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# Exploring Regional Potential to Strengthen Income in the Framework of Welfare Community

*Explorando el potencial regional para fortalecer los ingresos en el marco de la comunidad de bienestar*

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### RESUMEN

El El estudio tiene como objetivo investigar el potencial regional para fortalecer el ingreso original local en el marco de la comunidad de bienestar basado en la sabiduría local. El autor utilizó el enfoque jurídico normativo y empírico. Como resultado, el papel de la sociedad, en general, es participar en el mantenimiento de un buen ambiente, seguridad propicia, amigable y terrenal como en las reglas de la gira como un encanto. En conclusión, el turismo de gestión potencial en la isla de Pahawang se encuentra en una bahía donde las aguas son tan claras, lo que hace que la belleza del mar alrededor de la isla sea bastante fascinante.

**Palabras clave:** Ecoturismo, potencial, regulación, sabiduría local.

### ABSTRACT

The study aims to investigate the regional potential to strengthen original local income in the framework of the welfare community based on local wisdom. The author used the juridical normative approach and empirical. As a result, the role of society, in general, is to participate in maintaining a good environment, conducive security, friendly and earthy as in the rules of the tour like a charm. In conclusion, the potential management tourism in Pahawang Island is located in a bay where the waters are so clear, making the beauty of the sea around the island quite fascinating.

**Keywords:** Eco-tourism, Local Wisdom, Potential, Regulation.

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## INTRODUCTION

The eco-tourism is one of the most dynamically developing provinces of tourism. Its planning and development appear more and more frequently in the regional development concepts of the micro-districts. As far as eco-tourism is based on the natural values, and it exposes and shows but at the same time loads these values, it is very important to plan this kind of tourism paying special attention.

This study results from the current position of eco-tourism in the world and favourable conditions for its development in the Pahawang Island Tourism Area, Lampung Province, in Indonesia. It also renders the strategies of development of eco-tourism on potential resources and points to its tourism resources suitable for the development of active tourism, and to show existing and potential impacts for local original income as an important economic activity.

National goals and objectives provide direction for the implementation of development in order to run effectively, efficiently, and in accordance with its objective is to implement regional autonomy.

Prior to this, decision-making awaited the central appointments and briefings in the form of strategic proposals, in parallel with the emergence of legislation to manage local government administration as well as local financial empowerment to be more useful for regional development from planning, organizing, implementing and supervising the collection and its distribution is one of the instruments to increase the regional development revenue source. Talking about tourism, as a relatively new phenomenon, his influence on the transformation of physical space (geographical environment) is the subject of more and more investigations in geography, ecology, and other similar disciplines (Jović & Popović: 2006, pp. 53-55; Ahmad & Sahar: 2019, pp. 1540-1543).

Regional revenue sources refer to the law on the financial balance between central and regional levels, which are adjusted and harmonized with the division of authority between the central government and local governments. In this case, the local government is given the right to obtain financial resources in the form of certainty of the availability of funding from the government in accordance with government affairs submitted, namely the authority to collect and utilize local taxes and levies, the right to obtain profit sharing from local resources in the region and balance funds others as well as to dismiss the area and obtain funding sources with the basic principle of Money Follows Function.

According to Jamal et al. (2015), regional revenue is the right of local government recognized as an increase in net worth value in the period of the year in Act No. 33/2004 Article 1. Regional revenues in the APBD structure are grouped into the Local Revenue, balanced funds, and other legitimate income. Indonesia has a wide range of wealth and natural beauty. The country that consists of thousands of islands presents incredible beautiful scenery and famous to the world. Most of the islands in Indonesia are targeted by tourists. Not only tourists from Indonesia, but tourists from the various country of the world also come to witness the beauty of nature in Indonesia (Mardani & Fallah: 2018, pp. 53-62).

One of the most important segments of the research regarding tourists' behaviour in tourism is the process of decision making about a tourist destination (Ahmad & Ahmad: 2018, pp. 44-49; Berg et al.: 2004). Lampung Province is one of the provinces in Indonesia that is rich in marine and coastal resources both the beauty of coastal areas and resources in the form of production of fishery and marine products. Maritime tourism which includes the beach and Pahawang Sea located in Pesawaran Regency is one of the attractions and the leading tourism sector in Lampung Province. For this kind of eco-tourism destinations, it is very important to preserve the original, authentic elements. Creators and organizers of travel arrangements need to be proactive, and they need to use their help, time and income in order to strengthen local original income development.

Pahawang tourism is developed to be able to encourage economic activities and enhance the image of Pahawang Island even Indonesia, improve the welfare of local communities, and provide expansion of employment opportunities with the ecotourism mining model. The term ecotourism can be interpreted as a journey by a tourist to a remote area with the aim of enjoying and learning about nature, history, and culture in an area, where the tourism pattern helps the local community's economy and supports nature conservation.

## METHODS

This study will discuss the potential management and regulation in Pahawang Island based on local wisdom. Pahawang is an island part of the Pesawaran Regency in Lampung Province in Indonesia. The study discussed and focused on this island that has developed by local government, and currently, become the most favourite tourist destination, preferably in Lampung province, Indonesia.

The study is a qualitative method using content analysis, where the analysis is an in-depth discussion of the content of written information or printed in the mass media (Lasswell: 1968, pp. 57-70). Content analysis can be used to analyze all forms of communication such as newspapers, radio news, television advertisements and all other documentation materials. Most of the data on this research was taken by literature, website, documentation (online and offline) and any observations and interviews from local government (Pesawaran Regency and Margapunduh Sub-district).

The author used the juridical approach of normative and empirical. Where, a Normative Juridical Approach is the approach by reviewing the rules, theories, concepts and legislation (Burley: 2017, pp. 11-46; Ahmad & Ahmad: 2019, pp. 746-778). In this research, the approach related to the issues to be discussed is the potential and regulation of the management of pahawang islands based on local wisdom. Besides that, an Empirical Approach is research by plunging directly into the field against the object of research in order to collect primary data obtained directly from the object of research through observation and interviews with respondents or resource persons (Guest et al.: 2012), where the approach associated with Pahawang Island Tourism Area.

## RESULTS

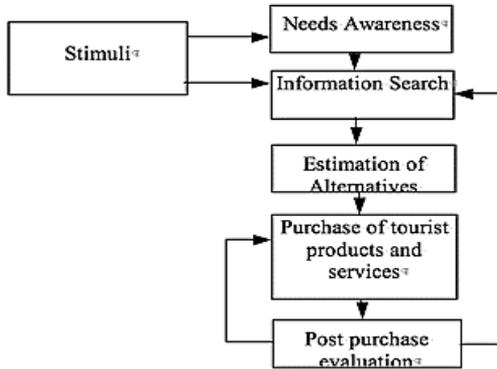
Pahawang Island is located in District Panduh Pidada, Pasawaran Regency, South Lampung. To reach the area of Pahawang Island, from the city centre Bandar Lampung cover a distance of about 25 km or about 2 hours road trip to the Port of Ketapang. From the bustling harbour of the boat and fishing activities, the journey continues by boat for 40 minutes. Until the end of 2015, there is no public transportation route that serves the Bandar Lampung route to the Port of Ketapang. To promote the existing tour in Lampung, it is necessary for the creation of public transport connections from one tourist attraction to another tourist attraction in Lampung. So as to facilitate the tourists, both the archipelago and abroad, to better recognize the various forms of the natural beauty of Indonesia because of the diversity of nature and culture is one of the charms of Indonesia.

The provision of interpretative facilities and services promote the value and societal benefit of geological and geomorphological sites and their materials, to ensure their conservation, for the use of students, tourists, and other casual rationalists. Pahawang Island itself is divided into two, namely Large Pahawang Island and Small Pahawang Island. Large Pahawang Island has an area reaching 1,000 hectares. Pahawang Island is home to more than 300 families, most of who work as fishermen. Large Pahawang Island is equipped with schools and health centres



Figure 1. Map of Pahawang Island

Talking about the process of decision making about a tourist destination, it refers to the introduction above, and there are the most commonly analyzed which is the classical decision-making model which treats a potential tourist as a person who, by making a decision about a tourist destination, solves his problem, and it involves five phases: need awareness, search for information, estimation of alternatives, the decision about purchasing a tourist product or service, and feedback after purchasing (Figure 2).



**Figure 2:** Decision-making process of potential tourist

According to Đerl et al. (2007), cultural values fall within the category of authentic values with attractive and autochthonous qualities. Depending on the need some would be conserved and restored in order to function within a tourist offer because tourism is an activity, which should be based on, protected values and maintain their preservation in the sense that it is not degraded by tourism, but the profit is used to finance the protection and enable comfortable life of local people. The conditions created in this way make possible facilitate sustainable development in Pahawang Island. Consequently, tourism, as a complex and propulsive activity, will develop. Finally, it will not only bring positive economic changes for this area but also for every potential and recognized tourist regions which stand in complementation with cultural values (Đeri et al.: 2017, pp. 96-105).

Creation of tourists map with positions of the most important geoheritage sites would pay attention of tourists and force their visiting (Đurović & Đurović: 2010, pp. 126-132). To reach Pahawang Island, tourists make a trip to the sea crossing using a motorboat from Ketapang Pier, District Padang Cermin. The crossing is usually taken in about an hour. During this trip, tourists can enjoy a variety of marine animals from the boat, because the waters are so clear. The trip usually goes to Large Pahawang Island, where most of the residents live. In Large Pahawang Island, many houses are commonly used as a place to stay.

Tourist trends are created as a result of the overlapping of interest of the four major elements: (1) destination (2) Region with the attractive tourist asset (3) Population living on or near the locality which represents a tourist asset, and (4) visitor drawn by the attractiveness of the tourism assets (Bjeljac & Čurčić: 2006, pp. 73-77). Pahawang Island is in a bay where the waters are so clear; making the beauty of the sea around the island is quite fascinating. The beauty and charm of the coral reef ecosystem is an underwater paradise for snorkelling and diving lovers. So not surprisingly, if this place becomes prey for divers from different regions. Indeed, today Pahawang Island became a new tourist destination is quite popular.

To enjoy the charm of underwater scenery in Pahawang, tourists must use a motorboat rental to go to a number of snorkelling and diving spots. The coral reefs under the sea become the habitat for various species of marine ornamental fishes. The fish seemed to be wandering about back and forth between the reefs; it was an exotic sight, so stunning.

The rapid development of Pahawang island tourism is not supported by the readiness of regulation as legal protection in the management of Pahawang island tourism potential based on local wisdom. Pahawang Island is included in the administrative area of the Pesawaran Regency, causing the government to start looking at potential tourism pahawang as one of the leading tourists, but in that year the government has not been focused for the development of pahawang tourism. Various parties are concerned about environmental sustainability Pahawang Island because there are no regulations that protect this area from threatening various tourist activities there. In 2016, one of the concerned organizations of the Lampung Corporate Social Responsibility Forum started to plant coral reefs as a conservation effort in the Pahawang Island tourism area.

Tourism as economic activity becomes the more and more important place in the economy and is characterized by the addition of direct and indirect impact of development on a number of other industries (Penić et al.: 2016, pp. 181-190). Tourism is a popular global leisure activity, which has large economic value for many countries, especially in the developing world. Tourism offers opportunities for substantial growth, although success depends on the effective marketplace value, quality of the developed products and the establishment of meaningful community-private-public partnerships. The development of tourism activities in a region will affect the economic sector and encourage the development of other sectors, especially in expanding employment and business opportunities. (Nurhasanah: 2018, pp.15-20). Potential tourist area Pahawang Island at this time there is no good management. So that potential has not got protection in its management.

Conservation	Education	Community empowerment	Local Economy	Society participation
<p>The absence of regulations for tourists not to damage the environment (coral reefs)</p> <p>Communities, NGOs, and governments have started to worry about the threat of increased Pahawang tourism activity</p> <p>The absence of comprehensive planning for the development of Pahawang Island Ecotourism</p>	<p>The absence of educational activities for tourists on the island of Pahawang which must pass through regulations and TIC (tourist information centre)</p>	<p>The indigenous people of Pahawang Island have begun to benefit from the tourism activities, but the benefits are more dominantly felt by outsiders Pahawang who do tourism business in Pahawang, such as guide, boat owner, owner of snorkelling equipment</p>	<p>The local economy is growing in the form of homestay, food stalls, boat rentals</p> <p>Undeveloped local economies, namely souvenirs, creative economy, guide</p>	<p>Community participation in the conservation of mangroves and coral reefs</p>

**Table 1:** Pahawang eco-tourism issues

Great community involvement in tourism development in Pahawang Island. Local people are the main drivers and direct beneficiaries of developed tourism, so in this case, the capacity building of the community must be done in tourism development. The role of society, in general, is to participate in maintaining a good

environment, conducive security, friendly and earthy as in the rules of the tour like a charm. They should preserve the original, authentic elements. They should cherish a maximally open and constructive relationship.

## DISCUSSION

Contacts between tourists and local people should be spontaneous. It is necessary to cherish an exchange of ideas about all problems that may become the subject of public discussion. That means that the atmosphere of positive influence between tourists and local people needs to be created. Observing, learning, and value respect make the base of tourists' visits. Therefore everything that is valuable, attractive must be preserved. Moreover, new attractions in the spirit of ecotourism destination must be created. Besides the community is also a direct manager on tour on the island of Pahawang. This led to changes in the pattern of community activities, from fishing and farming activities to tourism activities, especially on Saturdays and Sundays.

The roles of the community in the development of Pahawang Island Tourism: include: (1) providing homestay lodging facilities, there are about 30 homestays owned by the community, (2) provide food and drink to tourists; (3) renting water tourism equipment, snorkelling; establish forums and forums for dialogue among community leaders for the development and management of tourism; and (4) conducting joint deliberation in tourism management of Pahawang Island with Pahawang Island community, Regency Government, Regional representative council.

In the meantime, the roles of government in tourism development Pahawang Island include: 1) giving support and participate in counselling group Sadar Wisata (a tourism community program) that has been formed local community Pahawang, 2) provide support facilities of lodging supporters include equipment such as mattresses for a homestay, snorkelling equipment, waste bins, mountain bikes and more, 3) determination of ship rules and ship rate, 4) implement promotions through exhibition tours to attract Indonesian and foreign tourists, 5) realizing the formation of cooperatives, 6) tourism safety and security training, 7) since 2016 (new government) to make tourism as a leading sector, and 8) first time will carry out the event Pahawang festival, in November 2016, as a tourism event with an island roaming agenda, photography competition, ornamental boat races, and Pahawang adventure.



**Figure 3:** Diving in Pahawang Island

Based on the roles of society and government described above, there is no clear specification in the regulation of potential tourism management of the Pahawang Island area. This causes uniformity in the management because it is managed by each community owner of the Pahawang Island area, which has tourism potential such as snorkelling and diving places.

## **CONCLUSION**

Based on the above explanation, it can be concluded that the potential management tourism in Pahawang Island is located in a bay where the waters are so clear, making the beauty of the sea around the island is quite fascinating. The beauty and charm of the coral reef ecosystem is an underwater paradise for snorkelling and diving lovers. The coral reefs under the sea become the habitat for various species of marine ornamental fishes. The fish seemed to roam about back and forth between the reefs, an exotic and spectacular sight.

Besides that, regulation of potential management of the pahawang island tourism area is not supported by the readiness of regulation as legal protection in the management of Pahawang island tourism potential based on local wisdom. Pahawang Island is included in the administrative area of the Pesawaran Regency, causing the government to start looking at potential tourism pahawang as one of the leading tourists, but in that year the government has not been focused for the development of pahawang tourism. Various parties are concerned about environmental sustainability Pahawang Island because there are no regulations that protect this area from threatening various tourist activities there.

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