

Encouraging Local Community Participation through Protecting the Environment and Promoting Globally Competitive Destination in the Malabero Village, Bengkulu City

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ABSTRACT

Many fishermen live in Malabero fishing village, one of Bengkulu's most popular tourist and historical regions. Like others, this Malabero fishing village has overflowing buildings and poor infrastructure. Tourists can see this slum fishing community because of its placement on a tourist route. The tourist attractions around this fishing community contrast with this image. The ecology, society, and economy should benefit from fishing villages' closeness to tourist attractions. The reality is that tourism development in that location is not matched by fishing village development, giving the appearance that the development is independent. The slum fishing community may deter tourists from visiting tourist areas. Like the fishing village, tourism did not benefit them. Promotion of destinations is another issue. Visitors and locals must promote. Malabero fishing village can revitalize tourist destinations by offering a variety of appealing promotional packages that show a friendly impression, cleanliness, good infrastructure, and layout, as well as many local community-led tourist activities. Thus, this community program educates and socializes Malabero residents about environmental preservation and sustainable tourism.

Keywords: *Malabero fishing village, Local community participation, Environment, Promotion, Competitive Destination.*

I. INTRODUCTION

Malabero fishing village is in one of Bengkulu's most famous tourist and historical areas, and many of its inhabitants are fishermen. Kampung Nelayan Malabero has a great deal of tourism potential, both ecologically and culturally. Fort Malborough and Tapak Paderi are two nearby tourist attractions. In contrast to the nearby tourist destinations, the Malabero fishing villages appear to be slums despite their proximity to them (Aulianti and Mussadun, 2017). According to the Malabero Village monograph, the Malabero Village has a population of 2527 people, with 1170 people (45.8%) working as fishermen. This fishing village's location is quite strategic; its location on the edge of the sea has a high potential for natural marine fisheries resources, so this village indirectly has a high tourism potential. This

village's accessibility is also quite good, as it has access from many directions, is supported by good road conditions, and serves as a tourism route for the City of Bengkulu.

This Malabero fishing village, like others, appears rundown, with densely packed houses close together and inadequate infrastructure. Because of its location on a tourist route, the existence of this slum fishing village is clearly visible to tourists who visit tourist sites. This image conveys the impression of a contrast with the tourist attractions nearby this fishing village. The proximity of fishing villages to tourist attractions should have a positive impact and benefits for fishing villages in terms of the environment, social, and economic. However, the reality is that the tourism development in that location is not matched by the development of fishing villages, giving the impression that the development is not integrated but runs separately. This slum fishing village may have a negative impact on the attractiveness of tourists to visit tourist sites. Similarly, the fishing village community did not benefit from the tourist location.

Basically, Tourism activities should be able to help the Malabero Fishing Village develop. Existing tourism potential should be able to be integrated with existing Malabero fishing village potentials. As a result, the two areas can collaborate to develop a sustainable coastal tourism area. Several studies suggest that issues concerning sustainable destinations must involve the local community, because community participation has a significant impact on destination sustainability.

Efforts can be made to raise local community awareness of the importance of sustainable environmental management in preserving tourist destinations. Furthermore, good environmental management will increase a tourist destination's attractiveness and image, allowing it to become a strong magnet for local, national, and international visitors. Another issue concerns destination promotion. Promotion must be carried out not only by visitors, but also by the local community. By displaying a variety of appealing promotional packages that can demonstrate a friendly impression, cleanliness of the destination, good infrastructure, and layout, as well as many tourist activities that can be carried out with the local community, Malabero fishing village will be able to breathe new life into the development of tourist destinations. As a result, the purpose of this community service is to provide counseling and socialization to the people of the Malabero about the importance of environmental preservation and promoting sustainable tourist destinations.

Some of the issues and problems confronting the Malabero fishing village are as follows:

- The residents of the fishing village of Malabero still have a low level of awareness regarding environmental protection.
- Due to a lack of promotion from the local community itself in introducing their area to a large audience, Malabero fishing village tourist destinations like Fort Malborough and Tapak Paderi are not well known.

II. LITERATURE REVIEW

Malabero Fisherman Village

The Kebun Keling tourist area has many attractions, whereas the Tapak Paderi tourist attraction has four attractions: talud spots, lake spots, beach spots, and Tapak Paderi culinary centers, whereas Fort Malborough has only beautiful views from both inside and outside the Fort. However, most of the attractions in the Kebun Keling Tourism Area are tangible and monotonous.



Figure 1. Keling Garden Tourist Attractions Map

This area's accessibility is quite good, as evidenced by easy access to this location and good quality roads; however, there are no public transportation routes serving routes to this area. Because this area does not yet have lodging, tourists who want to spend the night prefer to stay in the long beach area. In terms of restaurant completeness, there are quite a few in the Tapak Paderi tourist attraction area, but the variety is lacking; in this area, there are snack centers and tent stalls selling roasted corn and young coconut. Meanwhile, there are no restaurants that serve main courses; only snacks are available. As a result, tourists seeking a more substantial and varied meal prefer to dine in the Long Beach area. There are several restaurants in the area that serve a variety of seafood. The public toilet facilities in both tourist attractions are adequate for visitors' needs; however, the public toilets in Tapak Paderi Beach Tourism Object are poorly maintained and appear abandoned, as evidenced by public toilets that cannot be opened or locked, and public toilets that are dark and dirty. In the other hand, the public toilets at the Fort Malborough tourist attraction are quite good; they are clean, and there are two toilet cubicles on the inside.

There are two prayer rooms at the Malabero Beach tourist attraction that are still in good condition, but one of them cannot be used. The locked prayer room doors and abandoned buildings demonstrate this, while the other prayer rooms are located on the east side of Tapak Paderi Beach. In comparison to other musholas, this one has a well-kept building. Meanwhile, the tourist attraction Fort Malborough has prayer facilities within the Malabero Fort. The parking facility at the Tapak Paderi Beach tourist attraction is in front of the lake spot, and it has an area of approximately 0.31 Ha, but the conditions are erratic. The parking facilities at the Fort Malborough tourist attraction are located on 0.08 Ha of land in the western part of Fort Malborough. Garbage facilities at the two tourist attractions differ significantly; in the Tapak Paderi area, there are only a few trash cans, and the location is quite far away; additionally, cleanliness is not very well maintained at Tapak Padri. Meanwhile, the waste disposal facilities at Fort Malborough are excellent. As evidenced by the numerous trash cans

placed throughout Fort Malborough by the manager. Tourism development requires information and promotion because promotion increases the likelihood of attracting tourists to visit tourist sites. The promotion is carried out by publishing tourist objects on the internet; these two tourist objects are published on two websites, namely the Bengkulu Province Tourism and Culture Office's website (<http://pariwisata.bengkuluprov.go.id> and <http://disparekrabengkulukota.info>).

Malabero Fisherman Village

Malabero fishing village is one of the fishing villages on Bengkulu City's west coast. This fishing village is strategically located near the Kebun Keling tourist area. The Malabero Fisherman Village beach, fishing activities at sea, fishing activities on land, fish processing industry activities, dried fish stalls, seafood snack stalls, and fish head culinary are some of the possibilities in this fishing village.



Figure 2. Malabero Fishing Village Tourism Potential Map

Malabero Fisherman Village is in a prime location. Bengkulu City's tourism path passes through this fishing village. This strategic location provides distinct advantages for the Malabero Fishing Village, as evidenced by the excellent condition of the Malabero Fishing Village's roads, which are paved and free of potholes. The environmental roads in Malabero Nelayan Village are much smaller and narrower than the main road. These neighborhood roads range in width from 80 centimeters to 2 meters. There are residents' houses that can be used as lodging, restaurants, prayer rooms, and toilets available in Malabero Fisherman's Village, but no parking facilities. This is because the Fishermen's Village area is relatively small, with houses that lack a building border line (GSB). As a result, this village appears crowded, filthy, and devoid of open space. There are several communities in this fishing village, including the fishing community and the dry fish community. If used as a promotional medium, this community is very important, but these two communities have

been vacuumed. Essentially, fishing communities can help to sustain existing tourism activities.

Efforts to Develop the Information and Promotion

Information and promotion in the Malabero fishing village can benefit the community, but there are obstacles due to the community's vacuum. One of the principles of ecotourism is community participation, which takes the form of community participation in ecotourism planning, utilization, and control. Meanwhile, this community is appropriate based on cultural principles because these two communities are forms of culture in the Malabero Fisherman's Village. Proposed efforts that can be carried out in accordance with environmental and cultural principles, namely strengthening and empowering the existing community in Malabero Fisherman Village to support tourism information and promotion.

Environmental Sustainability Practices

Accommodation in the Malabero Fisherman's Village is provided with the Malabero Fisherman's Village's houses. However, when it comes to environmental principles, there are still several aspects that are not in accordance with them. Such as the location's poor household waste system, waste management, and electricity and water use. In terms of social culture, the use of fishermen's houses as a tourism component has resulted in local culture. The issue is the aesthetics of the houses here, which are irregular and appear rundown. There are several suggestions based on the environment and culture, the first of which is to continue to use fishermen's houses as lodging so that local culture remains at the center of tourism. Several environmental improvements have been made, including better waste management, more efficient use of electricity and water, and the processing of household waste to maintain environmental quality. Furthermore, the aesthetic elements of existing buildings in the area are being improved without having to abandon the community's local culture.

Framework for Problem Solving

In order to better maintain the sustainability of the surrounding environment and be able to support the promotion of their tourist destinations, this community service project aims to raise public awareness in the Malabero fishing village. Furthermore, by brainstorming environmental problems, destination sustainability, and waste management, conducting counseling and outreach to raise public awareness, and educating the public on the significance of supporting the promotion of tourist destinations through various media outlets that are easily accessible to a wide audience, this community service activity is expected to provide strategic input for the Malabero fishing village community. In conclusion, the diagram below explains the steps in problem solving:



Figure 1. Problem Solving Framework

Methods of Activity Implementation

The following method will be used in community service:

1. Conduct a detailed pre-survey to identify environmental conditions.
2. Inviting community members to socialize and invite resource persons from the University of Malaysia Kelantan to community service activities.

3. Activities are carried out in which participants are given an introduction, knowledge, and motivation to raise their awareness of environmental issues and how to protect their environments. Furthermore, the local community is socialized on how to widely promote their own destination through various media.
4. Method of presentation, namely, explaining information briefly and concisely but clearly using language that the community can understand.
5. Multimedia Visualization through the visualization of examples relevant to current conditions.
6. Evaluate and monitor participant activity during the activity.
7. When receiving an explanation of the theory, service participants should use the question-and-answer method.

III. RESULT AND DISCUSSION

Result of Activity

This community engagement activity is conducted by the Management Department of Bengkulu University's Faculty of Economics and Business. Beginning with the preparation phase (location survey, creating service proposals, etc.) and concluding with the final report on community service, this activity lasted four months. The activities carried out by the implementing team are as follows:

1. The Preparation Stage consists of field surveys and data collection, socialization or FGD, and arranging service permits for local areas, as well as the drafting of concepts, speakers, tool packages, budgets, and community service proposals.
2. The implementation phase includes lecturers from the Management Department at Bengkulu University providing English for Tourism course materials, followed by discussion and queries. As a result of this discussion, participants were encouraged to collaboratively evaluate and resolve obstacles that arose in the field, particularly in regards to how tour guides should interact with foreign tourists.
3. Mapping regional economic locations (clustering) in Bengkulu City to facilitate economic guidance and development in future community service endeavors

Discussion

The team's community service activities were well-executed and received excellent feedback from participants/tour management members. This program is intended to improve participants' ability and skills in utilizing English in order to guide international tourists who visit the region. According to the amount of people who came, the participants were highly excited. The conversation was also engaging, with the presenter presenting material in a light, easy-to-understand style and the participants responding with numerous questions.

In general, this effort produced the following outcomes:

- Participants' understanding of how to create a business strategy grows, beginning with greeting and welcoming guests, inquiring and offering tourist information, and arranging tour itineraries. Orientation and briefing; route commentary; local food service information; telling a legend; recommending places of interest to visit; dealing with unexpected tour events; handling tourists' complaints; explaining safety, rules, etiquette, and customs; closing and reporting tour activities
- Participants may detect problems while interacting with tourists in English, which is commonly used in tourism.

- Through more effective and efficient activity planning and assessment processes, participants can develop solutions to increase the quality of contact with international tourists.

IV. CONCLUSION AND RECOMMENDATION

Conclusion

The following conclusions can be taken from this community service activity:

- The participants' knowledge and skills in speaking English for tourism are improving.
- Participants can recognize previous shortcomings in the field and improve their methods of helping foreign tourists to be more focused and comprehensive.
- Participants can be more motivated to collaborate as members of tourist management to promote their organization.

Suggestion

This activity produces positive results and has an impact on the expertise of community service objects. In the future, more organized organizational managerial efforts and the development of activities for guiding tourists, planning tour itineraries, increasing knowledge about local food recommendations, anticipating tourist complaints, and developing SOPs regarding rules while traveling will be required. Finally, it is advised to construct an appealing tour package design and distribute it via social media and other online media

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