Community Participation in the Development of Village Teluk Rubiah Tourism Destinations, Muntok District

Septya Rini1*,
Department of Social Science and Political Science, University Bangka Belitung

ARTICLE INFO

ISSN: 2798-2688

Keywords:
Participation; Development; Tourism

ABSTRACT

This article aims to find out the forms of organizational participation of the Teluk Rubiah Youth and Community Communication Forum (FKPMTR) in the development of a tourist village in Teluk Rubiah, Muntok District and to find out the factors that encourage and hinder it. This study uses a type of qualitative research. The results of this study indicate that participation in the TelukRubiah Iklim Village has gone very well. To maintain the existence of FKPMTR there are motivations that belong to them. One of his motivations was to obtain material at FKPMTR. This can happen because they get CSR funds from the government and companies to carry out their activities. The driving factor for tourism in the TelukRubiah Iklim Village is the enthusiasm and desire of FKPMTR members to participate in planning the development of a tourist village. There are also economic factors that influence them to participate due to their economic situation which can be considered less. Besides that, it turns out that there are still factors inhibiting FKPMTR in participating, such as the low awareness of some FKPMTR members for tourism development in TelukRubiah.

Introduction

Development and management of tourist villages can help maintain economic stability (Saragi, 2022). Especially during 2020-2021, Indonesia and even the whole world are experiencing the Covid-19 pandemic, so in this development, of course, there is no need for the participation and role of various parties who are working to improve the unstable economy (Prasiasa, 2023). As is the case in Teluk Rubiah Village, as the place chosen by the researcher to conduct research, it has its own problems where there is a response in Teluk Rubiah Village which is still relatively high compared to other villages in Tanjung sub-district, Muntok sub-district in 2016-2017. Unemployment is what causes the economy or income in Teluk Rubiah Village when it is considered to be lacking and also environmental damage in Teluk Rubiah which causes frequent flooding during heavy rains (Riyadi, 2015).
From here, a group of youth organizations began to form, namely the Teluk Rubiah Youth and Community Communication Forum (FKPMTR) which cares about and participates in the development of Teluk Rubiah Village as a tourist destination. Teluk Rubiah is a village that used to be a slum village, referred to as a village for disposal of market waste and sewage. TelukRubiah Muntok was previously designated as a slum area in the medium category by the West Bangka Regency government (Riyadi, 2015). Another goal of the FKPMTR organization is to participate in the development of Teluk Rubiah village as a tourist destination because this is done so that the location does not look rundown anymore, and with tourism in this TelukRubiah, people in the village can earn additional income by selling food and drinks or even open lodging for tourists far outside West Bangka, because in the vicinity of TelukRubiah there is also a beach.

At present the area in the Teluk Rubiah Village settlement is starting to improve and through significant changes supported by the Regent of West Bangka Regency and the community (FKPMTR organization) together to make Teluk Rubiah Village a tourist destination worth visiting by tourists. One of the changes is the creation of a retention pit. Under the retention basin in Teluk Rubiah Village, apart from being used as a tourist attraction, it is also used as a flood controller. Apart from that, there is also a plan for providing clean water, so it is hoped that later the slums will become zero percent or no longer slums, but this has not been realized (Riyadi, 2015).

The development of social action in this study is the involvement of the Teluk Rubiah Youth and Community Communication Forum (FKPMTR) in Teluk Rubiah Village in the development of a tourist village. The form of involvement or social action of the members of this organization can be seen from several activities, such as mutual cooperation, building tourist facilities for the needs of traders and the convenience of visitors, and other activities (Wahyudi, 2023). In this study, FKPMTR participation can be seen if FKMPTR members participate in one of the tourism village development activities by contributing ideas, labor, and materials to support the smooth running of the activity.

Teluk Rubiah Village, Muntok District, West Bangka Regency has natural resource potential that needs to be developed further, because it is located close to beach resorts, it can be used as an alternative choice of tourism. All that remains is the active role of the FKMPTR organization and a better strategy for developing tourism villages in the future.Teluk Rubiah Village itself will later be made into educational tours that are useful for visitors. In making this tour it was raised more for outbound games, peaceful land and green tourism by planting trees in selected
locations. Apart from that, selfie spots are also sold which will later attract tourists. From this description it is very interesting to study because Teluk Rubiah Village has great potential and its own advantages and is one of the tourist villages that has education.

**Literature Review**

**Social action**

According to Max Weber, social action is an individual action as long as the action has subjective meaning or meaning for him and is directed to the actions of others. This means that the action is said to be a social action as long as the action is addressed to other people with a specific purpose (Rasoolimanesh et al., 2017). Weber found that social action does not always have a rational dimension but there are various non-rational actions taken by people including people's actions in relation to various aspects of life such as politics, social and economics (Siahaan, 1989). Weber said that social action is an action taken with the intention of influencing someone in society or it can be said that social action is an action that is full of subjective meaning for the perpetrator (Upe, 2010). Weber explained that to explain the meaning of action can be defined into four types, namely traditional action, affective action, (instrumental) rationality, and value rationality (Kurniawan & Tamam, 2023).

Traditional action is a type of social action that is irrational, in which in this type of action a person exhibits certain behavior due to habits acquired from ancestors (hereditary) without conscious reflection or planning (Mulyan & Isnaini, 2022). Someone takes action only because of the prevailing habits in society without realizing the reasons or making plans in advance about the goals and methods to be used. Affective action is an action that is determined by the conditions and emotional orientations of the actor. Where the action is contrived and influenced by emotion and pretense by the actor. Often these actions are carried out without careful planning and without full awareness, with the attitude of the actor being incomprehensible and irrational (Salsabila & Fauzi, 2021). This action is a social action carried out by someone based on conscious considerations and choices related to the purpose of the action and the availability of the tools used to achieve it. Acts of instrumental rationality has been carefully considered in order for it to achieve a certain goal (Deviyanti, 2013). For example, the residents of Teluk Rubiah village in participating in developing a tourism village do not only want to achieve their goals. However, in developing a tourist village, the advantages and disadvantages have been taken into account. Acts of value rationality is rational and takes into account the
benefits, but the goal to be achieved is not too important to the perpetrator (Laily, 2015). The perpetrator only thought that the most important thing was that the action was included in the criteria of good and right according to the standards and evaluations of the surrounding community (Gushendi, 2019).

Participation

Participation is the participation of a person or group in identifying problems, making decisions and providing alternative solutions through thought, expertise, time, capital and materials for programs implemented by the government or community groups. Participation according to Bornby (Mardikanto & Soebiato, 2015) is an action taken to take part, in other words, namely an activity or a statement to be involved or participate in activities with the intention of obtaining benefits from these activities. According to Yadav in Handini et al. (2019), four forms of participation can be explained as follows:

a) Participation in decision-making, namely participation in the development of local tourist destinations. Development program (including utilization of local resources and budget allocation). Therefore, participation in development needs to be fostered through the opening of organizational forums that allow members to participate directly in the decision-making process regarding development programs in the local area or local level (Kholifah, 2014).

b) Participation in the implementation of activities. Participation in the implementation of development must be interpreted as equal distribution of contributions in the form of labor, cash, and/or various other forms that are commensurate with the benefits to be received by each individual concerned. Therefore, there is a need for special activities to organize individuals to maintain the results of development so that the benefits can continue to be enjoyed (Susyanti & Latianingsih, 2014).

c) Participation in development monitoring and evaluation. Monitoring and evaluation of development programs and projects is urgently needed. Not only so that the objectives can be achieved as expected, but also necessary to obtain feedback on the problems and constraints that arise in the implementation of the development in question. This participation aims to collect information relating to the development of activities and the behavior of the development apparatus is urgently needed (Viren et al., 2015).

d) Participation in the utilization of development results. Participation in the utilization of development results is the most important element that is often forgotten. Because the goal of development is to improve the quality of life of many people so that even distribution of development results is the main goal.
Utilization of development results will stimulate the willingness and voluntarism of the community to always participate in any future development programs (Lestari et al., 2016). However, the use of development results often receives less attention from the government and development administrators in general, who often assume that when the implementation of development is completed, the benefits will automatically be felt by the target community (Manirojana, 2022).

Tourist Destinations

Destinations are geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism (Saragih & Hasugian, 2022). A tourist object or known as a tourism object is any object that can create an attraction for tourists to come see it (for example natural conditions, historical buildings, culture, and modern recreation centers(Rachmansyah et al., 2020).

Method

The research method used is a qualitative method with data collection in the form of observation, interviews, and documentation. The informant in this study is the head of the FKPMTR organization in Rubiah Bay. The data analysis model used in this study is an interactive model according to Miles and Huberman based on the book (Yusuf, 2016), where when the process of collecting data, the activities in data analysis use steps, namely data reduction, data presentation, and verification or drawing conclusions.In this study, there are 2 types of data used, namely secondary data and primary data. Secondary data is obtained through literature study, documentation or previous research reports that are relevant to the research to be carried out which can be used as supporting information. The primary data used in this study were obtained through interviews with informants, as well as field observation (Bungin, 2013). The informants in this study were the head of the FKMPTTR organizational group and the people of the TelukRubiah Iklim Village.
Result and Discussion

Organizational Participation of the Teluk Rubiah Youth and Community Communication Forum (FKPMTR) in the Development of Tourism Villages in Teluk Rubiah, Muntok District

Participation in Decision Making

Participation in decision making is FKPMTR's participation in the development of local tourist destinations, such as programs for utilizing local resources and budget allocations. The innovations carried out by FKPMTR in developing the potential of the region are in the form of innovations such as making bozem ponds and forming small huts for visitors to become mainstay tours as well as several processed snacks. Based on the results in the field from the informants, it is important to make decisions from the FKPMTR organization in the development of tourist villages because it is related to the strategy for developing Iklim Village as a tourist village through meetings of FKPMTR members (Nurdiyanto, 2015). The work plan of Teluk Rubiah Village as the foundation of a tourist village, the FKPMTR organization took several very important actions and has a strategic position in designing programs that are adapted to the real conditions that exist in the field. This program is divided into the field of environmental preservation, the agenda for the anniversary of the city of Muntok, the weekly agenda (community work), and promotions.

Participation in the Implementation of Activities

FKPMTR's participation in the implementation of this activity must be interpreted as an equal distribution of contributions from FKPMTR members in the form of manpower, budget, and/or various other forms commensurate with the benefits to be received later (Latif et al., 2019). This form of participation looks very active, because the members of the FKPMTR in Teluk Rubiah Village are known for their mutual cooperation. Limited funds in carrying out construction can be completed with the participation of personnel from FKPMTR members on the basis of mutual cooperation and self-help. on Saturdays, members who are members of the FKPMTR community in the Teluk Rubiah Iklim Village always hold community service to clean up the trash scattered around the tourist spot to make it look cleaner and tidier. The community service is carried out voluntarily and the awareness of the members of FKPMTR is to maintain cleanliness so that it remains safe and comfortable to pass.
Participation in Monitoring and Evaluation of Tourism Development

In this case the participation of the FKMPTR youth organization in monitoring and evaluating the development of this tourist village is to collect information related to the development of village development activities, such as tourism promotion in Teluk Rubiah village and behavior in maintaining existing facilities. Promotions carried out with social media are considered very important because in this sophisticated and millennial era, information must arrive quickly. Moreover, promotion with the main tourist attraction of TelukRubiah with Instagramable photos so that many people will know that the climate village of TelukRubiah is one of the tourist villages in Indonesia. In this case, it is the duty of all FKPMTR members to promote Teluk Rubiah Village tourism on their respective social media so that many people are known and want to visit Teluk Rubiah Village.

Not only that, in TelukRubiah there are also tourist facilities provided by FKPMTR Teluk Rubiah, including a place to eat as a place for food vendors to prepare food for tourists. Apart from that, FKPMTR also provides its own clean water which has been provided at every tourist facility they have to support tourist activities in it. Usually those who directly monitor are the chairperson and deputy chairperson, along with the FKPMTR residential sector who directly monitor the need for this water facility so that traders in the tour still have clean water available. The results of this monitoring will be brought back to the FKPMTR members. If there is still not enough clean water available, a further decision will be taken, namely working with the village government to build clean water at the tourist spot. For example by providing clean water containers in several locations from TelukRubiah tourist attractions or building drilled wells. This plan has been carried out and has been realized to completion in 2022.

Participation in the Utilization of Tourism Village Development Results

Participation in the utilization of development results is the most important element that is often forgotten. Because the purpose of development is to improve the quality of life of each individual so that the distribution of development results is the main goal (Sunarso, 2023). At present the area in the Kampung Teluk Rubiah settlement is starting to improve and through significant changes supported by the FKPMTR organization together to make Teluk Rubiah Village a tourist destination.
worth visiting by tourists. One of the changes is the creation of a retention pit (boozem).

Under the retention basin in Teluk Rubiah Village, apart from being used as a tourist attraction, it is also used as a flood controller. Previously, the Teluk Rubiah village was often flooded and the place was slum. But now it is being used as a new alternative tourist location in the city of Muntok, as well as reviving the economy. With the existence of this retention pond, the Teluk Rubiah village is no longer flooded. The Teluk Rubiah Village youth organization (FKMPTR) invites the local community and local government to build and clean the places in the tourist attraction in mutual cooperation every Saturday, for the comfort and safety of tourists visiting Teluk Rubiah Village.

Factors that Encourage and Hinder the FKPMTR Organization in the Development of a Tourism Village in Teluk Rubiah Village, Muntok District

Driving Factors

The motivating factor for FKPMTR to participate in the development of a tourist village is the enthusiasm and desire of its members who are members of this organization, economic welfare and the role of the local government. The enthusiasm and desire of FKPMTR members to participate in developing the Teluk Rubiah tourism village is very high, especially the honorary body (Dedi), the head of the organization and the deputy chairman. FKPMTR's enthusiasm and desire to participate in developing the Teluk Rubiah tourist village is a form of the success of this organization. This is evidenced by the structure of a clear organization with clear rules and activities as well. FKPMTR itself can encourage the surrounding community to actively participate in planning for the development of a tourist village, so that after the FKPMTR is formed it is hoped that it will facilitate the socialization stage which is not just theory but can be applied in real action.

The Teluk Rubiah Iklim Village in terms of the economy is included in the less economic category. Therefore, the FKPMTR in the Teluk Rubiah Iklim Village is trying to prosper the village's economy by developing tourism in Teluk Rubiah so that local people can sell to supplement their income. The results obtained are also quite good selling at tourist attractions, especially if it is a national holiday or holiday. The role of the West Bangka Regency Government and companies such as PT. Timah and PLN as supporters and conducting directions and providing tourism needs at Teluk Rubiah are very helpful. The development of Teluk Rubiah tourism will not be successful if there is no role from the government or the company. The various facilities that exist in the tour are capital from the supporting role.
The West Regency Government acts as a provider of tourism facilities such as building flood control pools. Guidance for tourism actors is carried out for FKPMTR, where FKPMTR is a group or organization in the village. The tourist facilities in the Teluk Rubiah Iklim Village, assisted by the West Bangka Regency Government, are the construction of a bozem pool as an attraction for tours in Teluk Rubiah and public toilet facilities.

**Inhibiting Factors**

Lack of socialization. In this socialization stage it is very necessary because many members do not know how to develop a wista village or how to manage a tourism village in Teluk Rubiah. If from the bottom it is not maximized then the next steps may be hampered. In addition, there are other obstacles in promoting Teluk Rubiah tourism, as revealed by Iskandar as a member of the FKPMTR that the obstacles when promoting on social media for Teluk Rubiah tourism were difficult at first.

The second factor is the self-awareness factor of several FKPMTR members and visitors who visit the tour. Where this factor is very important because awareness comes from the feelings of each individual. For example, members in the settlement sector, security sector, and other members who rarely participate in the development of Teluk Rubiah tourism are only active when the budget is available. If the necessary budgetary funds do not yet exist, they tend to be rarely active in any activities, including mutual cooperation activities to maintain the cleanliness of Teluk Rubiah tourist attractions. The young people who joined the organization in the Teluk Rubiah Iklim village should be an example for the community, so they don't litter anymore. Always maintain the cleanliness of the environment so that the tour can be as good and visited by many people.

**Discussion**

Looking at the findings, the actors in the Teluk Rubiah Youth and Community Communication Forum (FKPMTR) have different reasons and goals for each actor. Apart from that, there is also the motivation of the actors in the FKPMTR that has made this group continue to exist today. If we look at the context of their reasons for joining FKPMTR, we will find common ground. The process of individuals becoming actors where they have alternative ways and adjust conditions to achieve goals. Social action is an individual action as long as the action has subjective meaning or significance for him and is directed at others. In this case, every form of activity carried out by FKPMTR actors can be said to be a social action. Where actors take
action to care for tourism has a subjective meaning, namely to be involved and take part and carry out their role in efforts to develop a tourist village in Teluk Rubiah Village (Gautama et al., 2020). The actions of these actors are directed at other people, in this case the community as the target of activities organized by FKPMTR. actors in FKPMTR have previous experience in organizing, so that it is easier for actors to be active in FKPMTR to take participatory actions in tourism development in Teluk Rubiah village.

After that they have the same perception and understanding of the environment. Where the informants consider that preserving the environment is an obligation and a very important thing for everyone to do. At the same time, the environmental conditions in TelukRubiah were damaged and dirty. The phenomenon of this damaged and dirty environment is also a stimulant for actors to take action to repair and care for the environment in situations where there is a lack of concern for the environment, especially in TelukRubiah. The author sees that there is indeed a reciprocal interaction between actors and society. Where are the forms of activities that they carry out such as counseling or outreach, then participating in programs that have been made by FKPMTR, seeking capital for the necessary facilities, and using social media as a means of promoting this tourism, as well as holding meetings or meetings with village heads and community as an approach to the community bears fruit.

Each actor has different motivations behind them to actively participate in FKPMTR. According to Weber himself, motivation is something that is separate from action and can only be understood in a broader situational context. At the same time, Weber explained that to explain the meaning of action can be defined into four types, namely traditional action, affective action, (instrumental) rationality, and value rationality.

Traditional action

In this case, actors who care about the environment and are members of the FKPMTR already have an awareness of protecting the environment that is taught by the family (Sigalingging & Warjio, 2014). For example, the initial thing that is instilled is not to litter because it can have a negative impact on the environment. Because of this the actors feel that caring for the environment in Teluk Rubiah Village is indeed a natural thing, because it is considered a necessity and has become a habit, so that the desired goal is achieved, namely to make Teluk Rubiah Village a tourist destination. This action can be carried out by all FKPMTR members who participate in maintaining the cleanliness of TelukRubiah tourism.
Affective action

The social actions carried out by FKPMTR, especially Dedi, Wahyudi and Bahara as part of FKPMTR, were also motivated by the feelings or emotional conditions of the individuals within the organization itself. In other words, there was an initial feeling of concern for the environment in TelukRubiah which was dirty and often flooded, so that became their motive for carrying out this action in order to achieve the desired goal. By looking at the condition of the environment which was indeed damaged and dirty, the actors felt concerned about the condition so they felt they had to take action to solve it.

Acts of instrumental rationality

In this study, the actors who joined FKPMTR based on their own desires had their own reasons and had motives to achieve certain goals (Hadawiya et al., 2021). This shows that individuals have considered the advantages and disadvantages of participating in tourism development participation in TelukRubiah. Meteri is considered as the motivation to be achieved by actors who are active in FKPMTR. Material is seen not only in the form of monetary rewards, but there are other things such as gaining a new experience. Judging from the field findings, the informant did not explain clearly and in detail the problem of obtaining material. However, the materials obtained were sourced from the local government and companies such as PT. Timah and PLN as supporters of the tourism needs of TelukRubiah in collaboration with FKPMTR. The form of their collaboration was that FKPMTR submitted a proposal and then received an injection of Corporate Social Responsibility (CSR) funds. Then they manage the fund and use it for every activity they do. The informant admits that this doesn't happen often, but it does happen. Because these CSR funds tend not to be too large in nominal terms so they are more likely to help fund their activities.

Acts of value rationality

FKPMTR's actions in this regard are its activities to maintain and care for existing facilities and can provide economic welfare through the development of a tourist village in Teluk Rubiah. FKMPMTR together with PT Timah (Persero) Tbk through the Mentok Metallurgical Unit also made containers for trees in the Rubiah Bay area for environmental preservation while increasing the attractiveness of the tourist attraction. This greening is a joint effort to reduce pollution while adding to the beauty of the area that is freed from the company's operational area. Community service activities or also known as gotong-royong in the Rubiah Bay area is a routine agenda every week that is carried out by the FKMPMTR organization together with
the Regional Government of West Bangka Regency, in order to manage and maintain the cleanliness of one of the tourist destinations in the city of Muntok. The goal is that this location is always orderly and ultimately has value for the benefit of the local population. This activity was carried out in connection with the stipulation of the Rubiah Bay climate village area (Bozem), Muntok District, as one of the tourism destinations managed by FKMPMTR and the local government, so that it becomes an organized tourist attraction that has an impact on improving the community's economy. One of the points of mutual cooperation in this activity is in the river and the coast in Rubiah Bay, which is known to be the activity place of several local residents.

The existence of Teluk Rubiah Tourism Village generally has a positive impact on the lives of village communities, including the improvement of facilities and infrastructure. For example road repair, street lighting, construction of public facilities, and others. Another impact felt is that floods rarely occur because flood control columns have been made. On the other hand, many people of Kmapung Teluk Rubiah make this tour to look for business opportunities or job opportunities in order to increase their income from selling food and drinks.

**Conclusion**

In accordance with the results of research in the TelukRubiah Iklim Village, the results obtained were that the participation in the TelukRubiah Iklim Village had gone very well. The younger generation is participating in developing the tourist village of Teluk Rubiah Iklim Village. The formation of the FKPMTR organization is an individual response to changes that occur in the natural surroundings. From individuals who tend not to care to become a handful of individuals who are aware of the importance of protecting the environment. Starting from these individuals, FKPMTR actors were born who carried out an action to save tourism in Teluk Rubiah village. The actions taken by these actors are included in the concept of social action because actors taking actions caring for the environment have a subjective meaning, namely being involved and taking part and carrying out their role in efforts to develop a tourist village. The actions of these actors are directed at other people, in this case the community as the target of the activities being carried out. In order to maintain the existence of FKPMTR there are motivations that belong to them. One of the motivations is to obtain material in FKPMTR. This can happen because they receive injections of CSR funds by the government and companies to carry out their activities. Every time an event is completed and you have more funds, it will go into the FKPMTR cash.
The driving factors for tourism in the TelukRubiah Iklim Village include the enthusiasm and desire of some FKPMTR members to participate in planning the development of a tourist village. There are also economic factors that influence them to participate due to their economic situation which can be considered less. The role of the government here also has a big influence on the development of TelukRubiah tourism. Apart from that, it turns out that there are still inhibiting factors for FKPMTR in participating, such as the low awareness of some FKPMTR members in developing a tourist village in TelukRubiah and for tourist visitors who are still less aware of environmental cleanliness in these tours.

Suggestion provides things expected to conduct related to further ideas the research has proposed. The suggestion to be conveyed to the FKPMTR in the TelukRubiah Iklim Village is to be even more active in the promotion to introduce tourism in the TelukRubiah Community Iklim Village to the wider community. Further increase participation so as to produce new innovations for the development of tourist villages. For researchers who will conduct research on community participation in the development of tourist villages, it is felt that this research can be used as a reference or as a comparison material for research that has the same theme.

References


