

## THE ROLE OF THE YOUTH, SPORTS AND TOURISM OFFICE IN DEVELOPING TRADITIONAL TOURISM VILLAGES IN GUNTUNG VILLAGE, NORTH BONTANG DISTRICT

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### ABSTRACT

*The aim of the study was to analyze the role of the Youth, Sports and Tourism Office in developing traditional tourism villages in Guntung Village, Bontang City and to identify the inhibiting factors faced by the Youth, Sports and Tourism Office in developing traditional tourist villages in Guntung Village, Bontang City. Data analysis techniques using qualitative descriptive data analysis data, namely conducting data analysis based on the results of interviews. Data collection techniques used library research (Library Research) and fieldwork research (Field Work Research) including observation, interviews and documentation. The results of the study show that the role of the Bontang City Youth, Sports and Tourism Office in developing tourism objects in Guntung Village as a whole can be said to be quite good. seen from the role of the Service in carrying out efforts to develop, maintain, and the latest innovations in developing traditional tourism villages that will be built such as carrying out entrepreneurial strategies, coordinators, facilitators, and stimulators in developing this tourist attraction, as a whole the Department of Youth, Sports, and Tourism can be said to be good based on employee responses and the community is equally supportive in developing this tourist attraction, the role of the Service has not been said to be fully good because there are still programs/work activities that have not been realized, the role of the Service in developing this traditional tourism village can be said to be good in carrying out its role namely the participation of the community and the private sector and the inhibiting factors, namely the management of funds and development which are still in progress.*

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## I. INTRODUCTION

Indonesia is a plural and heterogeneous country. Various religions, tribes, cultures and customs grow and develop in this homeland. Cultural diversity in Indonesia is a matter of pride because cultural heritage exists from the past until now because there is cultural inheritance from generation to generation (Budiman et al., 2019). Indonesia is a country with a diverse ethnic and cultural community (Hayati et al., 2022; Sefriyanto et al., 2022). This diversity forms the identity of the Indonesian nation. One of the things we can do is maintain cultural heritage so that it remains sustainable so that it can be known and understood by future generations. One of the cultural preservation activities currently being carried out by the government is to support the preservation of some of the existing customs. The tourism sector is one of the strategic ways offered by the government to be able to preserve traditional culture. It can be said to be very strategic because it can encourage indigenous peoples to maintain and carry out their customs, so that the general public is more familiar with the diversity of this nation, and vice versa through the tourism sector. can provide a wider echo of a culture and has the potential to improve the economy of the community itself.

As it can be seen that this custom is a hereditary habit that is carried out repeatedly which has become a tradition or characteristic of an area or a set of values or norms , social norms and beliefs that grow and develop along with the growth and development of society. rural community. and or community units. Customs actually contain various kinds of ideal rules that govern relationships or interactions that exist in a society.

East Kalimantan is one of the areas that has enormous tourism potential with cultural diversity, unique customs, various tribes, mountains and nature that is very cool and beautiful, flora and fauna that are characteristic of East Kalimantan, as well as hospitality and behavior. gentle manner by its inhabitants, as well as good manners that are always maintained, so that East Kalimantan also has good enough natural potential to support tourist objects in its area. East Kalimantan, which is part of the Maritime Archipelago and the largest island in Indonesia, has a lot of tourism potential that can be developed and then become attractive.

The development of sustainable tourism based on nature, culture, heritage, social and economy is full of complexities involving both tourists and local communities who act as hosts. Consequently, the preservation and protection of the environment is the responsibility of all of us, especially those involved in the planning and development of tourism as an industry, the growth of tourism as an industry must consider that tourism resources are maintained and still enjoyed by future generations.

One of the tourist attractions in East Kalimantan is quite diverse, both natural, cultural and special interest tourist attractions, including the traditional tourist village in Bontang City. The city of Bontang is located in the eastern part adjacent to the Makassar Strait so that its territory is mostly dominated by waters. So far, Bontang City is known as an industrial and service city with large international scale companies in different fields, namely Badak NGL (natural gas), East Kalimantan Pupuk (fertilizer and ammonia), Indominco Mandiri (coal) and has a petrochemical industrial area. (*Kaltim Industrial Estate*) which is the backbone of the city's economic development. Don't be surprised if there is an assumption that the city of Bontang is definitely not environmentally friendly,

be it land, rivers, sea or air. However, in reality, Bontang is not only superior in the industrial sector, in the tourism sector Bontang City also has potential areas that can be developed as tourist attractions.

From the author's observations and interviews with an employee of the Bontang City Youth, Sports and Tourism Office, in the past there were several problems experienced by the Tourism, Sports and Tourism Office in developing traditional tourism villages, namely limited funds which became a problem that was difficult to avoid. thus making it difficult for the youth sports and tourism services to develop these tourist attractions, besides that supervision and maintenance are also needed in this traditional tourism village area so that it adds extra costs for the youth, sports and tourism services to maintain the preservation of the mangrove forest. also maintain good communication within the scope of government to the community so that they can build long-term cooperation, especially in terms of funding support intended to build this traditional tourism village.

Apart from that, this Mangrove Tourism Object also has problems, namely being in a water area where at certain times there will be tides, so it is out of our control that often garbage always piles up after the water recedes in the area, so that piles of plastic waste and household waste seem to fill this traditional tourism village, this pile of garbage triggers a bad smell, causing disturbance to the people around the traditional tourism village, we all mobilize more members to clean up the garbage that sticks to the roots of the mangroves and on the ground in the tourist area together. it costs more for the sports youth service, and tourism in cleaning up the trash. Based on the background of this problem, the author was encouraged to conduct research to compile a thesis proposal with the title: " The Role of the Youth, Sports and Tourism Office in developing traditional tourism villages in Guntung Village, North Bontang District".

## **II. RESEARCH METHODS**

In accordance with the title of this study, this type of research is descriptive. Descriptive research is research that describes and aims to provide an overview and explanation of the variables studied, in this research that is explaining and describing the role of the Department of Youth, Sports and Tourism in developing traditional tourist villages in Bontang City.

## **IV. RESULT AND DISCUSSION**

The efforts of the Department of Youth and Sports in developing tourism are developing economic activities based on the maritime sector, developing coastal and modern tourism activities along with fostering and developing superior tourism potential, developing tourism infrastructure as well as promoting and preparing a tourism-aware society and developing promotions. In accordance with the title of the this research, then this type of research is descriptive. Descriptive research is research that describes and aims to provide an overview and explanation of the variables studied, in this research that is explaining and describing the role of the Youth, Sports and Tourism Office in developing traditional tourist villages in Bontang City.

## **Businessman**

Entrepreneurship is a business activity or an independent business whose activity resources are borne by business actors or entrepreneurs, especially in terms of making new products, determining how to produce new ones, as well as arranging business operations and marketing products and managing business capital. Entrepreneurs have a goal to produce something that has a higher value than before being processed.

The role of the Bontang DISPOPAN in this entrepreneurship is to be able to take advantage of the potential of land and buildings for business purposes. Entrepreneurship From an Economic Angle Land or buildings can be controlled by local governments for conservation purposes or other environmental reasons, can also be used for other economic purposes. This opens up job opportunities for the community and can prosper the local economy. Beaches, highways, and people's entertainment centers can be used for various purposes that can create job opportunities. If it is related to the explanation on Mudrajad Koncoro's theory, then the role of the Bontang City Youth Sports and Tourism Office has carried out its duties in managing this tourist attraction both from land use so that it has a selling value to maintaining this tourist attraction so that it continues to grow both in attracting visitors and in approaching companies that are expected to participate in development up to the ranks of the community, especially those located in the Guntung Village area.

## **Coordinator**

The coordinator in this study is meant to set policies or propose strategies for development in the region, the role of the government coordinator in economic development can involve community groups in collecting and evaluating economic information such as the level of job availability, labor force, unemployment, and the number of company. DISPOPAN of Bontang City as a party that acts as a coordinator both in setting policies and formulating development strategies up to the development of mangrove tourism objects, can also work together with government agencies, business entities, other community groups to develop goals, plans and economic strategies. By taking a regional approach, local government attention can be focused on the regional economy and this can also create better regional management and results of cooperation between higher-level governments and local governments.

## **Facilitator**

The facilitator in this study is that local governments can accelerate development through improving the behavioral environment in their regions. This role may include streamlining the development process, improving planning procedures and establishing regulations. Different community groups can bring different interests in the process of determining economic development policies. The role as a facilitator carries out the task of encouraging the community or community group to implement the program (Hotimah et al., 2022).

Therefore, what is needed is the availability of a clear objective so that local governments can focus on utilizing their own resources and manpower. Having clear objectives also provides a basis for determining other additional programs. The role of DISPOPAN in this facilitator is to streamline the development process, improve planning

procedures and establish regulations, in which DISPOPAR plays an important role in improving the development of this mangrove tourism such as providing sales stand facilities, gazebos and parking lots for the convenience of the tourist visitors, besides that DISPOPAR also helps groups of people understand their common goals and helps them make plans to achieve those goals without taking a particular position in the discussion. In this regard, the role of facilitators is an effort to carry out educational activities for the target community. The educational process is implemented to provide knowledge and skills (Azhari et al., 2022; Farahnaz et al., 2021; Nuarham et al., 2021; Setianoor et al., 2021; Setiawan et al., 2021; Suwandi et al., 2021; Warman et al., 2021; Zulfaidhah et al., 2018). Education in schools is carried out for a better young generation (Suryaningsi & Asikin, 2020; Suryaningsi & Ramadhan, 2021). Education is carried out to form people with good values (Sari et al., 2021; Utami et al., 2017). Some facilitators will try to assist the group in coming to an agreement on any pre-existing disagreements or emerging at meetings so as to have a solid basis for future action.

### **Stimulator**

The stimulator in this study is that local governments can stimulate business creation and development through specific actions that will affect existing companies. Various kinds of facilities can be provided to attract entrepreneurs, for example by providing buildings that can be rented to run a business with reduced rental costs for the first few years. In the field of tourism, local governments can promote specific themes or activities for these tourist objects. DISPOPAR is playing an active role as a stimulator that encourages its people to continue working to achieve prosperity and glory. There are many ways to do this, starting from providing financial assistance to promoting community products through exhibitions and several mass and electronic media about tourism and culture owned by the City of Bontang. Efforts to create jobs and improve people's welfare are the thoughts of the government, including the business world's concern for small entrepreneurs.

## **V. CONCLUSIONS**

The role of DISPOPAR as an entrepreneur *in* utilizing the potential of land and buildings for business purposes and can also be used for other economic purposes. This can open up job opportunities for the community and can prosper the local economy. The role of DISPOPAR is quite good by making entrance fees for this mangrove tour so that the results of this fee can be used for the development and maintenance of the infrastructure. The role of DISPOPAR as a coordinator is to make policy decisions or propose strategies for development in the area such as working with the community and the private sector, the government in economic development can involve community groups. The role of DISPOPAR has been going well, seen from the various activities carried out such as holding csr forums, especially musrembang through the sub-district and RT parties, conducting outreach to the community about the importance of being aware of the environment and forming Pokdarwis. The role of DISPOPAR as a regional government facilitator can accelerate development through improving the behavioral environment in the region. The role of DISPOPAR is doing its job well because it has provided facilities

around the mangroves such as sales stands , gazebos, toilets, trash cans, photo spots, parking lots and bontang special food sellers. DISPOPAPAR's role as a stimulator is to stimulate the creation and development of business development tourism objects through special actions that will influence companies to enter the area and keep existing companies in the area. has been running quite well seen from the routine activities carried out such as holding *events* such as people's parties, *food festivals* and making promotional advertisements that can attract the attention of the private sector to work together in developing this traditional tourism village

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