Agribusiness community empowerment in the management of Nirwana Beach tourist area in City of Baubau

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Abstract. The purpose of this study was to analyze the role of agribusiness communities in the management of Nirwana Beach tourist area and to identify government’s efforts in empowering agribusiness communities in the Nirwana Coast tourist area, Sulaa District, Betoambari District, Baubau City. The research employed descriptive method. The results showed that the role of the agribusiness community in managing this tourism area included several aspects, namely the sale of crops by 25 people or 29%, a creative economy of 45 people or 50% and culinary as much as 10 people or 11%. The government’s efforts to empower agribusiness communities include three aspects, namely as regulators, capacitors and facilitators in regulating policies that support the development and empowerment of agribusiness communities in the Nirwana Coast tourist area. As a suggestion in this study, namely the need for community empowerment such as training to improve special skills so that they can take advantage of and manage tourist areas by maximizing the potential of existing silos so that they can provide a positive multiplier effect for agribusiness and environmental communities.

1. Introduction

The tourism sector has been regarded as one of the industries that is quite important because it can generate economic benefits. So that a number of countries are trying to develop their tourism as a source of foreign exchange earners. Indonesia since post-independence has developed and prepared tourism areas, such as the famous island of Bali, Wakatobi, Raja Ampat, Sandi Borobudur and other tourist destinations that have been known throughout the world. The tourism industry can lead to a multiplier effect on economic growth, changes in the quality of life, especially in the local community. Tourism is one sector that is important for the Indonesian economy. The direct contribution of the tourism sector to GDP reached more than 3.8% in 2012, reaching up to 9% of GDP when considering the multiplier effect of GDP. Although the growth of the Indonesian tourism sector is high, compared to other competing countries in the ASEAN region, Indonesia is still far behind. Given the potential of Indonesia's tourism sector in the future, various strategies are needed to attract more foreign tourists and develop Indonesian tourism [1]. Tourism can be defined as a process of moving humans temporarily to go outside their homes (workplaces or residences) to a new place by just staying for a...
while in utilizing facilities to get the needs and desires sought. tourism "is actually only popular in Indonesia after the holding of the 2nd Tourism National Conference in Tretes East Java on 12-14 June 1958. Previously the term used was tourism "and often in Indonesian became tourism [2].

Management of the tourism environment requires the participation of the local community and related holders so that it can have an impact on the social, economic and cultural life of the local community. As a local resource, tourist areas should be managed by local people, because those who know the resources they have are themselves. So they will wisely manage the tourist area for their own welfare, without having to over-exploit it so that it can be sustainable. The management can work with other parties who have a stake in local communities and the environment. Law number 12 of 2005 concerning tourism that aims to develop tourism is nothing but creating multiplier effects, including: a. expand and equalize business opportunities and employment: b. increase national income in order to improve the welfare and prosperity of the people: c. encourage the utilization of national production. In other words, tourism development in a tourist destination will always be taken into account with the benefits and benefits for many people [3].

Utilization and development of coastal tourism areas are activities that have activities that are closely related to the coast and the sea, both along the coast, above sea level and activities carried out below the sea surface. Coastal and marine tourism as one of the aspects of utilization in the management of natural resources has a very good opportunity to be developed. But we also realize that many of the problems we face in driving community potential through empowerment and community participation around the development area. Ecotourism is defined as a trip that can be accounted for in natural areas that nurture the environment and sustain the welfare of the local population. Therefore ecotourism should ideally provide jobs for local residents, especially through small locally owned companies and operated by local residents. Tourism as an industry that sells physical and socio-cultural environments is very demanding for various guarantees so that the environment, both physical, social, cultural, political, is always in a clean condition and guaranteed security [4].

The wealth of Indonesia's natural resources such as beaches, forests, wildlife and volcanoes is a rich resource for ecotourism development that can diversify Indonesian tourism products, serve various markets and help the economies of regions that have untapped potential. The tourism market is increasingly preferred and ecotourism is widely one of the fastest growing segments of tourism demand. Ecotourism as a new tourism strategy compensates for development and economic interests, which help maintain and improve natural areas and also utilize residents in the destination area. Ecotourism can be seen as tourism in the natural region or related to natural areas. Ecotourism viewed from an economic perspective can be divided into at least three different topics, namely benefits for natural areas, benefits for the ecotourism business and benefits for local communities in the sense of creating jobs and livelihoods.

Bau-Bau is a municipality that is astronomically located in the southern part of the equator between 5°21 ' - 5° 3' LS and between 122° 30' - 122° 45' BT. The city is geographically located on Buton Island, Southeast Sulawesi Province. A very strategic location that connects the archipelago shipping lanes between the Western Region of Indonesia and the Eastern Region of Indonesia. One sector of economic improvement is development in the tourism sector. Bau-Bau City has potential in the field of tourism which includes natural tourism, cultural tourism and special interest tourism. Everything has an attraction to be developed so that it becomes a tourist place that is visited by many tourists. Beach tourism in the city of Bau-bau is Nirwana Beach, Lakeba Beach and Kokalukuna Beach. These three beaches each have their own charm that can be enjoyed by tourists [5].

Nirwana Beach is one of the coastal tourist areas that has white sand that is in stark contrast to the clear blue sea water with waves on this very calm beach, almost no coral. So that visitors can freely play water, swim, sunbathe, or beach sports and other activities. This beach attracted many visitors because of its location which is relatively close to the city center which is in the administrative area of the Sulaa village, Betoambari sub-district, Baubau city, Southeast Sulawesi province. But the potential of this tourist area is considered not managed optimally because of limited resources and the level of community participation and tourists are still low in maintaining the preservation of natural tourism
areas. Like the behavior of throwing garbage at the beach. This is also the absence of regulations or policies from the local government in implementing community participation regulations in the utilization of natural resources to support natural tourism. Therefore, the involvement of all stakeholders is needed in contributing to life support, including various things needed for the existence of human life as air and clean water and space for human activities. Thus this coastal tourism area can provide a multiplier effect on society and the environment in a sustainable manner. The purpose of this study was to analyze the role of agribusiness communities in the management of Nirwana Beach tourism area and the government’s efforts to empower agribusiness communities in the Nirwana Coast tourist area.

2. Methods
This research was carried out in the Nirwana Beach tourist area, Sulaa Village, Betoambari District, Baubau City in March - April 2019. The object of research was the agribusiness community involved in the management of Nirwana Beach Tourism Area, Sulaa District, Betoambari District, Baubau City. The population in this study were as many as 90 people involved in managing the Nirwana Beach tourist area. Determination of the number of samples in the study using the census method is by taking all populations.

Data analysis using descriptive methods, namely research that seeks to describe or describe the relationship between phenomena examined systematically, factually and accurately [6]. This method is used to obtain in-depth information data but describes the real conditions that exist as a whole and what is at the focus of the problem set. In order to get data in the field, they include, through library research, interviews, and direct observation. In-depth interviews (depth interviews) will be conducted to a number of speakers in this case is the agribusiness community in the Nirwana Coast tourist area, through Focus Group Discussion.

Operational definitions of the variables used in the study, the following limitations are used: Respondents are people who are directly involved in the management of the Nirwana Beach tourist area. Community Empowerment is a development process or community activities that carry out processes to improve the situation or self. Local potential is a skill or knowledge that is owned by the community that can be beneficial in empowering, local potential of tourist needs consisting of: Sales of crops, Creative Economy and culinary, Creative economy is creativity by relying on ideas and knowledge in utilizing local potential in coastal tourism areas Nirwana from Human Resources as the main production factor, Mobile Merchants are people who offer culinary, Culinary is processed food in the form of food provided at restaurants.

3. Results and discussion
Nirwana Beach area is a tourist area that has uniqueness and characteristics because its management is community-based from generation to generation with kinship systems, traditions and culture still held by the community in maintaining environmental preservation in order to stay natural.

3.1. The role of agribusiness communities for tourist needs
Nirwana Beach area as a tourist destination has been supported by adequate facilities for tourists through community self-help and local government. If this tourist area is managed well it will bring enormous economic benefits. This tourist area will increase regional income and the community involved either directly or not will provide a multiplier effect. Table 1 below is the role and benefits obtained from the management of Nirwana Beach tourist area which covers aspects of selling agricultural produce, creative economy and culinary.
Table 1. The role of the agribusiness community

| No. | The Role of the Agribusiness Community | Amount (soul) | Percentage (%) |
|-----|--------------------------------------|--------------|----------------|
| 1.  | Sales of agricultural products        | 25           | 29             |
| 2.  | Creative economy                      | 45           | 50             |
| 3.  | Culinary                              | 10           | 11             |
|     | Total                                 | 90           | 100            |

3.1.1. Sales of earth products. In terms of economic aspects, the management of Nirwana Beach Tourism area can be seen. If Pantai Nirwana and the beaches around it are managed attractively it will bring enormous economic benefits. The more number of people who visit Pantai Nirwana, the more Rupiah will be spent. So that the economy will flow smoothly and the level of the economy of the community will increase. The poverty rate will decrease because the level of income of the people increases. Community business activities will quickly develop with the better level of income and cash flow. Based on the results of the study, it can be illustrated that the sale of agricultural products, which is as many as 25 people, or 29% of the total number of agribusiness people, is responsible for contributing to tourists. Most of them sell their produce around and sell it to visitors, such as vegetables, boiled or grilled corn, cassava (processed cassava food), vegetables and grilled fish.

3.1.2. Creative economy. The potential of Nirwana Beach and its surrounding attractions if developed and managed will certainly provide its own uniqueness from other regions. Creative Economy carried out by the community, among others, provides facilities: gazebo (gode-gode), Mandi Cuci Kakus and fresh water, tire rental and boat (sampan) so that tourists really feel a comfortable tourist atmosphere. However, the community has not been able to develop a creative economy by utilizing existing local potential. This is because the surrounding community does not yet have special skills. If the community has special skills, it will produce a lot of goods with economic value in waste management. Such as the use of coconut shells, corn husks and plastic waste that can be made into various handicrafts and wet garbage can be processed into organic fertilizers which will have a positive impact on the environment. So that it can maintain soil fertility and preserve nature. Then it is necessary to empower local communities to be able to take advantage of the potential of Nirwana beach tourism in order to increase family opinion.

3.1.3 Culinary. The presence of a restaurant in the Nirwana Beach Tourism area directly follows a typical meal. Based on the results of the study illustrate that those who seek restaurants in the Nirwana Coast tourism area are still very limited, amounting to 5 people or 25% (20 samples), this number is very small compared to other types of contributions, this is due to licensing matters to establish a restaurant inside Nirwana Beach Tourism area. Restaurant / culinary in addition to providing a menu of rice + fish, also providing special food for the Buton tribe, namely cassava, capusu + grilled fish. Besides that, there are also typical food vendors around fifteen people or 22.1% of the total number of people who contribute to tourists. Vendors selling mobile foods sell processed agricultural products, namely boiled corn that offers a spicy and original taste.

3.2. Local Government Efforts on Nirwana Beach Tourism Community Empowerment

The function of the government in relation to empowerment is to direct its people to independence and development in order to create prosperity in people's lives. In this case, community empowerment means that it cannot be released and simply handed over to the community concerned. Optimal community empowerment in order to be able to empower themselves to be better must be involved with the government optimally and deeply. Various models of community empowerment in the dynamics of development, do not escape the role of the government in empowering the community. Local Government Efforts on Nirwana Beach Tourism Community Empowerment include several aspects including:

a. As a regulator, the government provides a basic reference which is then translated by the community as an instrument to regulate every implementation of empowerment activities in the community. Economic empowerment of the community will be linked to policies that support the development of its business.

b. As a dynamic, the government plays a role through providing intensive and effective guidance and direction to the community. Guidance and direction are needed in maintaining dynamics. The
government through a team of extension agents and certain bodies provides guidance and training to the community.

c. As a facilitator, the government seeks to create or facilitate an orderly, comfortable and safe atmosphere, including facilitating the availability of development facilities and infrastructure in the Nirwana Coast tourism area.

In addition, the government must be able to mobilize the participation of various parties when stagnation occurs in the development process providing intensive and effective guidance and direction to the community. Guidance and direction are needed in maintaining the dynamics of people's lives. The government through a team of extension agents and certain bodies provides guidance and training to the community. Then carry out community empowerment strategies especially through training and advocacy for the community involved in managing this tourist area, among others; motivation, awareness raising and training in individual abilities, self management, resource mobilization and development and network development. So thus the government and the community can invest in development in the Nirwana Beach tourist area to attract tourists so that it can have an impact on regional income and also the community.

4. Conclusion

The results showed that the role of the agribusiness community in the management of Nirwana Beach tourist area, Sulaa Betoambari Subdistrict, Baubau City included several aspects including; the sale of agricultural products by 25 people or 29%, Creative economy of 45 people or 50% and culinary as many as 10 or 11 %. Government efforts on empowering agribusiness communities include three aspects, namely as regulators, capacitors and facilitators in regulating policies that support the development of their businesses, dynamists, acting through the provision of intensive and effective guidance and direction to community empowerment and the development of tourist areas. As a suggestion in this study, namely the need for community empowerment such as training to improve special skills so that they can take advantage of and manage tourist areas by maximizing the potential of existing silos so that they can provide a positive multiplier effect for agribusiness and environmental communities.

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