

Dominant Factors for Kampung Laut Bontang Kuala Development through Ecotourism Concept

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Abstract. Bontang is one of the cities in East Kalimantan Province which is known oil and gas industry and condensate. Besides that, Bontang also has potential tourism that can be developed in the form of Kampung Laut Bontang Kuala. This tourism area can be a leading tourism spot based on ecotourism in Bontang. Based on these fact, conducted a study to find out how Kampung Laut Bontang Kuala can be developed. This study aims to determine the dominant factors that affect Kampung Laut Bontang Kuala development through ecotourism. This research stage begins with interviewing stakeholders related to Kampung Laut Bontang Kuala development through ecotourism. The interview results were analysed using quantitative content analysis which showed the factors that affect Kampung Laut Bontang Kuala development through ecotourism in accordance with the assessment of stakeholders. The research result showed there are 9 of dominant factors for Kampung Laut Bontang Kuala Development ecotourism development.

1. Introduction

The tourism sector is one of the development sectors that is constantly being promoted by the government. This is because tourism has a very important role in the economy of the local area. The tourism sector can be categorized into one of the largest industrial groups, where 8 % of its exports of goods and services derived from tourism [1]. In Indonesia, tourism has a strategic position in economic development. The role of tourism is increasingly important to the development of trade and foreign investment. Hence the need for the development and marketing of tourism destinations in Indonesia in order to increase foreign exchange earnings in each region in Indonesia. One of them is East Kalimantan Province that has a lot of potential and natural resources that have not been fully developed. Culture and tourism is one way in protecting the environment and increase the income of local communities [2].

East Kalimantan Province is one of the tourist destinations with cultural and tourism potential that is not inferior to another tourist area in Indonesia. Almost 90% of the existing tourist area in East Kalimantan in the form of nature and the other 10% is a tourist area made in support of tourism there. Some tourist area in East Kalimantan owned attractions including Balikpapan, Bontang, Tarakan, Kutai, Kutai Barat, East Kutai, and Paser [3].



According to Department of Culture and Tourism Bontang, the potential and attractions in Bontang include Beras Basah Island, Segajah Island, Gusung Island, mangrove forest, Kutai National Park, Bontang Kuala Sea Settlement, Selangan Island, Thitik-thitik Island, Melahing Island, Selambai Island, Guntung Village, Kanaan Lake and Tomb of Toraja, Berbas Pantai area, city forest, Cafe of Singapore tourist areas, Cibodas Park, Wanatirta City Forest, Marina Badak Beach, Pupuk Kaltim Industrial Area, and Badak Company Industrial Area. Each tourist region has its own characteristics. Most of the potential and appeal offered in Bontang is a natural attraction, such as Bersa Basah Island. Besides, there is a tourist area that offers cultural tourism that is Kampung Laut Bontang Kuala. It is also in accordance with the directives contained in the documents of spatial plans Bontang [4].

Kampung Laut Bontang Kuala is located in the eastern region of Bontang city in the area around the west coast of Makassar Strait. With a population of 4,823 inhabitants with a total area of 585 hectares and the total built area of 64 hectares. Kampung Laut Bontang Kuala is one of the local and foreign tourist destination. This tourist area was originally inhabited by fishermen and is also a mangrove conservation area [5].

In terms of fulfilment infrastructure, Kampung Laut Bontang Kuala can be considered adequate and reasonably orderly. The number of visitors annually is quite a lot. Recorded in 2015 the total visitors to the region in a year as many as 2,377 visitors (Bontang City Tourism Office, 2015). Unfortunately, there is no program or clear directives relating to the development of this tourist area, whereas the value of the region selling quite well [6].

In the tourist area of Kampung Laut Bontang Kuala there are two important activities such as activity above the sea settlement itself and also the other side in areas of mangrove conservation. However, in the development of Kampung Laut Bontang Kuala area is not enough to just maintain mangrove forests due to unfavourable directly to local communities, governments, and investors, but rather how to accommodate the interests of conservation with the interests of the population, the government and investors. The appropriate development for Kampung Laut Bontang Kuala area is the development of ecotourism [7].

According to the Ministry of Tourism of the Republic of Indonesia, ecotourism is a concept of sustainable tourism development that aims to support the efforts of environmental preservation (natural and cultural) and increase public participation in the management so as to provide economic benefits to local communities and governments. Ecotourism can support nature conservation activities in the area of Kampung Laut Bontang Kuala accordance with the potential and carry capacity of the region. Ecotourism can be regarded as environmental tourism activities with an emphasis on nature conservation activities, educational aspects, and empowerment of local communities in social, cultural and economic [8]. Yet, there is no directive for the development of tourism development in Kampung Laut Bontang Kuala as ecotourism. Therefore, there is the need for research to find the direction of development of the tourist area of Kampung Laut Bontang Kuala through ecotourism.

2. Research Methods

2.1. Population and Sample

The approach used in this study is rationalistic approach [9]. The population is the generalization region, consisting of the object or subject in the quantity and specific characteristics defined by the researchers to learn and then drawn conclusions. Based on such understanding, the population in this study is divided into two: the study area itself and the stakeholders associated with the development of Kampung Laut Bontang Kuala through ecotourism, such as Bontang City Government, communities, travellers and business around that tourist area. The population used to analyse each goal for the sample, this study using purposive sampling and accidental sampling. By purposive sampling requires the sample to choose subjects based on specific criteria set forth by the researcher or on certain considerations such as population characteristics or traits are predetermined. While accidental sampling is a method of determining samples from respondents who met incidentally without a specific consideration. However, the technique of sampling was not established earlier. Researchers directly collect data from the sampling unit encountered. For example, research on public opinion

about the elections by using every adult citizen as the sampling unit. Here is shown a number of stakeholders in Table 1 as respondents in this study.

Table 1. Stakeholders Mapping

No.	Stakeholder	Institution
1.	Government	1. Bontang City Department of Culture and Tourism 2. Bontang City Government (BAPPEDA)
2.	Communities	1. Communities around Kampung Laut Bontang Kuala 2. Visitors of Kampung Laut Bontang Kuala
3.	Private Sector	Business actors

Source: Analysis result, 2016

2.2. Methods of Analysis

The analysis used in analysing the factors that influence the development of Kampung Laut Kuala Bontang is a quantitative content analysis. Methods of data collection in this research is divided into two primary and secondary. Primary through interviews relevant stakeholders with Kampung Laut Bontang Kuala. While secondary seen from the analysis results of each stakeholder interviews using quantitative content analysis method.

3. Result and Discussion

3.1. Determination of Factors Affecting the Floating Sea Area Tourism Bontang Kampung Kuala Based Ecotourism

This study used quantitative content analysis. The quantitative content analysis focuses on the recording of the values of numbers or frequencies to describe different types of content are defined. This analysis is used in communication text with the real content. At this stage, the factors that influence the development of Kampung Laut Bontang Kuala through ecotourism produced from the synthesis review of the literature and the literature include studies, research, and theories related to tourism and ecotourism. The results confirmed the synthesis of the literature review on stakeholders were selected through purposive sampling technique. Here are the results of content analysis was done to determine the factors that influence the development of Kampung Laut Bontang Kuala.

1. Results of In-Depth Interview: Government Group (Stakeholders 1)

Stakeholder 1 derived from Bontang City Department of Tourism and Culture. In response ecotourism variables proposed by researchers, stakeholder 1 indicates all variables affect the development of Kampung Laut Bontang Kuala. In table 2 is shown tabulation unit of analysis based on the intended purpose in the form of an influence indication of an ecotourism variable which also serves to see the consistency of the stakeholders to the effect of ecotourism variables.

Table 2. Frequency of Analysis Unit with the Intended Purpose in Transcript 1

Variable Code	Ecotourism Variables	Affected Indication (Xn)	Unaffected Indication (Yn)
F.1	Natural	3	1
F.2	Conservation	1	-
F.3	Sustainability	2	2
F.4	Local Community Quality	1	1
F.5	Education	2	-
F.6	Local Community Empowerment	2	1
F.7	Management	1	-
F.8	Promotion	6	4
F.9	Local Economic Level	2	-
F.10	Local Community Income Level	2	-
F.11	Job Opportunities for Local Community	1	1
F.12	Other variables	1	-

Source: Analysis result, 2016

In Table 2 is known that from those ecotourism variables that has an effect to the development of Kampung Laut Bontang Kuala in accordance with the repetition unit of analysis for the intended purpose in the transcript 1 is the whole variables. But there are some variables are disclosed by only one such variable of conservation, local community quality, management, job opportunities for local communities, and local community involvement. The most influential ecotourism variable according to Stakeholder 1 is promotion variable followed by the natural variable, sustainability variable, local people's income level variable and job opportunities for local community variable.

2. Results of In-Depth Interview: Government Group (Stakeholders 2)

Stakeholder 2 is from BAPPEDA Bontang. In response ecotourism variables proposed by researchers, stakeholder 2 indicates some of the variables that influence the development of Kampung Laut Bontang Kuala. Table 3 is shown the tabulation based analysis unit with the intended purpose in the form of an influence indication of an ecotourism variable which also serves to see the consistency of the stakeholders to the effect of ecotourism variables.

Table 3. Frequency of Analysis Unit with the Intended Purpose in Transcript 2

Variable Code	Ecotourism Variables	Affected Indication (Xn)	Unaffected Indication (Yn)
F.1	Natural	4	1
F.2	Conservation	3	1
F.3	Sustainability	1	1
F.4	Local Community Quality	-	2
F.5	Education	1	3
F.6	Local Community Empowerment	1	2
F.7	Management	1	1
F.8	Promotion	1	1
F.9	Local Economic Level	1	1
F.10	Local Community Income Level	2	2
F.11	Job Opportunities for Local Community	-	2
F.12	Other variable	1	-

Source: Analysis result, 2016

Based on Table 3, it is known that from those ecotourism variables that has affect to the development of Kampung Laut Bontang Kuala in accordance with the repetition unit of analysis for the intended purpose in the transcript 2 are nature variable and conservation variable. There are several variables are disclosed only one such variable of sustainability, education, local community empowerment, management, promotion, local economic level, local community income level, and local community involvement—other variable. While local community quality variable and job opportunities for local community variable indicated no effect. The most influential ecotourism variable by Stakeholder 2 is variable nature and variable conservation.

3. *Results of In-Depth Interview: Civil Society (Stakeholders 3)*

Stakeholder 3 derived from civil society around Kampung Laut Bontang Kuala as local communities. In response ecotourism variables proposed by researchers, stakeholder 3 indicates several variables affect the development of Kampung Laut Bontang Kuala. Here below (table 4) is a tabulation unit of analysis based on tabulation based analysis unit with the intended purpose in the form of an influence indication of an ecotourism variable which also serves to see the consistency of the stakeholders to the effect of ecotourism variables.

Table 4. Frequency of Analysis Unit with the Intended Purpose in Transcript 3

Variable Code	Ecotourism Variables	Affected Indication (Xn)	Unaffected Indication (Yn)
F.1	Natural	4	-
F.2	Conservation	5	-
F.3	Sustainability	1	1
F.4	Local Community Quality	2	1
F.5	Education	2	1
F.6	Local Community Empowerment	1	1
F.7	Management	2	1
F.8	Promotion	1	1
F.9	Local Economic Level	1	1
F.10	Local Community Income Level	1	1
F.11	Job Opportunities for Local Community	1	1
F.12	Other variable	-	-

Source: Analysis result, 2016

Based on the table above, known from that ecotourism variable that has affect to the development of Kampung Laut Bontang Kuala in accordance with the repetition unit of analysis for the intended purpose in the transcript 3 is the conservation variable that that has repetition 5 times, followed by the natural variables that has 4 times. The rest several variables such as sustainability, local economic level, local community income level revealed only one. While variable of job opportunities for local community indicated no effect. The most influential variable according to Stakeholders 3 is variable of local community income level.

4. *Results of In-Depth Interview: Civil Society (Stakeholders 4)*

Stakeholder 4 is from civil society as visitor in Kampung Laut Bontang Kuala. In response ecotourism variables proposed by researchers, stakeholder 4 indicates several variables affect the development of Kampung Laut Bontang Kuala. Here below (table 5) is a tabulation unit of analysis based on tabulation based analysis unit with the intended purpose in the form of an influence indication of an ecotourism variable which also serves to see the consistency of the stakeholders to the effect of ecotourism variables.

Table 5. Frequency of Analysis Unit with the Intended Purpose in Transcript 4

Variable Code	Ecotourism Variable	Affected Indication (Xn)	Unaffected Indication (Yn)
F.1	Natural	4	-
F.2	Conservation	3	1
F.3	Sustainability	1	1
F.4	Local Community Quality	2	-
F.5	Education	-	2
F.6	Local Community Empowerment	1	1
F.7	Management	1	1
F.8	Promotion	1	1
F.9	Local Economic Level	1	1
F.10	Local Community Income Level	1	1
F.11	Job Opportunities for Local Community	-	1
F.12	Other variable	-	-

Source: Analysis result, 2016

Based on the table above, known from that ecotourism variable that has affect to the development of Kampung Laut Bontang Kuala in accordance with the repetition unit of analysis for the intended purpose in the transcript 4 is natural variable that goes into 4 times, followed by variable of local community quality and conservation. The rest several variables such as sustainability, local economic level, local community income level revealed only one. While for variable of education, job opportunities for local community indicated no effect. The most influential ecotourism variable according to Stakeholders 4 is variable of local community.

5. Results of In-Depth Interview: Private Sector (Stakeholders 5)

Stakeholder 5 derived from the private sector as business actor who runs their business around Kampung Laut Bontang Kuala. In response ecotourism variables proposed by researchers, stakeholder 5 indicates several variables affect the development of Kampung Laut Bontang Kuala. Here below (table 6) is a tabulation unit of analysis based on tabulation based analysis unit with the intended purpose in the form of an influence indication of an ecotourism variable which also serves to see the consistency of the stakeholders to the effect of ecotourism variables.

Table 6. Frequency of Analysis Unit with the Intended Purpose in Transcript 5

Variable Code	Ecotourism Variable	Affected Indication (Xn)	Unaffected Indication (Yn)
F.1	Natural	2	1
F.2	Conservation	2	2
F.3	Sustainability	1	1
F.4	Local Community Quality	-	2
F.5	Education	1	3
F.6	Local Community Empowerment	1	1
F.7	Management	2	2
F.8	Promotion	2	1
F.9	Local Economic Level	1	1
F.10	Local Community Income Level	3	1

Variable Code	Ecotourism Variable	Affected Indication (Xn)	Unaffected Indication (Yn)
F.11	Job Opportunities for Local Community	-	2
F.12	Other variables	-	-

Source: Analysis result, 2016

Based on the table above, it is known that from those ecotourism variables that has affect to the development of Kampung Laut Bontang Kuala in accordance with repetition unit of analysis for the same purpose at the transcript 3 is local community income level variable which has repetition 3 times, followed by the variable of nature, conservation, management, and promotion. The rest several variables such as the sustainability of ecotourism, education, local community empowerment and local economic level revealed only one. While for the variable of local community quality and job opportunities for local community indicated no effect. The most influential variable according to stakeholders 5 is variable local community income level.

6. *Factors Affecting the Development of Kampung Laut Bontang Kuala through Ecotourism*

The final step of content analysis process is narrating. This stage will be generated the answer from research question namely the factors affecting the development of Kampung Laut Bontang Kuala through ecotourism. Those results will show the significance effect of an ecotourism variables for tourism development. In its determination, the researchers use a frequency analysis unit with the intended purpose and the same style of speech originating from the preceding step that is understanding data. Those results will illustrate the significance effect of each variable thereafter combined in order to show the influence distribution of each stakeholder. Influence variable that agreed from each stakeholder in whole or dominant will absolutely be the affected ecotourism variable and vice versa. While for the half-agreed variable will be defined by the strength of the statement from stakeholders who considered it has an affect thereafter will be eliminated if has no significant.

From all ecotourism variables that has an effect, they will be reduced in the factors of tourism development in which those factors have the same ecotourism characteristics. The sort of ecotourism variables is looked at the effect of the distribution and the number of iterations. The more agree on and repeat in a transcript is getting on the list. Here below is a matrix combination of each stakeholder.

Table 7. Determining the Dominant Affected Ecotourism Variable for Kampung Laut Bontang Kuala Development

No	Variable Code	Stakeholder				
		A.1	A.2	A.3	A.4	A.5
F.1	Natural	3	4	2	4	4
		Very Affected	Very Affected	Affected	Very Affected	Very Affected
F.2	Conservation	1	3	2	3	5
		Affected	Very Affected	Affected	Affected	Very Affected
F.3	Sustainability	2	1	1	1	2
		Affected	Very Affected	Affected	Affected	Affected
F.4	Local Community Quality	1	-	-	1	1
		Very Affected	Not Affected	Not Affected	Not so Affected	Not so Affected
F.5	Education	2	1	1	-	1
		Affected	Affected	Affected	Not so Affected	Not so Affected
F.6	Local Community Empowerment	1	1	1	1	1
		Affected	Affected	Affected	Not so Affected	Not so Affected
F.7	Management	1	1	2	2	1
		Affected	Affected	Affected	Not so Affected	Not so Affected
F.8	Promotion	6	1	2	1	1

No	Variable Code	Stakeholder				
		A.1	A.2	A.3	A.4	A.5
		Very Affected	Affected	Affected	Not so Affected	Not so Affected
F.9	Local Economic Level	2	1	1	1	1
		Very Affected	Affected	Affected	Not so Affected	Not so Affected
F.10	Local Community Income Level	2	2	3	1	1
		Very Affected	Affected	Very Affected	Not so Affected	Not so Affected
F.11	Job Opportunities for Local Community	1	-	-	-	1
		Affected	Not Affected	Not Affected	Not so Affected	Not so Affected

Notes:

Stakeholder	Institution
A1	Bontang City Department of Culture and Tourism
A2	Bontang City Goverment (BAPPEDA)
A3	Communities around Kampung Laut Bontang Kuala
A4	Visitors of Kampung Laut Bontang Kuala
A5	Bussiness actors

Based on table above, all variables can be concluded that the affected ecotourism factors for Kampung Laut Bontang Kuala development are: (1) Natural Factor, (2) Conservation Factor, (3) Sustainability Factor, (4) Factor of Local Community Quality, (5) Education Factors, (6) Local Community Empowerment Factor, (7) Management Factor, (8) Promotion Factor, (9) Factor of Local Economic Level, (10) Factor of Local Communities Income Level, (11) Job Opportunities in Local Communities.

4. Conclusion

This article aims to determine what factors may affect the ecotourism development in kampong laut Bontang Kuala. Conducted various stages, which began by making a list of ecotourism factors, then run the in-depth interviews to several selected stakeholders related to the development of ecotourism. Results of in-depth interviews will be analysed using content analysis which would then be translated what the purpose of each transcript of the interview. The research result showed that the affected factor to ecotourism development are: (1) Natural Factor, (2) Conservation Factor, (3) Sustainability Factor, (4) Factor of Local Community Quality, (5) Education Factors, (6) Local Community Empowerment Factor, (7) Management Factor, (8) Promotion Factor, (9) Factor of Local Economic Level, (10) Factor of Local Communities Income Level, (11) Job Opportunities in Local Communities

5. References

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