



Implementation of Ecotourism in PIK Mangrove to Improving the Interest Tourism of Urban Society

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ABSTRACT

Implementation of the ecotourism concept that is appropriate to carry ecological and socio-economic functions that can be applied in the tourist destination area. This is inseparable from the interference from the tour, the government, the private sector that manages tourism and the surrounding community. One of the uses of ecotourism in urban areas can be applied by utilizing the maximum lakes, situ, urban forests, mangrove forests and various enriched areas that are suitable for use as ecotourism locations. Mangrove tourism in Pantai Indah Kapuk (PIK) has been included in nature tourism, it's just that if it has to do with tourism defense, the maximum concept of ecotourism can be applied to PIK mangrove forests. The research method used was case study with documentation consisting of data obtained from related parties and reporting used in the community while the method of data analysis was carried out using qualitative descriptive methods that describe and explain in full the ones explained and explained. Urban areas that appear to be busy and full of complexity save tourism with an interesting concept of ecotourism and will be maximized if it gets convenience from the government and the private sector.

1. INTRODUCTION

It is undeniable that the tourism sector today contributes greatly to the economic progress in each region of Indonesia. This is not only in the context of the large number of tourists visiting one of the many tourist destinations but rather the attraction of tourists to the elements that are in the tourist destination. The concept of tourism in Indonesia has actually developed a lot in various aspects including the purpose of allowing a resource to be used as a location or tourist destination. These resources can be in the form of regions or communities that have a great awareness of good and responsible tourism. The concept of good and responsible tourism is the mutual care between natural resources and human resources in the tourism area which can then create ecological and socio-economic functions. In her research, (Herdiana, 2019) explains that in line with the development of tourism globally, tourism in Indonesia has been able to contribute to the national economy and the

development of tourism in Indonesia currently shows a tendency to shift the form of tourism from previously to mass tourism. tourism) turned into alternative tourism.

In this case, the right concept is ecotourism. Where in the development of ecotourism-based tourism the most prioritized is the mutually beneficial contribution/interaction between the community and the environment, social and economic empowerment of the environment and the application or assessment of aspects of learning and education. Indonesia, as the largest archipelagic country, has long applied the concept of ecotourism-based tourism. It's just that in its application there are still many that are not understood and are more inclined to the concept of natural tourism. Indeed at first, the concept of ecotourism was widely applied in eastern Indonesia, but it did not rule out the possibility that urban areas could carry the concept of ecotourism even though it was still in a simple stage. This can be applied by utilizing several lakes, ponds, urban forests, mangrove forests and various urban areas that are suitable for use as ecotourism locations. The concept of responsible tourism travel by preserving the environment, maintaining community welfare, nature conservation and also increasing community education has been examined by previous research (Salusu, 2023) which discusses identifying ecotourism potential and formulating strategies that can be implemented to develop ecotourism in TWA Teluk. Youtefa, Jayapura.

Ecotourism is criticized for being a vague and elusive notion, but, as with Sustainable Development (SD) this may prove its strength as a unifying concept which varied interests can identify with. However interpreted, ecotourism has commanded a degree of attention out of all proportion to its market significance because it appeals to all stakeholders. Destinations welcome the prospect of nondestructive natural resource utilization; increasingly discerning and differentiated tourists turn more and more to alternative, specialist, vacation experiences, and the tourism industry recognizes market potential. (Cater & Cater, 2015)

Ecotourism is defined as travelling to relatively undisturbed or uncontaminated areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in those areas. The person who practices ecotourism will eventually acquire an awareness and knowledge of the natural environment, together with its cultural aspects, that will convert him or her into somebody keenly involved in conservation issues. (Ceballos-Lascurain 1990, p. 25)(Lu, Gursoy, & Del Chiappa, 2016)

In urban areas, especially Jakarta, where the population density is balanced with the density of busyness as a Metropolitan city, it cannot be denied that the need for tour activities is also a must. Jakarta is already well-known in terms of vehicle tourism but for ecotourism-

based tourism it must still experience a significant increase. Utilization of public land that has been provided by the Government or private tourism managers in the form of social and economic-based ecological tourism is still not optimal and does not refer to the concept of ecotourism. One example is the ecotourism area of Pantai Indah Kapuk (PIK) Mangrove Forest located in Kamal Muara, North Jakarta. This area full of mangrove or mangrove plants has become one of the natural tourist destinations in the middle of the city. With a little touch of attention from the government means Jakarta Forestry Office expected mangrove forests may be one of the ecotourism-based tourism areas. Nowadays, the use of mangrove ecosystems for the concept of tourism (ecotourism) is in line with the shift in tourist interest from old tourism, namely tourists who come just to do tourism without any elements of education and conservation, to new tourism, namely tourists who not only come to do tourism but also carry out other activities. has elements of education and conservation (Tuwo, 2011).

In relation to ecotourism, the segmentation of visitors based on motivations is the most reliable method for understanding the different groups in trips to protected areas. Motivation is defined by many researchers as the psychological needs and desires that provoke, direct, and integrate behavior and activity. Tourist motivation is the set of needs that influence a person to participate in a tourist activity. (Carvache-Franco, Segarra-Oña, & Carrascosa-López, 2019)

A personal preference of a point of interest (POI) differs individually. Moreover, the general impressions and personal knowledge of a POI influence the personal preference of it. Therefore, it is difficult for a tourist to make a travel plan concerning POIs where a tourist has never been visited, or he / she has not visited much. In this paper, we propose a method to estimate personal preferences on the unknown POIs by using the general impressions and the personal knowledge concerning known POIs. We estimate personal preferences concerning unknown POIs through shaping parameters about the impressions and knowledge of POIs involved in personal preferences about POIs. (Yuge & Ogino, 2018)

As one of the ecotourism objects in urban areas, Pantai Indah Kapuk (PIK) Mangrove Forest has a significant primary target consumer, this is because of its strategic location and affordable by public transportation modes. There are several things that must be applied in applying the concept of ecotourism in the PIK Mangrove Forest, one of which is the interest or interest of urban communities (point of interest) towards the concept of ecotourism-based tourism. This is because urban communities are still not familiar with ecotourism, they tend to focus on spending leisure time or holidays to several tourist destinations that have a vehicle for playing children, shopping centers (malls) or traveling out of town. Like diamond

diamonds between a haystack, PIK mangrove forests will be an attraction in the field of spectacular ecotourism-based tourism in urban areas if the participation of all tourism tools can work optimally. The development of mangrove ecotourism in the Angke Kapuk Nature Tourism Park, DKI Jakarta, can be achieved by utilizing government regulations, maintaining the mangrove ecosystem, and ensuring visitor satisfaction. (Bimantara & Ramandei, 2023). So, with the development of the PIK Mangrove Forest, it is hoped that it will provide great benefits to the community in terms of conservation, economics and education.

2. RESEARCH METHOD

In this study the authors used case study research methods with the type of method of data analysis is descriptive approach. According to Bogdan and Taylor (Moleong, 2013) "Qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior ". Whereas for descriptive research according to Sujarweni (Sujarweni, 2014 : 11) namely "With the stage of library research and interpretation of data. This type of research used in this study is a qualitative method with the type of descriptive approach. Research conducted to determine the value of each variable, whether one or more variables are independent without making connections or comparisons with other variables ".

Sukmadinata (Rahayu & Hidayah, 2017) presenting qualitative descriptive research aimed at describing and describing the phenomena that exist, both natural and human engineering, which pay more attention to the characteristics, quality, and interrelations between activities. In addition, descriptive research does not provide treatment, manipulation or alteration of the variables under study, but rather describes a condition as it is. The only treatment given is the research itself, which is done through observation, interviews, and documentation.

One type of qualitative research description is in the form of research using the case study method. According to Sutedi (Muhlisan, 2013) case studies are included in descriptive analysis research, namely research conducted focused on a particular case to be observed and analyzed thoroughly until it is complete. The case in question can be single or plural, for example in the form of individuals or groups. Here it is necessary to conduct a sharp analysis of the various factors associated with the case so that finally an accurate conclusion can be reached ". Meanwhile, according to Hodgetts & Stolte (Prihatsanti, Suryanto, & Hendriani, 2018) explained that case studies of individuals, groups, communities help to show important matters of concern, social processes in concrete events, experiences of stakeholders ".

According to Moeliono (Rahayu & Hidayah, 2017) describe the research subject as an observed person. Meanwhile according to Arikunto (Arikunto, 2016 :26) provide limits on the subject of research as objects, things or people where the data and for the research variables are attached, and at issue. In a study, the research subject has a very strategic role because the research subject is the data about the research variables observed. In this study, the subject of the study was Mangrove forest tourism in Pantai Indah Kapuk (PIK).

3. RESULTS AND DISCUSSIONS

General Description of Research Object: Pantai Indah Kapuk Mangrove Forest (PIK)

The mangrove area on the north coast of Jakarta, especially at Pantai Indah Kapuk, is the mangrove ecosystem area closest to residential centers and research locations and has good accessibility and still reflects the mangrove ecosystem, namely brackish water, influenced by tides, the diversity of bird species is quite high and the presence of population of long-tailed monkeys (*Macaca Fascicularis*) (Setiawan, 2015).

In her research (Mulyaningsih, et al, 2017) explained the types of mangroves in the Pantai Indah Kapuk Mangrove Ecotourism Area, Jakarta based on data from the DKI Jakarta Agriculture and Forestry Service and the DKI Jakarta Natural Resources Conservation Agency (BKSDA) in 2013 (last research) recorded various types of mangroves, including: 1. *Sonneratia Alba*; 2. *Bruguiera Cylindrical*; 3. *Xylocarpus Granatum*; 4. *Rhizophora Mangle*; And 5. *Nypa Fruticans*. Meanwhile, according to (Ministry of Environment and Forestry, 2017) the Pantai Indah Kapuk Mangrove Ecotourism area, Muara Angke has an area of 95.50 Ha, is the mangrove ecosystem area closest to the center of settlement and the capital of the Republic of Indonesia, has good accessibility, still reflects the ecosystem mangroves, namely: brackish water, influenced by tides, the diversity of bird species is quite high (water birds, land birds, endemic coastal birds), there is a population of long-tailed monkeys (*Macaca Fascicularis*) which are the remnants of Jakarta's original monkey population.

The Pantai Indah Kapuk (PIK) Mangrove Forest area prioritizes the concept of ecotourism in terms of the mangrove forest conservation aspect rather than the tourism aspect. This is because the condition of the area has changed from the function of swamps to housing/elite settlements to tourist destinations such as Ancol, so there is a need for forests in the midst of land changes in North Jakarta. Initially, the main function of PIK Mangrove ecotourism was to prevent coastal erosion, balance water and air quality, and prevent sea water intrusion. Previously, the PIK mangrove forest was known as the Nature Tourism Park

(TWA), but as the world of tourism continues to develop towards ecological tourism, the name is now ecotourism.

Implementation of Ecotourism in the Mangrove Forest Area of Pantai Indah Kapuk (PIK)

One of the cool tourist spots in the middle of the city which is filled with beautiful green plants is the PIK Mangrove Forest, where by visiting this forest tourists can take a break from the boring city view and the fatigue of endless busy work. The atmosphere is very cool. The many mangrove forests provide shade, so the climate is cool and not hot. The calm water surface like a river creates a cool atmosphere. Apart from that, the air you breathe is very clean so visitors who want to relax in this place will be satisfied.

The realization of implementing the PIK mangrove forest into an ecotourism destination has not been a short journey. Angke Kapuk TWA is part of the Kapuk Mangrove Forest Area which was established based on Dutch East Indies Governor Regulation No. 24 dated June 1, 1939. The area has an area of 99.82 hectares. One type of ecosystem that is a habitat for various types of waterfowl is the mangrove ecosystem. The Angke Kapuk TWA Nature Tourism Business Permit was granted to PT. MURINDRA KARYA LESTARI has been a natural tourism facility since 1997. The aim is to preserve the function of mangroves as a life support system. This area was once worked by dozens of illegal fishermen. Then restoration began in 1998. The conversion of this area from forest to pond area not only damaged the trees, but also the natural ecosystem and mangroves. There are various obstacles to returning this area to its original purpose. After 12 years of struggle to clear out illegal farmers and replant lost mangrove trees. TWA Angke Kapuk was finally made official on January 25 2010 by the Minister of Forestry Zulkifri Hasan. The Hitan Mangrove Kapuk green area has an area of 99.82 hectares and is very easy to visit either via the inner city toll road or the JORR toll road. (<https://www.sabumiku.com/pariwisata/hutan-mangrove-kapuk-mengenal-kawasan-konservasi-pik/>)

In terms of being a tourist destination, the PIK mangrove forest area can be said to be an affordable location, because it is not far from the city center, so getting to the mangrove forest location is not too difficult. Meanwhile, in terms of the costs that must be spent to see the scenery and use the facilities provided by this tourist attraction, it is quite affordable. Tickets to the PIK mangrove forest are still categorized as affordable, namely 15,000 for visitors who are children on weekdays, then 20,000 on Saturdays and Sundays. Meanwhile, the entrance ticket for adults is 35,000 on weekends and 30,000 on weekdays. For foreign tourists, the costs are higher, namely 150,000 for weekdays and 170,000 on weekends. The

operational hours of the PIK mangrove tourist area on weekdays or weekdays are open from 08.00 to 17.30 WIB. Meanwhile, on holidays or weekends it is open from 07.00 to 17.30 WIB.

As nature conservation, mangrove forests help reduce the impact of storms, large waves and wind gusts from tropical cyclones. Mangrove trees reduce wave energy when passing through mangrove forests, and act as a barrier between waves and land (UNEP, 2014). So apart from being an ecotourism destination that is good for health and affordable in terms of location and entry fees, mangrove forests also have benefits for the surrounding nature and the community.

Table 1. SWOT PIK Mangrove Forest Area

Strength	Weaknesses
Natural wealth with beautiful and cool views	Activities are hampered during hot weather or high tide
The location is in the center of Jakarta City	Lack of promotional media
Support from the Jakarta provincial government and related agencies	Density of visitors on holidays
Recreational activities such as boating, canoeing or speed boating and also photoshoots	There are several facilities that are still limited, such as rest areas, food vendors and toilets
Educational activities about ecosystems and planting mangrove trees	Rubbish is still scattered from visitors
Opportunities	Treats
An affordable alternative natural tourism destination	Lots of rubbish on busy holidays
Opportunity to collaborate with companies in implementing CSR programs based on nature conservation	Entertainment destinations such as large malls and cinema are increasingly popular
Conservation of nature and fauna such as monkeys, birds, fish and small crocodiles	Reviews on social media regarding the current condition of the PIK mangrove forest seem haunted and abandoned
Opportunities for the welfare of local communities to collaborate in managing mangrove forest products as materials for making crafts	There are mangrove forest ecotourism destinations around the same area or on the outside of the city

From the results of the SWOT study above, it is known that the weaknesses of the PIK mangrove forest ecotourism destination area are more inclined to the natural situation and conditions as well as less than optimal management, such as the lack of rest areas or the absence of benches for short breaks for pedestrians, limited areas for canteens or food vendors. to an adequate toilet area, apart from that the direction of the road signs is still not adequate or complete, making tourists feel lost. There are limitations in providing facilities and infrastructure in the PIK mangrove forest ecotourism destination area because the government and related parties are still not optimal in reviving and developing the ecotourism concept itself. This can be seen from the lack of intervention from local communities in developing, improving and utilizing mangrove forest products which can be used as one of the icons of the PIK mangrove forest.

Media for publication and promotion of the PIK mangrove forest destination area is also still minimal, many tourists know about the location, condition and reviews of the PIK mangrove forest from reviews of other visitors on various social media. In fact, if it can be managed well in terms of the meaning of ecotourism itself, infrastructure and promotion, the PIK mangrove forest ecotourism area can become a comfortable destination and is worthy of being a city ecotourism destination. As previously discussed, urban communities tend to look at natural tourist destinations due to the fatigue they experience in their daily lives, so it is not impossible that the PIK mangrove forest area will become a prime tourist destination if it can be managed well with the cooperation of various related parties. For example, there are many tourist destinations that are far from tourists' domicile locations, prices tend to be expensive and access to tourist locations is still often visited by tourists, such as Karangsong Lestari Beach Mangrove Forest ecotourism in West Java, Wonorejo mangrove ecotourism in East Java, mangrove ecotourism Perancak Bali, Tanjung Batu Derawan Mangrove Tourism in Kalimantan, Dewi Biringkassi Mangrove Forest in Sulawesi, Pomako Mimika Mangrove ecotourism in Jayapura and many other ecotourism destinations in Indonesia. Imagine if an ecotourism destination located in the center of the city with a larger number of people than other areas could be managed well in terms of environmentally friendly ecotourism by prioritizing nature conservation aspects, socio-cultural economic empowerment aspects of local communities as well as learning and education aspects, then you would get ecotourism destination that fits its portion.

CONCLUSION

Based on the results and discussions that have been presented, it can be concluded that the government and related parties who manage the PIK mangrove forest ecotourism area should be able to create ecotourism products that are not only friendly to the environment and society but also friendly to themselves, where self is the concept of ecotourism appropriate so that we don't always think about getting maximum results (profits) by following the wishes of market share but rather being aware of carrying out ecotourism concepts or criteria that are in accordance with the Global Sustainable Tourism Council.

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