

Optimization Of Community-Based Tourism Potential as Poverty Reduction and Increasing Village Income

(Case Study in Hutumuri Village, South Lettmur DIstrict Maluku Province, Indonesia)

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Abstract

Hutumuri Village is one of the tourist villages in Maluku which has considerable tourism potential. However, the tourism potential has not been able to improve the economy of Hutumuri village. This study aims to explore tourism issues in Hutumuri village, provide a model framework for CBT development and determine the impact of developing tourism potential on village income. This research is a qualitative research that apply exploratory and explanatory with data collection techniques through observation, surveys and interviews in order to obtain factual data. The study results indicate that Hutumuri village tourism has not had a significant economic impact on the village community due to the local government intervention is not maximal in developing village tourism potential caused by a lack of awareness and distrust of the community towards the local government and budget planning by BUMDES (*Rural Bank*) which does not allocate a budget in the tourism sector. This research is expected to make an important contribution to the local government, especially the tourism office (a part of the 4A component tourism development) in taking and policies steps related to developing village tourism potential and indirectly this research facilitates the local government in terms of promoting village tourism.

Keyword: Optimization, CBT, Poverty, Village Income

INTRODUCTION

As a pluralistic Country, Indonesia is able to captivate the world cause of it's unique icon that is not even owned by other countries such as of tribes, cultures, religions and abundant natural wealth owned by every province in Indonesi. This diversity should make Indonesia a prosperous country since this diversity moreover as a source of income and foreign exchange for the Indonesian State. Cultural diversity and natural wealth are great assets of the nation that must be managed properly and wisely considering the frequent exploitation of natural resources by irresponsible parties who deliberately take advantage of the negligence of the community and government.

Maluku Province is a province which named the as "*Land of the Kings*". This labelled indicates that Maluku is a region that is abundant and rich in

natural resources and customs which are also as regional assets. This condition certainly indicates that Maluku is one of the prosperous provinces in Indonesia. But in reality, Maluku province is still in the bottomof 4th level as the poorest province in Indonesia, which is 17.99% in September 2020 (detik.finance.com, 2021). This situation has triggered local governments to further maximize sectors that have added value in Maluku, whereas one of which is the tourism sector. Nationally, the tourism sector has an increasingly important role for the Indonesian economy at the macro level.

In 2018, foreign tourists were recorded at 15.81 million people with a growth rate of 12.58% (BPS, 2019) and foreign exchange contributions of USD 16.1 billion (Kemenpar, 2019). In the same year, domestic tourists recorded 303.4 million trips with a growth of 12.37% (BPS, 2019) with a total

expenditure of Rp.291 trillion and a growth rate of 17.9% (Kemenpar, 2019). This percentage includes the contribution of tourism in Maluku.

Maluku, which is rich in customs, culture and natural beauty, of course has its own added value that cannot be underestimated. Some villages in Maluku also have a lot of uniqueness in the tourism sector. In addition to customs and culture, several villages or villages in Maluku also have natural charms that are very stunning and have high selling value. One of the villages that has beautiful natural assets is Hutumuri village. Hutumuri village is located in the South Leitimur sub-district, Ambon city with the highest government system held by the “*King of the*

country”. The majority of Hutumuri Village residents livelihood as farmers who own land or hamlets as a medium for residents to cultivate and develop their agricultural businesses. Well known commodities in Hutumuri village are *durian* (*durio zibethinus*) and *langsats* (*lansium parasiticum*) fruit, even as superior commodities, fruit has also become an important and main icon in the *durian* eating festival of 2018 which was proclaimed by Maluku Corporate to build the country in collaboration with the Maluku local government. This event was well received and lively by the entire Ambon city community and attracted the attention of local, national and even foreign tourists.



Figure 1. Hutumuri State *Durian* Festival, 2018.

In addition, Hutumuri village is also very famous for its beautiful beaches and rich coral reefs. One of the beaches that became the target of tourists was recently reactivated after the riots, namely Lawena beach. Lawena Beach is still relatively new among the community and is very rich in coral reefs so it is very suitable for diving or snorkeling activities.

The management of the beach is still independent so that access to this beach still depends on the owner of the land or beach because

there are certain days that it is not open to the public for personal reasons. This is one of the obstacles that must be addressed by both villagers, the local government, and the tourism office in order to introduce and promote Lawena beach as one of the recommendations for beach destinations in Maluku. In fact, the tourism office and the local government have not contributed to the management of this beach, so management is still handled by the owner of land and either one beach on the Lawena beach.



Figure 2. Lawena Beach , Hutumuri Village
Sources: .wordpress.com (2017)



Figure 3. Lawena Beach
Sources: Survey of Research Team, 2021

There are some potential destination of Hutumuri village besides the beach, but another one tourist spot in the form of a garden which is named 'Coral Flower Garden'. This park is still managed independently by the land owner in the sense that all private capital is used to manage the park. The research team also saw that there had been no intervention and contribution from the tourism office to the management of the coral flower garden.

This research is considered such interesting study because in addition to the very diverse

tourism potential of Hutumuri village, this research will also provide a model of rural tourism development needed for both the local government and the Hutumuri government. This research is also deemed necessary considering that several studies with the theme of village tourism in Maluku have not offered a reliable model for developing the potential of tourism villages so that the solutions from several previous studies have not been maximally achieved.



Figure 4
The Spots in the Coral Flower Garden, Hutumuri Village.
Sources: Personal Doc. 2020

Based on the phenomena and background above, there are several problems that have not been resolved and are still an issue for the Indonesian government and the Maluku local government. It is clear that Maluku is an area rich in natural products, culture and customs, all of

which are assets for the Maluku region and its surroundings.

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products, culture and customs, all of which are assets for the Maluku region and its surroundings. But in reality, all of those owned by the Maluku province, which in this study is tourism assets, has not maximally contributed significantly to regional economic development and growth. This is evidenced by BPS data from Maluku Province which states that in September 2020 the number of poor people in Maluku increased by 4.2 thousand people. This fact shows that there is worthless synergy and coordination between the community and local government to work together to improve the standard of living of the community by utilizing the natural potentials that are tremendous for the advancement of the region and the nation. Almost all of Maluku areas, especially rural areas, have tourism potential that salesable as well as marketable, but limited funds and weak management so that the management of rural tourism objects is impressed without government intervention. The turnover obtained through the use of these attractions has not yet reached its maximum value since it is managed by local people who lack management and networks in the tourism sector.

The research team also found that the local government and the tourism office had not taken a

policy to embrace tourism sector entrepreneurs in Maluku to take advantage of tourism business opportunities in the future. In addition, the people of Hutumuri village still tend to think barely, making it difficult to coordinate with village officials and local governments regarding the development of tourism village development. The existing BUMDES (Rural Bank) also does not plan a budget in the tourism sector so that the tourism potential development of Hutumuri village is not visible at all.

DISCUSSION

Hutumuri village is a village in Ambon city, located in the South Leitimur sub-district with a population of 4.575 people, whom work as farmers. The government of Hutumuri village is held by the village head or the so-called (*Bapa Raja or Father of King*) “who is elected by the village consultative council or called *Saniri* based on lineage and is appointed and inaugurated through traditional ceremonies and also official services based on the mayor's decree”. Below is the structure of the Hutumuri village government in 2021.

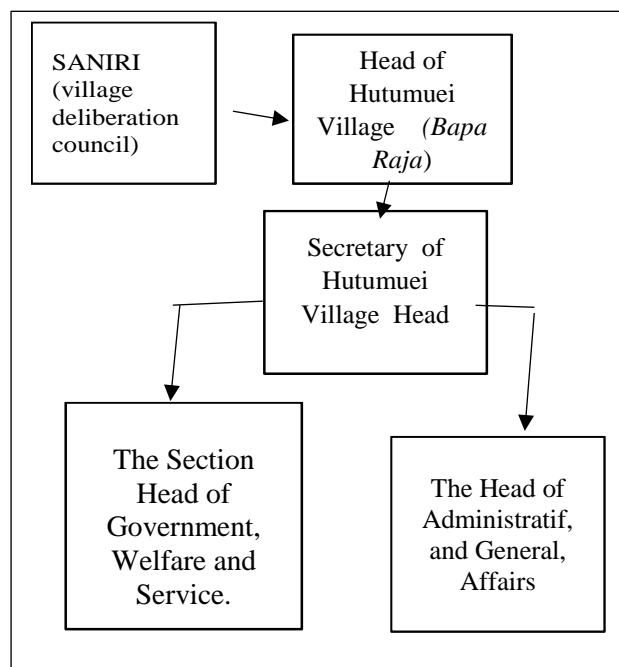


Figure 5 Hutumuri Village Government Structure

1. Saniri is a village deliberation council tasked with selecting, weighing and appointing the village head or the King as well as pursuing to discuss and discuss all matters related to village issues in order to seek and find solutions related to village problems.

2. The Village Head (*Bapa Raja*) is elected by the Saniri and is in charge and responsible for running the government based on oaths and promises to the country's traditional elders and villagers.

3. The Secretary of State is in charge of assisting the King in relation to village administration and coordinating with section heads and heads of affairs in planning village programs, evaluating village activities and reporting on the realization of village programs to the village head.

4. The Section Head is in charge of organizing, planning and implementing several village programs in their respective fields, namely government, welfare and service.

5. The Head of Affairs is responsible for administrative and general matters such as administration, finance as well as planning, evaluation and reporting

6. The Village Head plays a role in coordinating and informing the procedures for implementing village activities by moving the community who are members of the Neighborhood Concillor (RT)

The government of the Hutumuri village which was chosen based on the King's lineage meant that only those who had the royal lineage or those with the WAAS surname were entitled to become leaders or fathers of kings in the village of Hutumuri. This system of determining the king also applies in other villages in Maluku. This phenomenon sometimes causes problems where not all those who have the royal lineage or those with the WAAS surname are able or have the ability to run the government in Hutumuri village with the purpose of this, has an impact on the development of the village which can be said to be up and down.

On the other hand, Hutumuri village is very rich in natural wealth. both on land and at sea. Residents who depend their lives on garden products such as *durian*, *langsa*, *duku*, cloves and others are very guaranteed to their welfare, especially Hutumuri in 2018 based on the Ambon Mayor's Decree No.471/2018 regarding the

determination of the tourist country and urban village in the city of Ambon

it is set as the top 10 tourist villages, which is in sixth place of Most tourist villages are at number in place. This proves that Hutumuri has a tourism asset to be reckoned with.

The results of the research survey show that the tourism potential of *Hutumuri* village is very diverse, including natural tourism, namely several beaches, flower gardens and forests, customs, agro-tourism, art and cultural tourism. This diverse tourism potential logically will certainly increase the income of the village and the income of the population in particular, but in fact the community or residents of the *Hutumuri* village have not been able to manage these tourism assets properly and wisely so that it is still felt that they do not provide maximum results for the community from an economic point of view.

More than that, the village government until now seems unable to embrace the population who incidentally has tourism potentials to be able to synergize with the local government to develop and utilize tourism objects to increase the income of residents and villages. Based on the results of surveys and interviews with several residents who claim to have coastal tourism objects such as *Lawena* beach and *Labuang Lima* beach, the researchers found that there is distrust of the Hutumuri village community both in the state government and local government so that they are doubtful to donate their assets to be developed by the local government.

In addition, the immigrants who visited the village of Hutumuri did not know for sure where the location of the tourist attraction that was their destination was because there was no thematic map a sign indicating all about the beach. This reality is inversely proportional to the status of Hutumuri village as a tourist village, so it is necessary to change the mindset of the villagers to be more proactive in developing the potential of their village into a source of income for both them and the Hutumuri village itself.

Poverty Reduction and Increasing Village Income

The tourism potential of Hutumuri village is not balanced with the income they acquire. Based on the results of the survey, the villagers are very dependent on the natural products they have. This

causes of them to tend to deliberate how nature will produce results for them without seeking the potential of other villages even though Hutumuri village has quite a lot of tourism potential which can increase the income of the population thereby reducing poverty levels. One of the best ways for the people of Hutumuri village to increase their income and reduce poverty is to realize and try to develop the potential of the tourism village as much as possible so that it provides long-term benefits for the local population. (Summary of Interview with Mr. Max Kasi Service, the informant).

According to the informer, the residents of Hutumuri village are currently reassured by the situation so that they are not interested at all in stuffs that affection with of creativity and skill improvement, they are more likely to focus on one thing that they think can benefit them without thinking about future conditions. Currently Hutumuri village income is sourced from village funds and village fund allocations, based on the data the team obtained that Hutumuri village funds in 2020 amounted to Rp. 2,211,912,000 and the allocation of village funds is Rp. 2,787,440,637.

By that year, Hutumuri village has realized several village development programs including the village administration program by 36.71%, development implementation by 30.52%, emergency disaster management by 22.63% and community empowerment by 11.29%. The realization of Hutumuri village funds based on the planning prepared by the Hutumuri Rural Bank (BUMDES), it is clear that there is no development planning in the tourism sector because of several internal village factors including the diverse mindset of the community regarding the impact of their tourism potential development and their pessimism about local government intervention where they feel they will be harmed materially if the development of village tourism potential is taken. transferred by the local government.

The above data indicates that if there is no change in the village government system through the village planning and budgeting agency (BUMDES) or Rural Bank, which until now has not included tourism programs in budget planning, it is certain that the Hutumuri village tourism sector will not develop so that it will directly have

an impact. on the welfare level of the villagers and also its contribution to village income.

Tourism Activities

The concept of this research is intended to explore the existing tourism potential in the tourist village of Hutumuri which incidentally did not experience significant development. This is illustrated by the lack of tourism activities such as the relatively small number of visitors and the lack of worthy synergy from the Hutumuri village government, village residents and also the Ambon city government.

This phenomenon was seen when the research team step in a location that seemed deserted due to the low level of population mobilization. From the results of interviews with the research team with two residents, namely Mr. Wem and Mr. Ony, it is known that some beach attractions are not crowded because not many Ambon city residents know about the existence of beaches in Hutumuri such as Lawena and Labuang Lima beaches.

In addition, the owners of the beach is located also do not want to contribute their land to be managed by the local government due to conflicts over land ownership claims by the Hutumuri residents themselves. Even now, there has not been proper management from the entrepreneur so that visitors who come can only be satisfied by the beauty of the beach because there is no infrastructure that adds to their satisfaction. There are no people who take the initiative to introduce other tourism potentials such as culinary, history, art and culture or their nature reserve tours to tourists who are visiting so that the results of observations show that there is no tourism awareness from the residents of Hutumuri village.

Community Based Tourism

Beginning from the phenomena described above, it is very important for the research team to take a constructive approach with the Hutumuri village community to motivate them not to stay still and stand-in, instead of move forward to advance Hutumuri village as a village with the title of the top 10 tourist villages. in the city of Ambon. In order to accomplish those are, the research team has created and compiled a community-based village tourism development model. This development model focuses on the community, from the community and for the community so that

later the residents of Hutumuri village will be more productive in developing their tourism potential as a source of income and also pride as residents of Hutumuri village.

Community-based tourism potential development model really requires village communities to be creative and productive where all tourism potential will be utilized. Based on information from the secretary of the village of Hutumuri, namely Mr. S Souhuwat ST, that several points of the coast in Hutumuri have been planted with coral reefs by non-profit organizations and he assured that there are no such activities. marine biota bombing activity in Hutumuri village. Based on the observations of the research team, using one sample, namely Lawena beach, it was found that the coral reefs around the beach were very natural. This shows and proves that the community still maintains the marine life that lives on all beaches in Hutumuri village.

Because the livelihoods of the residents of Hutumuri village are mostly farmers and the

abundant yields that are already known by all the people of the city of Ambon are Hutumuri durians. This commodity is certainly very helpful for the villagers in increasing their income plus the attention of NGOs which annually hold a durian festival in Hutumuri village.

However, the population has not been able to be creative in developing this durian commodity into other products such as lunkhead, syrup or chips due to the lack of knowledge, capital and skills in processing *durian*-based products. Not only *durian* but *duku* (*kansium parasticum*), *langsar* (*lansium domesticum*) and cloves are also commodities. Hutumuri village is the main product of Hutumuri village, however, it is still limited to being sold in traditional markets and seasonal traders so that the community has not yet thought about developing and managing their own agricultural products. The more interesting potential tourism at Hutumuri village is the art and cultural. There is *Cakalele* dance studios typical of Maluku which are managed by residents.



Figure 6, Cakalele Dance of Hutumuri Village

Sources: Google Image (2022)

Meanwhile the attraction performance just for traditional celebrations, welcoming important guests and only the inauguration of the King. In distinction to *cakalele*, Tahuri musical instrument is known for its musical instrument which has become an icon of the city of Ambon as a city of music.

Tahuri is a musical instrument from Clumshell (*bia*) which is played by blowing. *Tahuri* has also been included in a music festival in Spain.



Figure 7, Clumshell, music instrument of Hutumuri Village

Sources: Google Image (2022)

According to surveys and observations, Tahuri Studio was trained by Mr. Loli who is the only Tahuri artist in Ambon city. The predicate of Ambon as city of music is also due to Tahuri's worldwide music. The young people who are members of the Tahuri studio have had a valuable experience while being the foster children of Mr. Loli.

Mr. Piere as an informant of the research, is one of the Tahuri musical instrument players in Hutumuri village explained that he had been included with other Hutumuri youth friends in Ambon city events and was paid quite high.. By playing Tahuri, he feels confident and proud being of Hutumuri village assets and as a Hutumuri youth. Since the sovereignty of the previous Kings were very active in managing natural products so that the income of the residents of Hutumuri village at that time was quite sufficient to meet the needs of life. In the current pandemic conditions, the tourism potential of Hutumuri village have even increased in number, but lack in the management such no self-motivation of the villagers to develop and manage tourism assets.

According to Mr. Max, currently Hutumuri village is being stare at by the forestry service because it is considered to have great forest and mountain tourism potential, so the forestry service expects cooperation with the Hutumuri village government and its people to be more active in developing these tourist objects in addition to other tourism because of the success and progress of the village. Hutumuri also depends on how high the awareness and efforts of the Hutumuri village community are in managing, pursuing the tourism potential of their village to become a prosperous village and should be proud of the people of their own country.

Throughout the survey, it's conclude that there is many things can be done by the Hutumuri village community especially those young woman and housewife category that enable them to increase their income by selling typical culinary that they can do. But it doesn't made up their minds so they seem less innovative in developing their existing potential. Even though there are few men, they still look for fish and some even have a place to catch or catch fish which they call *sero*. This shows that there are community efforts to

develop themselves through their marine products even though the majority of community businesses are still independent and have not been touched by the local government and local entrepreneurs in the tourism sector.

Village Fund and Village Fund Allocation

Hutumuri village income comes from village funds. In 2019, Hutumuri village received village funds of Rp. 4,999,352,637 with 2019 SILPA financing of Rp. 579,976,936. Based on the search results of the UPUP POLNAM team, it shows that from the expenditure data or allocation of village funds and village funds 2020, it shows that the largest expenditure is in the field of village government administration, which is 36.71% and the lowest is in the field of community empowerment. This proves that the allocation of village funds still focuses on village government management and does not at all see the potential of village communities that can be developed through the village tourism sector. The UPUP POLNAM team also found that based on ADD and DD data in 2020 the tourism sector was not a concern of BUMDES in budget planning sourced from ADD and DD so that directly there were no programs to develop tourism potential in Hutumuri village that could be utilized by local communities.

This phenomenon illustrates that Hutumuri village has not realized the tourism potential that they have and the potential of existing human resources so that their human resources and natural resources seem to be stagnant since of the absence of financial support and likewise a motivator to encourage the community to be creative and innovative consequently that the standard of living of the local community does not increase. If this is permissible, then Hutumuri village will be threatened become one of the tourist villages in Ambon city and poverty will be very obvious such as community empowerment has not been maximally implemented.

Socialization of Community-Based Tourism Potential Development Model

Based on the observations, surveys and interviews that the team conducted, it was deemed important to conduct socialization in order to introduce a community-based tourism village

potential development model framework in order to show and explain to the community to work together to develop their own tourism potential into a business that can improve the living standards of rural communities and will have a direct impact on village income. The team has carried out socialization activities for the community-based Hutumuri village tourism potential development model attended by the city and provincial tourism offices of the destination division, village officials, traditional community and the arts leaders of Hutumuri village, the Hutumuri community which incidentally is the owner of land which is a tourist attraction in Hutumuri village. as well as the young people of Hutumuri village who also have the potential for creativity.

The socialization activity aims to make the Hutumuri village community aware of the importance of developing themselves by utilizing the tourism potential of Hutumuri village into a business opportunity that can improve the community's economy. This socialization activity focuses on the community because the research team has the main goal of motivating village communities and encouraging them to develop their potential and creativity to develop the

potential of their village so that village potential and community potential will synergize to realize community-based tourism village development.

The framework model for developing potential village that the UPUP team offers is shown in Figure 6 showing that there are several potentials in Hutumuri village. These tourism potentials have not been maximized by the attention of the village community and local government so that they seem neglected and just ignored.

If this condition is left unattended for a long period of time, Hutumuri village will be left behind and the label of tourist village will be vanished. By identifying the strengths and weaknesses of the village, the geographical factors of the village and the social factors of the Hutumuri village, the team felt the need for a contribution from the local government, village officials and stakeholders in formulating and establishing policies for the advancement of Hutumuri village tourism considering the large tourism potential of the village. .

The community-based tourism village development model is described below:

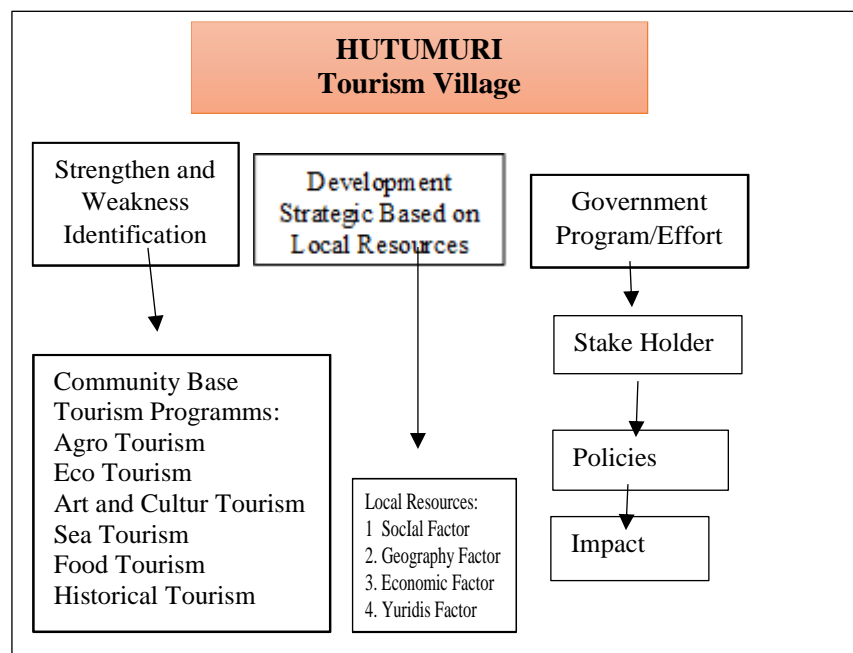


Figure 6
Community Based Tourism Development Model Framework

CONCLUSION

Based on the discussion above, it can be concluded several things related to research issues including:

1. The tourism potential in which abundant natural potential, customs, art and history owned by Hutumuri village, Ambon city does not guarantee the welfare of its residents due to inadequate management and disharmony in relations between village government and village communities and local government and village communities.
2. The lack of community empowerment has triggered the inability of the Hutumuri village community in exploring the village's tourism potential so that the development of village potential does not rely on the community.
3. The absence of programs for developing village tourism potential in the preparation of budget planning by BUMDES so that the tourism sector of Hutumuri village seems sluggish and there are no significant changes.
4. There is no public awareness of Hutumuri village about the importance of developing village tourism potential that they have, so that public distrust arises happening to village and regional governments, especially in terms of granting land for tourist destinations.
5. The model for developing village tourism potential that relies on the community becomes a real picture in managing village potential so that it will have a positive impact on tourism development in Hutumuri village and also the development and empowerment of local communities in addition to improving people's living standards.

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