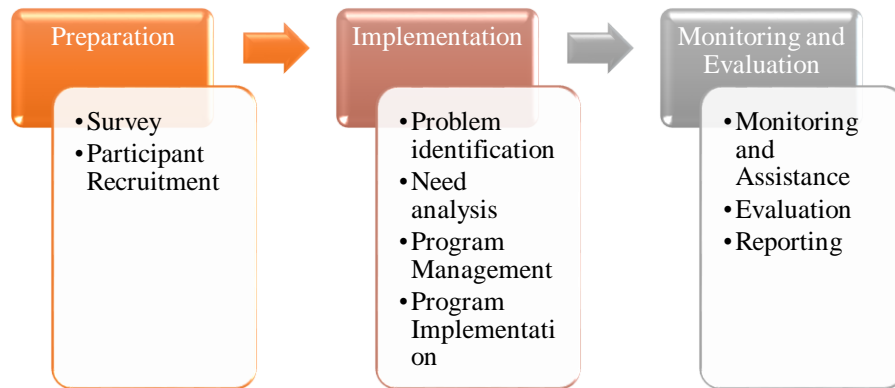
## II. METHODS

The solutions offered for this service cover the basic priority problems faced by community groups where these solutions are not only for temporary short-term interests but are long-term solutions that develop the local regional economy. The solution to using digital-based information technology in relation to this service is closely related to the use of bilingual-based cinematic infographics. The implementation of this information technology supports two areas which are partner priority issues, namely:

- a. Managerial aspects include POKDARWIS management, English language training and edutourism socialization for the community, and training in making geoproduks by utilizing the potential of the surrounding nature and labeling of MSMEs that do not have business legalization. The indicators of the achievement of this program are the availability of adequate resources, as well as adequate technological accessibility
- b. The technological aspect includes making cinematic infographics in the form of virtual tours related to Botubarani's blue tourism and promotion of digital-based products for the development of foreign-based

whale shark tourism. An indicator of achieving this goal is the availability of human resources and technology that supports the creation of tourist infographics.

The method used in this service program is the empowerment of the surrounding community in program management including planning, activity, reporting and technical management accountability in economic development. In addition, edutourism training and socialization methods are priority programs that are able to develop the regional economy. The description of the action of the community empowerment program in this activity is divided into three stages, namely the preparation stage and the implementation stage of the core activities, and monitoring and evaluation



### III. RESULTS AND DISCUSSION

Community service activities carried out in Botubarani Village are community service activities that involve students to serve the community so as to provide new experiences for students related to community activities. For more details, the results of community service activities include the following:

#### A. Pre-Activity

Community service activities involving students or commonly abbreviated as PMM are service programs carried out by lecturers by involving students as objects in field coordination, so as to create cooperative collaboration between lecturers and students. To start this program, of course, the pre-activity carried out by the PMM team was initiated by debriefing activities carried out by LPPM UNG for all Thematic KKN, MBKM, and PMM students and then coordinated by supervisors in PMM debriefing with students.



**Fig 1.** Coaching with LP2M UNG



**Fig 2.** Coaching with Supervisors

Figure 1 shows the debriefing activities organized by LP2M UNG in the UNG auditorium, which was attended by the Chancellor of Gorontalo State University, Head of Bappeda Gorontalo Province, Director of Drugs for the Gorontalo Police, Deans of Faculties, and Field Assistant Lecturers on Monday, July 10, 2023. This debriefing aims to provide basic provisions for students at service locations. Similar to Figure 2, the debriefing activities are carried out by accompanying lecturers for PMM students in Botubarani Village to convey the program of activities that will be carried out by students at the PMM KKN location.



later. This form of coordination is of course a form of cooperation between accompanying lecturers and students so as to create effective communication when students will carry out the program together.

### B. Preliminary Activities

After the pre-activity was carried out by the accompanying lecturers and the LP2M UNG, students and accompanying lecturers headed to the PMM KKN location in Botubarani Village on July 14 2023. This activity took place at 08.00 WITA according to a mutual agreement between lecturers and students.



**Fig 3.** Departure to the KKN PMM Botubarani

The departure of the PMM KKN students in Botubarani Village certainly received a warm welcome from the Head of Botubarani Village with the approval of program priorities mutually agreed upon by the head of Botubarani Village. Of course, in welcoming PMM KKN students, the head of Botubarani Village expects the contribution of students and lecturers to the ADWI 2023 program to achieve a MURI record in Indonesia. This contribution is expected by the village to take part in the arrangement and cleanliness of the Botubarani tourist site so that it can become a well-known tourist destination in Indonesia.

### C. Core Activities

The core activities in the PMM KKN program are as explained earlier that there are 3 main programs that have been implemented by the PMM KKN team, including: edutourism, environmental care, and digitalization. For more details, these activities can be described as follows:

#### 1. Edutourism

The KKN PMM educational tourism program in Botubarani Village includes four programs including: English language training and tourism management with a global nuance, as well as training in making nature-based products or geoproducts and labeling MSME businesses as a business identity. The purpose of this activity is to train and improve community competence in English concepts and Botubarani tourism.

##### a. English Training

English language training is one of the program priorities of the PMM KKN team in Botubarani Village in developing community competence in tourism in Botubarani Village.



**Fig 4.** English Training for children and Fishermen

Figure 4 above shows the implementation of the English language training program initiated by English education students, in this case KKN PMM students to form a confident character for fishermen and children in Botubarani Village. This activity also aims to familiarize the public or fishermen to communicate in English with foreign tourists. The implementation of this program is carried out by students in hallway IV where tourists visit whale shark tours.

b. Tourism Management with a Global Nuance

Global nuanced tourism management is one of the PMM KKN team programs in supporting tourism development in Botubarani Village. This can also be related to the importance of the ADWI 2023 program for the community.



**Fig 5.** Socialization and Tourism Management Training for the Community

Figure 5 above is one of the core programs implemented by the PMM KKN team by involving elements of the Bone Bolango tourism office, represented by Mr. Yudiawan Maksum, S.Si in providing information to the public regarding tourism awareness to achieve the expected targets. In its implementation, this socialization activity was also attended by accompanying lecturers, village officials, beach safety officers, and the community in general.

c. Training on Making Nature-Based Products or Geoproducts

Training on making nature-based products or geoproducts has been carried out by the PMM KKN team through making frozen meatballs from mackerel.



**Fig 6.** Training on Making Frozen Meatballs from Mackerel

Frozen meatball making training is one of the main programs of the PMM KKN team in utilizing the natural potential in Botubarani Village. Mackerel is a type of fish that can be found in the Botubarani sea area. In its implementation, the PMM KKN team has invited 3 resource persons who have expertise in processing mackerel into frozen meatballs. The three lecturers include: Mrs. Yulinda Ismail, M.Si, Mrs. Yuyu Isyana D. Pongoliu, SE, MSc, and Mr. Agus Hakri Bokingo, M.Sc. These three speakers became speakers in the process of making frozen meatballs and digital-based product marketing strategies. This effort was carried out as a stage to encourage the community to produce geoproducts that have economic value for the people of Botubarani Village.



#### d. MSME Business Labeling as a Business Identity

This program is one of the main programs implemented by the PMM KKN team in developing the business of the Botubarani Village community



**Fig 7. MSME Business Labeling**

This program is one of the priority programs carried out by the team to develop MSME businesses that are running in Botubarani Village. This aims to show the labeling of the type of business initiated by the community so as to make it easier for the community to sell their business. This form of labeling is carried out through preliminary observations by first determining 10 business units to be labeled based on the name and type of business run by the community.

#### 2. Environmental Care Movement

The Caring for the Environment movement is one of the priority programs run by the PMM KKN team which includes two activities, including: the formation of POKDARWIS in Botubarani Village and the PHBS group movement for youth organizations and collecting rubbish on the beach

##### a. Formation of POKDARWIS

POKDARIWS (Tourism Awareness Group) is one of the programs carried out by the PMM KKN team and the community to preserve and maintain tourist destinations so they can become an attraction for the public or visitors.



**Fig 8. POKDARWIS Management Formation Deliberation**

POKDARWIS in Botubarani Village has basically been formed based on joint deliberations formed by the village community. However, in its management there are several memberships that need to be revised again, so the PMM KKN team and lecturers are trying to maximize filling the void and reshaping POKDARWIS in the village of Botubarani. The results of the deliberation itself determined that the chairman of the POKDARWIS in Botubarani Village was chaired by Mr. Wahab Matoka with 15 members.

##### b. PHBS Movement and Garbage Collection

In order to preserve the beach of Botubarani Village and public health, the PMM KKN team collaborated with certain parties including the Bone Bolango Health Office, Kabila Bone Sub-District Head, Botubarani Village BPD, and the community to hold a stunting meeting to prevent an increase in the stunting rate in Botubarani village. Not only that, the environmental care movement was also carried out jointly with several parties, including village officials, the Indonesian Navy



**Fig 9.** Garbage Collection Movement and Installation of Garbage Prohibition

The garbage collection movement carried out by the PMM KKN team is of course inseparable from the role of various parties such as the TNI who have contributed to cleaning up the Botubarani beach environment. This effort was made in anticipation of the International Day of Whale Shark or the international day of whale shark tourism.



**Fig 10.** Rembuk Stunting Movement

Meanwhile, the stunting rembuk movement was also carried out by the PMM KKN team in collaboration with the Health Office, BPD, Kabila Bone Sub-District Head, and the community to socialize and encourage ways to prevent stunting among the community. This was done by the village in commemorating the International Day of Whale Sharks

### Discussion

Botubarani is one of the villages located right facing Tomini Bay. This village belongs to the Kabilabone District, Bone Bolango Regency, Gorontalo Province. Most of the residents in Botubarani Village make a living as traditional fishermen using boats no more than 2 GT (gross tonnage). The common ship propulsion engine used is the ketinting engine outboard motor with a power of not more than 4000 rpm. Local fishermen catch fish by fishing and casting nets. Some fishermen who operate at night use light-producing devices (lamps) to facilitate the process of catching fish. Tourismpreneurship is the slogan of KKN PMM student activities in Botubarani Village. This slogan is expected to provide a positive new nuance to the development of the Botubarani village area.

In its implementation, the enterprising and hard work shown by Botubarani Village KKN students can be realized through several activities so as to produce positive results for the region. One of the successes of their contribution is that Botubarani Village KKN students have succeeded in elevating Botubarani Village as the third best winner in ADWI at the national level through contributions to the environmental care movement which also collaborates with local parties to protect tourist attractions. Another level of success can be demonstrated through the success of the PMM KKN team in training the community in processing mackerel into frozen meatballs. The processed products can finally be sold at the Botubarani village bazaar when commemorating International Whale Shark Day. In addition, the impact of English training on children and society eventually leads them to be able to speak with foreign tourists even though only a few limited vocabularies. But the effort to talk to tourists can be felt well.

#### IV. CONCLUSION

The implementation of PMM community service in Botubarani Village made a good contribution to the development of Botubarani village. Through field observations it can be concluded that the activity went well and smoothly. Students are able and serious in dealing with the social world and serve the community in a real way, so that in the future they are able to adjust problems in everyday life with all the knowledge and experience they have. Students are also able to make contributions in the form of thoughts, reforms, coaching, and transfer knowledge gained in college to the people of Botubarani Village. Regarding the service program, the three priority activities in the form of educational tourism, environmental care movements, and digitalization have been successfully carried out by the PMM KKN team well, so that they have been able to deliver success in several programs such as ADWI 2023 which has won the best 3 in MURI Indonesia. Besides that, the team has also succeeded in commemorating the international whale shark day.

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