

Management, Supervision and Participation of Historic Coastal Communities a Development of Mangrove Education Park Tourism in Perupuk Village, Fifty Hilir District, Regency Coal

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Abstract

The purpose of this study was to analyze the management of community-based mangrove ecotourism in the development of historical coastal ecotourism in Perupuk Village, Lima Puluh Pesisir District, Batu Bara Regency. To analyze the Management, Supervision, and Participation of Historical Coastal Communities in the Development of Mangrove Educational Park Tourism in Perupuk Village, Lima Puluh Pesisir District, Batu Bara Regency. There is a positive and significant influence simultaneously (simultaneous) management, supervision, and community participation on the development of coastal mangrove education tourism. There is a negative and insignificant (partial) influence on management on the development of mangrove education tourism at Historical Beach. There is a positive and significant (partial) effect of supervision on the development of coastal mangrove educational tourism. There is a positive and insignificant (partial) influence of community participation on the development of coastal mangrove education tourism.

Keywords

management; supervision; community participation; tourism development; mangrove education



I. Introduction

This study examines the management of community-based mangrove ecotourism in the development of Historical Beach ecotourism in Perupuk Village, Lima Puluh Pesisir District, Batu Bara Regency. The research is based on the researchers' interest in the development of ecotourism today and concerns about the damage to the mangrove ecosystem due to human activities. Mangroves are a type of plant that grows on the coast. Almost all the coasts in the archipelago are overgrown by mangroves. Mangroves have an important function in coastal ecosystems, the existence of mangroves can withstand abrasion on the shoreline. Mangroves are also a good breeding ground for several species of fish that will lay eggs. The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020).

In addition, mangroves also have high economic value to be utilized. One of the main functions of mangroves or mangroves is to protect coastlines from abrasion or erosion and to reduce large waves including tsunamis. In Japan, one of the efforts to reduce 1 the proper translation of ecotourism is ecological tourism. In this paper, the term ecotourism is used which is widely used as a general term (based on the concept used by Chafid Fandeli in the ecotourism business book; 2015).

The increasing need for human life hurts the mangrove ecosystem. Many mangrove forests are deforested for temporary purposes. Some make ponds, oil palm plantations, and so on. As a result of the illegal use of mangroves, the condition of mangroves is now threatened. Most of the mangroves in Indonesia have been severely damaged.

According to research by the Environment Agency (BLH) of North Sumatra (North Sumatra), 90 percent of mangroves in North Sumatra were severely damaged. The causes include the conversion of mangrove forests into oil palm plantations and fish ponds. The conversion of functions to oil palm plantations reaches more than 12 thousand hectares, while fish ponds are more than 10 thousand hectares. Sufficient damage occurred in Serdang Bedagai Regency, Batubara Regency, Tanjung Balai City, Sibolga City, and Nias. Damage to the mangrove ecosystem has a direct impact on the lives of coastal communities. For example, the damage to mangroves in Secanggang caused a 33.89 percent decrease in income, with fishermen the most affected group.

One way to keep the coast productive without destroying the stability of the mangrove ecosystem is to develop mangrove forest areas into ecotourism areas. The development of ecotourism will certainly be mutually beneficial where mangroves remain sustainable and coastal communities still benefit by not damaging the mangrove ecosystem. The development of mangrove ecotourism by involving local communities is a sustainability development program where the community can continue to feel the benefits as long as mangroves are managed with good management.

Based on the background of the problem above, the writer tries to analyze the company's problems related to "Management, Supervision, and Participation of Historical Coastal Community in the Development of Mangrove Educational Park Tourism in Perupuk Village, Lima Puluh Pesisir District, Batu Bara Regency.

It is hoped that this research can provide benefits for those who read it. The benefits of this research are as follows: To further increase the author's knowledge about ecotourism management by involving the community and community-based, and the results of this study can be used as input to solve problems that arise and pay more attention to issues related to environmental factors. Ecotourism management factors by involving the community and based on the community. And as a reference material for other academics in further research.

The history of ecotourism cannot be separated from existence of a conservation environment. so the tourists not only enjoy the benefits provided by the resource available but the tourists are also required to maintain the conservation principles that aimed at behavior during travel tour. so

A new definition of ecotourism was born, namely: a form of travel in the natural direction done with purpose conserve the environment and preserve life and well-being of the population local. In addition there are also additions from The definition of ecotourism is travel nature that includes aspects of education and interpretation of the natural environment and community culture with management ecological preservation.

Marine ecotourism is an activity Developed coastal and marine tourism with a marine conservation approach that take advantage of the character of coastal resources and the sea. Marine ecotourism management is a management concept that prioritize sustainability and use natural and cultural resources public. Ecotourism management concept not only sustainability oriented but more than that, that is maintain the value of natural resources and man. So that these values are maintained then ecotourism business is not exploit natural resources, but only use the services of nature and culture to meet physical needs, visitor knowledge and psychology.

Mangrove forest management as tourist attractions, namely mangrove ecotourism, be one of the right solutions for preserve and integrate various benefits and needs. Ecotourism is environmentally friendly tourism and always pay attention to development balance of values. Therefore ecotourism development policies can seen from the scope of its interests

and should refer to existing laws and government regulations namely, among others: (1) Law No. 4 of 1982 about the main provisions

Environment; (2) Law No. 5 of 1990 about Conservation of Natural Resources and Ecosystems; (3) Law No. 10 of 2009 on Tourism; (4) Law No. 24 of 1992 concerning Spatial Planning; (5) Law No. 5 of 1994 concerning Conservation Ratification

Biodiversity; (6) Rules Government No. 13 of 1994 concerning Nature Management in Use Zone conservation area; (7) Government Regulation No. 67 of 1996 concerning the Implementation of Tourism; (8) Joint decision Minister of Forestry and Minister of Tourism, Post and Telecommunication No. 24/KPTS-11/89 dan No. KM.1/UM.209/MPPT-1998 regarding improve coordination between the two agencies to develop natural tourism objects as a tourist attraction, (9) Minister of Tourism No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations.

II. Review of Literature

2.1 Definition of Management

According to John D. Millet, management is a process of directing and providing work facilities to people who are organized informal groups to achieve goals. Meanwhile, according to Paul Hersey and Kenneth H. Blanchard management is the art and science of planning, directing, organizing, motivating, and controlling people and work mechanisms to achieve goals.

According to Mary Parker Follet (1997), management is the art of getting things done through other people. Management comes from the old French language, "management" which means the art of implementing and managing. Ricky W. Griffin defines management as planning, organizing, and controlling resources to achieve goals effectively and efficiently. Effective means that the goals can be achieved according to the plan, while efficient means that the tasks are carried out correctly, organized, and according to schedule. According to James, management is a habit that is carried out consciously and continuously in forming an organization.

Terry (Torang, 2016: 166) divides the four basic functions of management (management), namely: '1) planning (planning), 2) organizing (organizing), 3) directing (actuating), and 4) supervision (controlling)'. These basic management functions are universal, anywhere and in any organization. Therefore, for management in the organization to easily achieve its goals effectively, efficiently, and rationally, an organizational leader must be able to carry out these basic management functions. The success of leadership is partly determined by the ability of leaders to develop their organizational culture (Arif, 2019).

Participation is a process of community empowerment so that they can solve their problems. The definition of participation is participation or participation. Thus, understanding participation is taking part, participation or the community is involved directly in every stage of the development process starting from planning (planning), organizing (organizing), implementation (actuating) to monitoring and evaluation (controlling) (Daniel, 2008).

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah *et al*, 2018). The concept of participation includes cooperation between all related elements and agreement, expectation, perception, and communication system in which ability and

education affect a person's attitude and behavior. Participation means "taking part" (Hoofsteede, 2000). Some of the definitions above can be seen that society is group of people who live permanently in an area live together according to customs and have a culture, thus can concluded that the notion of community participation is a process where a group of individuals who live and live together in an area certain, provide direct assistance to things that are considered interesting from the environment in which they live.

Mangrove vegetation generally consists of evergreen species (evergreen plant) from several families. Mangrove vegetation includes several types of plants, among others: API-API (*Avicennia* spp), mangroves (*Rhizophora* spp), cengal (*Ceriops* spp), tancang (*Bruguiera* spp), nyirih (*Xylocarpus* spp), and pedada (*Sonneratia* spp) (Praktikto, 2005).

The types of mangroves in Tanah Bumbu Regency include *Sonneratia Alba*, *Sonneratia Caseolaris*, *Sonneratia Avata*, *Avicennia Alba*, *Nypah Frutican*, *Excoecaria Agallocha*, *Rhizophora Alba*, *Rhizophora Mucronata*, *Bruguiera Gymnorhiza*, *Carbera Mangkas*, *Xylocarpus Granatum*, *Ceriops Zippeliana*, *Calophyllum Inophyllum* and *Heritiera Littoralis* (Department of Marine & Fisheries, 2011).

Kusan Hilir District is one of the sub-districts located in Tanah Bumbu Regency. There is a forest in the district mangroves growing on the coast. Some of the residents here work as a fisherman. Mangrove forests should be well preserved because seen every year the mangrove forest on the coast Kusan Hilir District did not experience significant development. Type Mangrove forest in Kusan Hilir District, Tanah Bumbu Regency in the form of *Sonneratia Alba*, *Sonneratia Caseolaris*, *Sonneratia Avata*, *Avicennia Alba*, *Nypah Frutican*, *Excoecaria Agallocha*, *Rhizophora Alba*, *Rhizophora Mucronata*, *Bruguiera Gymnorhiza*, *Carbera Mangkas*, *Xylocarpus Granatum*, *Ceriops Zippeliana*, *Colophyllum Inophyllum* and *Heritiera Littoralis*. Each of these mangrove species has not been managed properly by the group preserver. Preservation of mangrove forests in Kusan Hilir District is preserved by local communities and conservation groups.

2.2 Definition of Management Control

The concept of such supervision shows that supervision is part of the management function, where supervision is considered as a form of inspection or control from the higher party to the lower party. In management science, supervision is placed as the last stage of the management function. From a managerial perspective, supervision also means: "observation of the implementation of all activities of the organizational unit that are examined to ensure that all work being carried out is by plans and regulations." Or "an effort so that a job can be carried out by a predetermined plan, and with supervision, it can minimize the emergence of obstacles, while obstacles that have occurred can be immediately identified which can then be corrected."

Regarding public accountability, supervision is one way to build and maintain the legitimacy of citizens on government performance by creating an effective monitoring system, both internal control (internal control) and external control (external control). In addition to encouraging community supervision (social control).

2.3 Definition of Community Participation

According to Simatupang (in Yuwono, 2017:124) participation comes from English, namely from the word "participation" which can be interpreted as an activity to arouse feelings and be included or take part in the activities of an organization. About community participation in development, participation is active community involvement or participation can mean involvement in the process of determining the direction of the development policy strategy implemented by the government.

Furthermore, Slamet (2003:8) states that Valderama's participation in Aristo notes that there are three traditions of the concept of participation, especially when it is associated with the development of a democratic society, namely: political participation, social participation, and citizen participation)

2.4 Definition of Tourism Development

For tourism development to be sustainable, it is necessary to pay attention to the code of ethics for tourism development as stipulated in the 1999 tourism conference which regulates global tourism ethics to ensure natural resources that are the source of tourism life and protect the environment from the adverse effects of tourism business activities (kartawan: 2004; Waluyo: 2007).

Based on the above understanding regarding tourism development, it can be explained that tourism development is a form of development from what does not yet exist to exist, and the existing ones become better and of higher quality related to the tourism sector by taking into account the global tourism code of ethics which has become a standard in the development of tourism. The development itself cannot be separated from development efforts. So, by understanding the definition of development, the meaning of development is more understandable. On the other hand, domestic resources, such as labor, will be absorbed into the natural resource sector because it provides a more attractive wage offer (Abdiyanto; 2016:54).

2.5 Conceptual Framework

To make it easier for readers to understand the problem while avoiding misunderstandings and interpretations about the title of this research, the author makes a framework of thought as the basis for the material as follows:

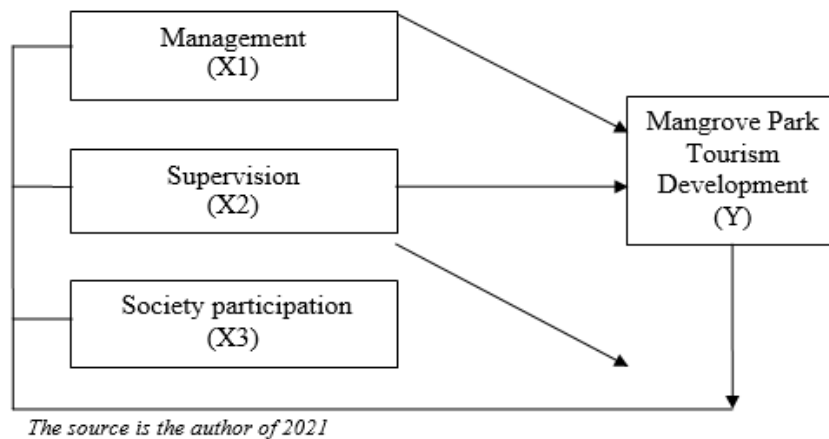


Figure 1. Research Framework

III. Research Methods

3.1 Types of Research

The type of research that the author uses in this study is a quantitative research that aims to determine the relationship between two or more variables. With research, a theory can be built that can function to explain, predict and control symptoms (Rusiadi, et al, 2013:14).

3.2 Population and Sample

According to Russiadi (2013: 35), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied, and then a conclusion is drawn. From the definition of the population above, it can be concluded that the population is the total number of samples used in this study, namely the community as members of the group in Sei Nagalawan village in managing mangrove educational tourism, totaling 100 people.

According to Russiadi (2013:35), the sample is part of the population taken as a data source and can represent the entire population. Sampling must be calculated correctly, so as to obtain a sample that truly represents the picture of the real population. In this study, the research sample used the Slovin formula. The reason the researcher uses the slovin formula is because the population in this study is less than 500 people and the population in this study is also known.

3.3 Data Analysis Method

Data created by researchers for the specific purpose of solving the problem at hand. The data were collected by the researcher directly from the first source or the place where the research object was carried out. While the data that has been collected for purposes other than solving the problem at hand. This data can be found quickly. In this study, the secondary data sources are literature, articles, journals and sites on the internet related to the research conducted.

The data collection techniques in this study are: Questionnaire / questionnaire is a data collection technique that is done by giving a set of questions or statements to other people who are used as respondents to answer. Then observation is one of the data collection techniques that not only measures the attitudes of the respondents (interviews and questionnaires) but can also be used to record various phenomena that occur (situations, conditions). And interviews are data collection techniques that are carried out face-to-face and direct question and answer between data collectors and researchers to informants or data sources.

In qualitative research the data sources selected and adapted to the research objectives are: (1) Validity Test, (2) Reliability Test, (3) Classical Assumption Test, (4) Multiple Linear Regression Analysis Model, (5) Hypothesis Testing.

IV. Results and Discussion

4.1 Results Hypothesis Test

Table 1. Multiple Linear Analysis Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	6.938	1.962		3.536	.001					
Manager Management	-.084	.103	-.079	-.812	.419	.178	-.083	-.067	.710	1.408
Supervision	.667	.102	.578	6.558	.000	.583	.556	.539	.869	1.151

Society participation	.119	.095	.119	1.251	.214	.236	.127	.103	.746	1.341
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a. Dependent Variable: Mangrove Educational Tourism Development

Source: SPSS Version 20 Processing Results (2021)

Table 2. Coefficient of Correlation and Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.593 ^a	.351	.331	4.19639	.351	17,331	3	96	.000	1,236

a. Predictors: (Constant), Management Management, Monitoring, Community Participation

b. Dependent Variables: Mangrove Educational Tourism Development

Source: SPSS Version 20 Processing Results (2021)

Table 3. F Test Results / Simultaneously

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2071,799	2	1035,900	88.072	.000(a)
	Residual	882,149	75	11.762		
	Total	2953,949	77			

a Predictors: (Constant), Market Demand, Business Capital

b Dependent Variable: PerUKM

Source: SPSS Version 20 Processing Results (2021)

4.2 Discussion

The data obtained during the study will be presented as a result of distributing questionnaires to respondents, namely red bean farmers in as many as 78 farmers who are respondents. With a total of 17 questions, consisting of questions Variable X1 (management), Variable X2 (supervision), X3 community participation, and Variable Y (tourism development).

Based on the test results, the amount of Adjusted R Square is 0.351 which can be called the coefficient of determination which in this case means 35.1% of Mangrove Educational Tourism Development can be obtained and explained by the Management, Supervision, and Community Participation. While the remaining $100\% - 35.1\% = 64.9\%$ is explained by other factors or external variables such as place, service, products produced, and others.

Based on the results of the ANOVA test or the F statistic test, the Fount value is 17.331 while Ftable is 2.46 which can be seen at $\alpha = 0.05$. The significant probability is much smaller than 0.05, i.e. $0.000 < 0.05$, so the regression model can be said that in this study the Management, Supervision, and Community Participation simultaneously have a positive and significant effect on the Development of Mangrove Educational Tourism. Then the previous hypothesis is Accept H_a (reject H_0) or the hypothesis is accepted.

In the partial test, (a) Test the effect of management on tourism development. Based on the results of the internal environmental analysis partial test score count is -812 while a table is 1.660 and not significant is 0.419, so $t_{count} - 0.812 > \text{table } 1.660$ and not significant

0.419 > 0.05, then H_a is rejected and H_0 is accepted, which states that management has an effect and is not partially significant on Tourism Development Mangrove Education. (b) test the effect of supervision on tourism development. Based on the results of the partial test is count of 6.558 while table is 1.660 and significance is 0.000, so count is 3.372 > table is 1.670 and significance is 0.000 < 0.05, then H_a is accepted and H_0 is rejected, which states that supervision has an effect and is partially significant on the Development of Mangrove Educational Tourism. (c) test the effect of community participation on tourism development count is 1.251 while a table is 1.660 and not significant is 0.214, so tcount 1.251 > table 1.660 and insignificant 0.214 > 0.05, then H_a is rejected and H_0 is accepted, which states Community Participation partially and insignificantly influential on the Development of Mangrove Educational Tourism.

V. Conclusion

Based on the results of the analysis and discussion regarding management, supervision, community participation in tourism development, the authors state according to the results of the study that there is a positive and significant influence simultaneously (simultaneously) management, supervision, and community participation on the development of mangrove educational tourism in Nipah Beach. Sei Nagalawan. There is a negative and insignificant (partial) influence on management on the development of mangrove educational tourism at Nipah Sei Nagalawan Beach. There is a positive and significant (partial) effect of supervision on the development of mangrove educational tourism at Nipah Sei Nagalawan Beach.

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