



SUSTAINABLE TOURISM ON MENJANGAN ISLAND, WEST BULELENG

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ABSTRACT

Bali is one of the barometers of international tourism destinations in Indonesia and every year it always brings in quite a large number of tourists, both domestic and foreign tourists, having a small island in West Buleleng called Menjangan Island. The island, which is still within the West Bali National Park area, looks like it hasn't developed optimally. So it is necessary to do a re-assessment using the elaboration of several aspects of sustainable tourism that are in accordance with the development of Menjangan Island itself, such as from economic, socio-cultural and ecological aspects.

Keywords : *sustainable tourism, menjangan island*

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I. PENDAHULUAN

Bali is one of the barometers of international tourism destinations in Indonesia and every year it always brings in quite a large number of tourists, both domestic and foreign tourists. The number of tourist visits to Bali has always increased every year, especially during this endemic period.

Based on the increase in tourist arrivals, the community and local government are encouraged to increase tourism development in a better direction. Tourism in Bali is experiencing rapid growth not only in mountainous areas but also in coastal areas. Sidarta (2002) said that tourist visits to a tourism area lead to social interaction between the surrounding communities which causes changes in the pattern or way of life of the local community. Tourism has a very large impact either directly or indirectly on the socio-economic life of the community with the development of tourism around tourist areas

the. The increasing desire to travel has caused tourism to become one of the most promising economic sectors in the eyes of the public. Many local people who are in tourist areas have switched professions to become tourism workers and have left their previous livelihoods. For example, former farmers have switched professions to become providers of tourist information or to open restaurants.

One of the famous tourist areas in Bali, especially West Buleleng, is the West Bali National Park which has a small island called Menjangan Island. Menjangan Island has potential resources or tourism potential, namely religious tourism, mangroves, coastal cliffs, marine tourism and the availability of tourism facilities (accommodation, infrastructure & superstructure). In addition, according to Sunarminto (2002) Menjangan Island has been developed into an area for ecotourism activities in the form of diving and snorkeling.



Ecotourism activities as well as marine tourism on Menjangan Island are a potential attraction considering that the Menjangan Island region has potential natural wealth in the form of seas or beaches. Muljadi & Warman (2014) stated that marine tourism is a travel activity related to the sea or water. Besides being able to enjoy the beauty of nature, marine tourism activities can also be in the form of water-related sports activities. Muljadi & Warman (2014) stated that in addition to being able to contribute to the economic aspect, marine tourism should also be more principled in nature sustainability, such as not destroying and polluting marine ecosystems. Furthermore, it can be seen from the explanation of the research results of Nastiti & Umilia (2013) which states that there are several factors that can influence the development of marine tourism, including tourist attractions, availability of facilities and infrastructure to support tourism activities, the existence and role of tourism institutions, local community participation, promotion and marketing, environmental quality, resource protection, and government policy.

Therefore, it is hoped that sustainable tourism will be used as a step to further plan tourism development on Menjangan Island. The aim of implementing sustainable tourism is to provide a positive impact or benefit on the environment and local community economy, as well as on the socio-culture in the region. The products of sustainable tourism should be carried out in harmony with the local environment, society and culture. Baskoro, BRA & Cecep Rukendi (2008) explain the use of natural resources and the use of human resources for a long period of time is a sustainable tourism development policy. A community or society plays a very important role in sustainable tourism and must be made the subject of development because of their participation in implementing the concept of sustainability.

II. RESULT AND DISCUSSIONS

Menjangan Island is a small island located west of Buleleng Regency, Bali. The area of this island is about 1500 meters x 500 meters. This island is inhabited by a type of wild deer called Menjangan. This island is part of the West Bali National Park area from 1982 to be precise in Sumberklampok Village, Buleleng Regency.

Menjangan Island has an attraction, namely the beauty of the underwater landscape. In addition, this island is uninhabited. Menjangan Island is one of the best locations for diving on the island of Bali because of the beautiful underwater scenery. When tourists first arrive on this island, you will see a white sand beach area. In addition, Menjangan Island has blue sea water with green gradations. What makes this color gradation in seawater is because the seabed of Menjangan Island contains a lot of plankton that thrives. Apart from plankton, on the seabed of this island there are also unspoiled coral reefs inhabited by colorful fish.

Menjangan Island is a small island separated from the mainland island of Bali. Therefore, visitors must use a boat to cross. Tourists who have a vacation on Menjangan Island can go to the port of Labuhan Lalang in Pemuteran and rent a boat to cross using the boat to Menjangan Island.

Labuhan Lalang Harbor is a port located in the tourist area of West Buleleng, precisely in Sumberklampok Village, Gerokgak and is a crossing point to Menjangan Island. From the port of Labuhan Lalang, tourists can take a 30-minute boat ride to Menjangan Island.

Tourists who want to visit and enter the Menjangan Island area are very easy and open because Menjangan Island is already part of the protected area of the West Bali National Park, so every visitor can enter the Menjangan Island area only with a guide and entry permit.

In addition to permits/entry tickets, guides, visitors also need a boat to cross. Entrance tickets are divided into two, namely for Indonesian citizens Rp. 15,000/person and for foreigners Rp. 200,000/person. And if want to rent a boat to cross to Menjangan Island, tourists must pay a boat rental of IDR 550,000/boat.

Aside from being a maritime tourism spot, this place is a place for spiritual activities both prayer and meditation activities. Menjangan Island will be very crowded with people from both Buleleng and outside the city who want to pray at the temples there. This is clearly seen during certain Hindu holidays. The temples on Menjangan Island are Gili Kencana Temple, Klenting Sari Temple, Taman Sari/Beji, Kebo Iwa Pasram, Dewi Kwan Im Pasram, Gajah Mada Pasram, and Segara Giri Temple.

Sustainable Tourism

In Ministerial Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations states that sustainable tourism is tourism that takes into account current and future social, economic and environmental impacts, meets the needs of tourists, industry, the environment and communities living around tourist attractions and can be used by tourists. all forms of tourist activity in all types of tourist destinations, including mass tourism and also various other types of tourism activities.

Satria & Erlando (2018) state that sustainable tourism is a tourism concept that is developed in a certain area with an emphasis on the principle of sustainability for an unlimited period of time, which means also thinking about the future, without destroying the environment, and with the aim of developing other activities. Sustainable tourism here is not just nature conservation or socially responsible business. Streimikiene et al. (2021) stated that the theoretical definition of sustainable tourism involves dimensions of economic, social and environmental protection.

Suwena & Widyatmaja (2017b) state that a tourism activity can be said to be sustainable if it meets the following requirements:

1. Ecologically sustainable, is tourism development that does not have a negative impact on an ecosystem. Conservation is also a necessity that must be carried out in order to protect resources nature and the environment from the negative impact of tourism activities.
2. Socially acceptable, meaning how the skills of the local population absorb businesses related to tourism such as industry & tourists and do not cause social conflict between residents who are visited and visitors who come
3. Culture is acceptable, meaning how local residents can adapt to a different tourist culture from the local population based on tourist culture, so that negative acculturation does not occur.
4. Economically profitable, are all profits derived from tourism activities so as to increase the welfare of the local population

Sustainable Tourism Menjangan Island

In the principle of sustainable tourism, it can be seen that the development of Menjangan Island has not been optimal. This can be seen in the economic dimension, tourists are not satisfied with tourism development and their spending is not optimal, while service providers have not developed programs to improve human resources, have not been able to increase community employment opportunities and have only been able to add a few business opportunities for the community. The ecological dimension, the accumulation of garbage and waste that damages the surrounding ecosystem. In addition, there is damage to coral reefs by nosy hands, because the demand is increasing. From the socio-cultural dimension, there is a lack of social awareness due to limited interaction with the community and domination by

foreign communities and the commercialization of sacred objects. The development of tourist facilities is also not optimal and does not reflect the architecture of the Balinese people's buildings.

Based on the not yet optimal development of Menjangan Island, several things can be done to conform to the principles of sustainable tourism as follows:

1. Ecology

Things to do in the field of ecology on Menjangan Island is:

- a. The district government and also the village should make efforts to conserve the underwater environment on Menjangan Island, bearing in mind that the underwater beauty of this island needs to be maintained so that it is not damaged by human ignorant hands because the main goal of visitors to Menjangan Island is marine tourism, namely snorkeling and diving. In addition, to protect the existing animal species so that they do not become extinct.
- b. The government and stakeholders must also carry out restoration of historic sites and buildings on Menjangan Island.
- c. Increase provision of new infrastructure and improvement of existing infrastructure.
- d. The most important thing is to increase attention to environmental hygiene efforts. This can be done in collaboration between the government, stakeholders and also the surrounding community.

2. Socio-Cultural

Things that can be done in the socio-cultural field on Menjangan Island are:

- a. In terms of socio-culture, the government and the community should revive original culture and cultural elements that have been almost forgotten so that tourists will know about Balinese culture and its surroundings. In addition, an increase in the cultural arts creativity of the community in tourist destinations will encourage tourists to return to Menjangan Island.
- b. The government and also the surrounding community can work together in terms of developing traditional handicraft products so that they can be purchased by both domestic and foreign tourists.
- c. In addition, it is hoped that tolerance will emerge both in terms of religion and culture so as to help create mutual understanding between residents who come and residents who are visited.

3. Economy

Things that can be done in the economic field on Menjangan Island are:

- a. The district government, village government, and the community should make English learning programs for residents so that they can increase employment opportunities, thereby reducing unemployment problems. There is also a need for a program for swimming or basic safety training for snorkeling or diving tour guides.
- b. Create a tourism service business around the island and also along the road. With the development of tourism, people's income will increase by selling tourism goods and services, for example: restaurants, hotels, travel agencies, tour guides, and souvenir items. In addition, the government can teach local residents to expand the market for handicraft goods/MSMEs.
- c. Promote Menjangan Island both through websites and social media so that the more foreign tourists who come to Indonesia, the more foreign exchange they will receive.
- d. The government and the community must also pay attention to accessibility and encourage development on Menjangan Island and the surrounding area for the convenience of visitors. Apart from that, you can also add a fleet of ship transportation to cross and improve existing transportation.

e. Improving the main facilities for marine tourism such as water companies, fishing groups, associations of beach sports lovers, live guards, non-government organizations, all of which play an active role in Menjangan Island marine tourism activities. And also public facilities such as: public bathrooms, changing rooms and showers, trash bins, parking, communication tools, information boards and arrangements.

III. CONCLUSIONS

Menjangan Island is a small island, located west of Buleleng Regency, Bali. The island, which can be visited via the Labuhan Lalang Harbor, has tourist attractions such as religious tourism and marine tourism. However, in the principles of sustainable tourism, it can be seen that the development of Menjangan Island has not been optimal. So it can be done a review using the elaboration of several aspects of sustainable tourism in accordance with the development of Menjangan Island itself, such as from economic, socio-cultural and ecological aspects. It is hoped that with this elaboration, Menjangan Island can become a good tourist destination for future generations

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