

DEVELOPMENT OF SALT EDUTOURISM IN BUNDER VILLAGE FOR THE COMMUNITY ECONOMY

Aprilina Susandini¹, Ahmad Roby Gunawan²

^{1,2}Management, Trunojoyo University Madura

¹aprilina.susandini@trunojoyo.ac.id

²190211100136@student.trunojoyo.ac.id

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Abstract

Salt tourism is a unique tourist attraction that offers natural views in the form of expanses of salt fields with mountainous piles of salt. This tour is the first salt tour in Madura, located in Bunder Village, Pademawu District, Pamekasan Regency. Over time, tourism development was carried out by the management, namely BUMDes Mutiara Saghara, in the hope of increasing the number of visitors. However, the development process requires quite large costs. This must be in line with the benefits to be obtained. The aim of this research is to determine the impact of developing salt education tourism on the economy of the surrounding community. This research uses a qualitative approach with purposive sampling data collection techniques. The research results show that the community feels many benefits from the existence of salt education.

INTRODUCTION

The tourism sector in Indonesia continues to experience very rapid development day by day. Tourism is considered to have an important role in development in Indonesia, especially as a revenue sector for the region and the country. The tourism sector is one of the important economic sectors, namely being an engine driving the economy and being able to reduce unemployment rates (Aliansyah & Hermawan, 2019). In the national economy, tourism is expected to be a sector that can increase income through state foreign exchange earnings. According to data from the Central Statistics Agency (BPS), foreign tourist visits to Indonesia continue to increase. In 2022, the number of foreign tourist visits to Indonesia through the main entrance from January to August 2022 will reach 1.73 million visits, a significant increase of 2,028.65% compared to the number of visits in the same period in 2021 (BPS, 2022). The relatively high condition of the tourism sector can

be seen from the number of tourist arrivals and foreign tourism receipts. The size of tourist arrivals and tourism receipts is one measure of the size of the tourism sector's contribution to a country. (Wardhana et al., 2019).

Based on Law Number 10 of 2009 concerning Tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments. several tourism businesses which are included in the tourism sector, namely tourist attractions, tourism areas, tourist transportation services, tourist travel services, food and beverage services, providing accommodation, organizing meetings, incentive trips, conferences, exhibitions, tourism information services, tourism consultant services, services tour guide, water tourism and spa. With the various sectors included in the pre-tourism sector, it can provide an illustration that tourism is an industry that has an impact on the economy by providing a stimulus to increase economic growth through various related sectors. (Naseem, 2021)

Tourism in Indonesia is growing day by day as evidenced by the increasing number of new tourist attractions emerging, one of which is tourism on Madura Island. Madura Island is an island in East Java which has a lot of cultural diversity. Madura Island is also known as Salt Island because a quarter of the area of salt pond production in Indonesia is in Madura. Salt pond land is spread across four districts in Madura, namely Bangkalan, Sampang, Pamekasan and Sumenep districts. With its potential, it can be developed into salt educational tourism. (Nugroho et al., 2020) suggest that salt industrialization can be carried out, one of which is through a salt tourism business.

Based on data from the Ministry of Maritime Affairs and Fisheries in 2010, almost 95% of the salt fields in East Java province are on Madura Island. Island Madura has four districts as the largest salt producers in Indonesia, one of which is Pamekasan Regency. Based on data from the Ministry of Maritime Affairs and Fisheries in 2014, Pamekasan is in 10th position out of 43 regions producing national salt. An area in Pamekasan, namely Bunder Pademawu Village, has salt ponds which are a source of income for the local community when the dry season arrives. These salt ponds are not only a source of livelihood for salt farmers, but are also used as salt tourism. Not only does it provide natural beauty with views of pond land as the main object, but in its development, it will also provide education regarding the salt production process. And this is the first salt education tourism in Madura.

Salt Edutourism is a unique natural tourist attraction where visitors will be pampered by expanses of white land and mountains of salt. Salt Edutourism is a combination of education and tourism where people who visit will learn about the salt production process from the beginning of making plots of land until the salt is harvested and entered into the storage warehouse. In the process, salt education tourism must be developed. Tourism development can be carried out with support and participation from the community and related agencies. In this development, it is necessary to analyze the costs for developing tourist attractions and analyze the benefits that will be felt by the surrounding community.

Developing Salt Edutourism certainly requires a lot of capital and preparation, therefore, this research was carried out to find out whether or not it is necessary to develop salt edutourism when viewed in terms of the costs that must be incurred and the benefits that will be obtained by the surrounding community and the Bunder Village government.

RESEARCH METHODS

This research uses a qualitative approach method. The qualitative approach method is used to obtain new information that will be obtained from social situations in the field (Sugiyono, 2019). This information was obtained from informants in the field. This research was conducted at Eduwisata Garam, Bunder Village, Pademawu District, Pamekasan Regency. In this research, data collection was carried out by means of structured interviews with informants in the field. The number of informants in this research was 32 people consisting of tourist attraction managers, people around Eduwisata Garam, visitors, and business people at Eduwisata Garam in Bunder village. The determination of informants in this study used the snowball sampling technique. Data analysis in this research was carried out before the field, during the field, and after the field. This analysis was carried out to determine the development of Salt Edutourism in Bunder Village for the community's economy.

Data source :

The data sources for this research can come from primary data and secondary data, namely:

a) Primary data

Primary data sources were obtained through interviews and direct observation in the field. Primary data sources are data taken directly by researchers from the source without any intermediaries by exploring the original sources directly through respondents. The primary data sources in this research are the surrounding community, Bumdes managers, business people and salt tourism visitors in Bunder village.

b) Secondary data

Secondary data sources were obtained through documentation and literature study with the help of print and internet media as well as field notes. Secondary data sources are indirect data sources that are able to provide additional data and strengthen research data.

Data collection techniques in this research are:

a) Observation Method (observation)

The observation method is the systematic observation and recording of symptoms that appear on the research object. Observation is a data collection method that uses

observations of research objects which can be carried out directly or indirectly. In this research the author made observations about the situation in Bunder village. Observation data collection techniques were used to obtain data on the process of filling out the questionnaire.

b) Questionnaire Method (Questionnaire)

The questionnaire or questionnaire method is a list containing a series of questions regarding a problem or area to be researched. To obtain data, questionnaires are distributed to respondents (people who answer questions asked for research purposes), especially in survey research. In this research the author created written questions and then answered them by the respondents/sampling.

Data analysis technique :

The most important thing in research besides data collection techniques is data analysis techniques. Because the data analysis technique in research is an activity to check the validity of the data that has been collected before the data is compiled into a report. Here, the author can double-check whether the data collected during field research can answer the research problem formulation or vice versa.

Several stages of Miles and Herberman's interactive analysis model go through four stages, namely:

1. Data collection (data collection)
2. Data reduction (data reduction)
3. Data display (data display)
4. Drawing conclusions (conclusion)

RESULTS AND DISCUSSION

General description of Bunder Village Salt Edutourism

The management of community salt ponds in Indonesia is generally managed on a small scale, in West Java and Madura Island ranging from 0.3 – 1.7 hectares per person with a production season of between 3.5 – 4 months. In Indonesia, the management of salt ponds is still carried out conventionally, causing the people's salt production to not be optimal, especially in terms of quality. (Wandila & Hariyanto, 2021).

Bunder Village is one of the villages in Pademawu District, Pamekasan Regency, which is located in the lowlands with an altitude of 250+ m above sea level with an average air temperature of 39 degrees

C. Bunder Village has a population of 2,766 people with an area of 402.77 hectares and a salt pond area of 202.26 hectares (source: village data).

Bunder Village is one of 22 villages in Pademawu District, Pamekasan Regency which is currently developing Salt Edutourism because the potential for salt ponds in this village is greater than in other villages. Salt Edutourism in Bunder Village has been established since 2020 and was launched on April 4 2021 with the concept of education

about salt, photo spots and river tracing combined into tourism. Visitors who enter Eduwisata Salt only pay IDR 3,000/person and will then get a packet of salt to take home as a souvenir. When entering the Salt Edutourism area, visitors will be treated to views of the vast salt ponds around them, people who work as salt farmers starting to work. The area of the salt ponds in Bunder Village is approximately 202 ha. Bunder Village Salt Edutourism is managed by the Village-Owned Enterprise (BUMDes) Mutiara Saghere Bunder Village.

Bunder Village has quite a large area of land so that it has potential and business opportunities for residents in Bunder Village to become a tourism destination with the Edutourism concept. Eduwisata has tourism elements packaged in which there is learning to increase knowledge, creativity and new knowledge for visitors. Apart from that, salt ponds also have their own uniqueness, especially when the salt harvest arrives, the location of the salt pond looks like a stretch of snow with windmills around it adding to its own beauty and at sunset the location of the salt pond is no less exotic. The local community and young people use the salt pond as a place to visit and take photos, so it is very suitable as a tourism spot. So that when people visit Eduwisata Salt, they are not only treated to views but also useful knowledge.

In the context of developing salt pond educational tourism, the educational tourism in question can take the form of introducing and learning about the salt production process from the beginning of making plots of land until the salt is harvested and entered into the storage warehouse. Edutourism managers have an important role in designing tourist locations as a result of initiative and creativity, as well as an important element in the salt education product development strategy.

Development of Salt Edutourism in Bunder Village

The initial concept of salt education started with the innovation of salt recrystallization which produces an output in the form of iodized salt. From the salt recrystallization activity, obstacles arise in the form of distribution and sale of the iodized salt that has been produced. Apart from that, the development of salt education tourism began with the concerns of Mr. Taufik Hidayat as Director of BUMDes in Bunder village who saw that there was still a lack of public knowledge about proper salt processing techniques. Based on this problem, the BUMDes administrators provided a solution for developing salt education tourism by utilizing the potential of the Bunder village salt ponds with attractive natural views in the form of mangroves, rivers and salt fields.

Bunder Village Salt Edutourism has been established for more than 1 year with a fairly high level of interest, both from salt education which broadens insight, the beautiful environment because it is surrounded by salt ponds so that it is distinctive and different from other tourism and the price of visiting is affordable.. For Currently, the

existing infrastructure is only a few boats used for river tours, then a gazebo for resting, photo spots, tables, chairs, canteen, bathroom, and pine trees beside the road.

For further design of tourist location development, BUMDES will provide facilities that should be available at tourist locations, such as increasing the number of bathrooms and others. Not only that, the concept of this tour is educational, so how do you do it? Here there will be education about making salt using various techniques such as the tanel system, sprayer system and other systems so that visitors can know the various techniques for making salt. Education about salt will later be done in collaboration with residents who have unused land around the central location and miniatures or information boards regarding salt production will be created. Furthermore, BUMDES also plans to build a fishing pond for tourists and propose cooperation to PT. Garam owns land across the river by creating a connecting bridge between the right and left sides of the river. On the side of the river where mangroves are still planted, a floating gazebo will also be added to provide a wider tourist reach. Apart from that, on the side of the tourist location which is currently in use, a building will be added to practice salt recrystallization as well as other facilities such as bathrooms and booths for selling. Another plan that will be used to increase the existence of Eduwisata Salt is to include Eduwisata Salt in travel packages in the Madura Region.

After developing this infrastructure, it is hoped that it can increase the number of tourists visiting salt education tourism. Not only that, tourists are also expected to be able to learn better about the processes of making salt in various ways.

The solution to the various problems that exist at Eduwisata Garam is that it is necessary to improve the existing facilities, facilities and infrastructure at Eduwisata Garam. The educational place for making salt is in one area at Eduwisata Salt. After infrastructure improvements are complete, tourism is necessary opening soon with promotion and introduction of tourism to the general public, which is further maximized by creating social media accounts that keep up with the times. MSMEs around tourism must still be open so that people still visit to buy food even though the tourism has not yet opened so that many people still know about Eduwisata Garam. Tourism certainly needs to be managed as well as possible and to the maximum extent possible, especially in infrastructure development, human resource management, natural resource development, benefit facilities for visitors and so on.

The Impact of Salt Education Tourism Development on the Community's Economy

It is hoped that tourism development and development in an area can bring changes to that area for the better, especially in the economy of the surrounding community. Based on the research results, the impact of the development of salt education tourism on the economy of the surrounding community and several parties is as follows.

Before the existence of salt education in Bunder village, visits to salt ponds were only made by people who worked as salt farmers to make salt and people with research interests only. After the salt education tourism in Bunder village was opened, many people came to visit the location to enjoy nature and tourist facilities such as taking photos, enjoying river crossings, fishing and learning how to make salt. The salt farmers and local communities were happy after eduwisata opened, because the atmosphere around the salt ponds became busier and visitors asked about the salt production process.

Visitors are happy and satisfied when they visit salt education tourism in Bunder village because the entrance ticket only costs IDR 3,000/person and gets a souvenir bonus "Smart Salt". This salt was given by tourism officers which is a recrystallization of salt produced by BUMDes Mutiara Saghara. This recrystallized salt was purchased from salt farmers in Bunder village. Indirectly, this can absorb the salt harvest through salt education. Recrystallization is a method of purifying salt by dissolving the salt in hot water which is then evaporated again. Before evaporating the salt solution, an impurity binder is added so that the impurity ions in the salt are separated from the salt. BUMDes Mutiara Saghara has a recrystallization business aimed at improving the quality and selling value of salt for farmers in Bunder village.

Apart from that, the existence of salt education has provided a very good response to the local community. The local community feels proud because their village has tourism as evidenced by their support and enthusiasm in maintaining the tourist area and not causing damage to it. The existence of salt edutourism can open up job opportunities for unemployed people by providing a special place to sell at edutourism locations.

The people of Bunder village are given a big role in this salt education tourism, such as the process of planning and building objects at the salt education location, as well as recruiting workers, boat owners for river crossings, and food sellers. This was done by the village to improve the welfare and economy of the Bunder village community.

The development of Salt Edutourism in Bunder Village certainly has many benefits for the local area. Such as benefits for the economy of the surrounding community, benefits for visitors, benefits for village income, benefits for the district government. From the results of research conducted by Eduwisata Salt, the economy of the surrounding community, especially MSMEs around Eduwisata Salt, has improved because of the visitors who come. The more visitors come, the more people know about Bunder Village which has unique tourism that increases knowledge about salt, the salt farmers become more enthusiastic about working so that the harvest is more abundant and income for the community and village also increases so that it will increase income for the Pamekasan Regency government .

CONCLUSIONS AND RECOMMENDATIONS



It is very necessary to develop salt education tourism in Bunder Village because of the large tourism potential and high visitor interest. These development efforts need to be carried out based on the principle of mutual interest and synergy between local communities and the government. This synergy is important so that common goals can be achieved easily. Improvements need to be made regarding the facilities and infrastructure of Salt Edutourism so that many people visit tourist attractions by carrying out improvements and development of edutourism by the Mutiara Saghere Village Owned Enterprise (Bumdes) in Bunder village so that the potential of Bunder village remains widely visited and widely known by the wider community.

From the results and discussions that have been presented, there are several suggestions given regarding the development of Salt Edutourism, namely increasing the size of the tourist area, maximizing promotion of Salt Edutourism either through social media or content creators, collaborating with several parties such as the Tourism Office and the private sector. in terms of education and costs.

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