

# Mangrove Tourism Movement Strategy in Realizing Ecocentrism Behavior

Aimie Sulaiman <sup>1</sup>, , Komang Jaka Ferdian <sup>2,\*</sup>, , and  
La Ode Muhamad Muliawan <sup>2</sup>, 

<sup>1</sup> Department of Sociology, Faculty of Social and Political Sciences, Universitas Bangka Belitung, 33172, Bangka, Bangka Belitung Islands Province, Indonesia

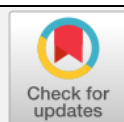
<sup>2</sup> Department of Political Science, Faculty of Social and Political Sciences, Universitas Bangka Belitung, 33172, Bangka, Bangka Belitung Islands Province, Indonesia

\* Corresponding Author: [komangjkgf@ubb.ac.id](mailto:komangjkgf@ubb.ac.id)

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## ABSTRACT

The ecological damage to the coast of Bangka has forced the community to carry out environmental conservation movements to improve their marine ecology. The environmental movement carried out by the HKm Gempa 01 Group in Kurau Barat Village is an ecocentrism activity that is the antithesis of anthropocentrism behavior that has damaged the environment in the Bangka Belitung Islands. On that basis, this research was conducted to analyze and know the Ecocentrism-based Mangrove Tourism Movement Strategy. This study uses a qualitative descriptive method with data collection techniques using observation, interviews with purposive sampling techniques, and documents, while the analysis technique uses data triangulation. The results showed that the HKm Gempa 01 Group mobilized three stakeholders, namely the government, the community, and tourists, to manage the Mangrove area based on ecocentrism behavior. The success of the management of the area forms a movement strategy that can pressure three stakeholders to transform anthropocentrism behavior towards ecocentrism behavior in the management of the Munjang Kurau Mangrove area.

**Keywords:** Ecocentrism; Environmental; Movement; Strategy

## 1. Introduction

In a simple sense, tourism means a person or group to get a pleasant experience without any coercion and has a temporary nature. According to [Gunn & Turgut \(2002\)](#), tourism has the following objectives: 1) tourism must satisfy visitors; 2) tourism must have an economic impact and lead to business success; 3) tourism must provide sustainable resources, and 4) tourism must create harmonization of society and the region. Based on these objectives, tourism must provide benefits for the community and visitors and create environmental protection.

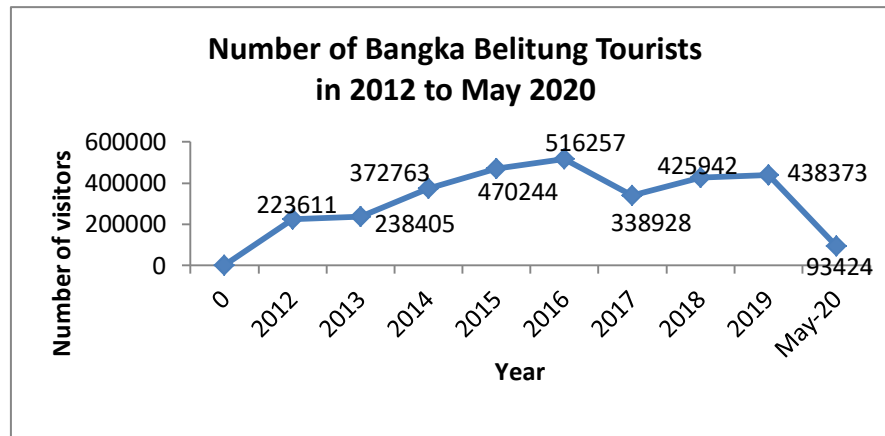
The Bangka Belitung Islands are one of the areas that have considerable tourism potential. This potential is marked by including four tourism and cultural events for the Bangka Belitung Islands in the Wonderful Indonesia 2020 Calendar of Events (CoE). The four events include Toboali City on Fire Season 5, Tanjung Kelayang Festival 3, Sungailiat Triathlon, and Explore the Enchantment of the East Belitung Spice Route. CoE Wonderful Indonesia 2020 chose the four events because they fulfilled three main aspects: Media Value, Cultural Creatives, and CEO Commitment, among the most important aspects of organizing tourism activities ([Kompas.com, 2020](#)).

CEO Commitment is a form of commitment from regional heads to develop regional tourism. The form of commitment that regional heads need to be carried out is allocating a budget in the tourism sector. The budget allocation can be reflected in the regional income and expenditure budget document ([Kompas.com, 2020](#)).

The Government of the Bangka Belitung Islands is highly committed to implementing the CEO Commitment. The implementation of the CEO Commitment is marked by the inclusion of the tourism sector as a leading sector in the Medium-Term Regional Development Plan (Regional RPJM) and Long-Term Regional Development Plan (Regional RPJP). In addition, the government's serious response is by issuing Regional Regulation Number 7 of 2016 concerning the Tourism Master Plan of the Bangka Belitung Islands Province 2016-2025 ([Megawandi, 2020](#); [Valeriani, 2010](#)).

The steps taken by the Regional Government of the Bangka Belitung Islands are considered appropriate in placing the tourism sector as one of the leading sectors of the Regional RPJM and Regional RPJP. This is understandable, considering that many potential coastal natural resources can be utilized for coastal tourism activities. The potential for coastal tourism is evenly distributed in the Bangka Belitung Islands, for example, the potential for snorkelling locations on Turun Aban Beach, Bangka Regency; coastal landscapes on Panjang Island and Tinggi Island, South Bangka Regency; Marine tourism, resorts, fishing, and beach recreation parks in Belitung Regency; and mangrove nature tourism ([Kantona et al., 2016](#); [Andini et al., 2019](#); [Husin et al., 2001](#)).

The diversity of tourism potential and the government's optimism to increase tourism potential encountered several problems in tourist visits and environmental damage activities in the Province of the Bangka Belitung Islands. The following is data from the Statistics of Bangka Belitung for 2012-2019, which illustrates the increase and decrease in the number of tourists in Bangka Belitung, namely:



**Figure 1. Total Tourists in Bangka Belitung Islands**

Source: Statistics of Bangka Belitung Islands Province (2020)

Statistics of Bangka Belitung Islands Province released data regarding the increase and decrease in tourists from the graph above. In the data above, it can be seen that the level of tourist visits has increased from 2012 to 2016. Meanwhile, in 2016-2019 the rate of tourist visits has decreased drastically by -44%. The decline in the level of tourist arrivals can, of course, lead to the failure of the government's plan as stated in the Regional Regulation of the Bangka Belitung Islands Province Number 7 of 2016 concerning the Master Plan for Tourism Development of the Bangka Belitung Islands Province 2016-2025 which targets an increase in the rate of tourists from outside Bangka Belitung by 6%.

Apart from the number of visits, the government's commitment to developing tourism is contrary to granting tin mining permits, damaging the environment. The government grants Mining Business License (*Izin Usaha Pertambangan* or IUP) covering an area of 1.1 million hectares to managers covering both land and sea areas. In the end, mining activities impact massive environmental damage where mud caused by mining threatens marine ecology in the Bangka Belitung Islands and threatens tourism activities (WALHI, 2019).

The threat of marine ecological damage can certainly cause ecological disasters and threaten coastal communities' economies. The Executive Director of WALHI Bangka Belitung stated that the mud produced by mining activities caused sedimentation and covered coral reefs, resulting in the death of coral reef habitats as a food source for marine life. In addition, the impact of mud that pollutes the sea can be carried by waves as far as 30-40 km (MediaIndonesia.com, 2019). Other marine ecological damage from mining activities causes cloudy seawater on the shoreline. Based on the research results, the cloudy seawater on the shores of Bangka Belitung contains heavy metals such as Lead, Cadmium, and Chromium. This indicates that the seawater on the coast of Bangka Belitung has been categorized as polluted (Kurniawan et al., 2014; Wahyuni, 2013).

The massive damage to marine ecology in the Bangka Belitung Islands is the impact of anthropocentrism behavior. According to Keraf (2010), Anthropocentrism behavior can be explained as a form of human action as the center of a system that does not provide moral values to the environment. Humans act destructively to the environment to meet their own needs. Anthropocentrism behavior from mining activities in Bangka Belitung has resulted in marine ecological damage. This is marked by the emergence of technology dredgers and suction vessels as tin mining tools with destructive properties to the seabed. The damage to the marine ecology of Bangka has forced the community to improve its marine ecology by forming an

environmental movement. This movement was carried out by revitalizing the mangrove area in West Kurau Village. This ecocentrism activity as an environmental response in Kurau Barat Village is the antithesis of anthropocentrism behavior commonly found in natural resource management. Its effects have damaged the environment in the Bangka Belitung Islands.

According to Keraf (2010), Ecocentrism behavior is the antithesis of the emergence of anthropocentrism behavior. In other words, ecocentrism is a form of human awareness of environmental damage that triggers humans to give moral value to living and non-living things. Therefore, humans based on ecocentrism must coexist with their environment to form a pattern of interaction that requires one another.

Based on the explanation of the problems above, the study of the Munjang Kurau Mangrove Tourism Movement Strategy in Realizing Ecocentrism Behavior is interesting to study. For this reason, this study will try to describe how the Munjang Kurau Mangrove Tourism Movement Strategy in Realizing Ecocentrism Behavior.

## **2. Literature Review**

Social movements are carried out in a collective form containing people who essentially have a common goal or ideal manifested in solidarity. The important keywords in explaining a social movement, according to Tarrow (1998), are the existence of collective challenges, common goals, social solidarity, and continuous interaction. According to Wilson (1973), social movements emphasize non-institutionalized ways, and the goal is not to gain positions of power. According to Della-Porta & Diani (1999), the four characteristics of social movements are a network of informal interactions, shared feelings and solidarity, conflict as a collective focus, and promoting forms of protest.

Sustainable tourism explains that tourism must meet two main requirements, namely being able to meet current and future needs and not destroying the nature and culture of the local community so that it can be passed on to future generations. Therefore, sustainable tourism must uphold the attitude or behavior when visiting tourist attractions, namely being responsible so that it does not cause damage to the nature and culture of the area visited and the need for an attitude of respect for the cultural customs of the residents of the tourist area (Nurhidayati, 2015).

Social movements and tourism are currently compromising to produce various collective welfare products to shift the industry's tourism paradigm. The sustainability of the sustainable tourism social movement in achieving its goals targets three main focuses: the Government, Society, and Tourists. It is strengthening the three needs to be done to maintain a shared commitment to sustainable tourism activities. The tourism movement requires legitimacy from the government as a form of joint commitment in determining public policy. The government needs to prioritize protection, supervision, and control in implementing sustainable tourism (Arfan et al., 2017). The government also needs to at least assist the tourism movement in developing tourism potential. Without the role of the government, social movements will only focus on one potential in a tourist area that holds various potentials, such as the development of coastal areas in Tangerang district, which only focuses on the potential of the beach (Fadli & Nurlukman, 2018).

The sustainable tourism movement not only needs government support it also requires community involvement in developing tourism. Movement-based tourism at least needs to form community groups to carry out its activities. Call it mangrove tourism, which requires care, nursery, and planting to maintain the environment (Martuti et al., 2018). The preservation of coastal areas, which is carried out collectively, will positively impact the community's



welfare by using marine life, handicraft materials, reducing disasters such as abrasion and others.

The sustainable tourism movement must also provide a memorable experience for its tourists. The memorable experience that needs to be highlighted for visitors is to love nature and culture while visiting. The development of Wonorejo mangrove tourism in Surabaya emphasizes the values of conservation, rehabilitation, and empowerment to its visitors (Wahyuni et al., 2015). While in Buleleng Regency, tourists are given snorkelling experiences and education on protecting coral reefs (Citra, 2017).

### 3. Research Methodology

This research is research that uses qualitative research methods or types. Qualitative research is described by Creswell, namely research exploring and understanding the meaning of individuals or groups in social life problems (Creswell, 2009). Data collection techniques carried out in this study are observation to the research site; Interview with purposive sampling technique by interviewing the Head and members of the HKm Gempa 01 Group, Village Government, and tourists; document field data such as profiles of the Munjang Kurau Mangrove tourism area, related regulations, and mass media. The data collection technique uses data triangulation that combines field data with theoretical to bring up analysis to answer the formulation of the problem.

### 4. Results

HKm Gempa (Gerakan Muda Pecinta Alam) 01 Group is an environmental movement reacting based on environmental damage in Bangka Belitung due to mining activities. The HKm Gempa 01 group initiated and headed by Yasir tries to save the environment by developing a mangrove area in Central Bangka Regency, in West Kurau Village. This environmental conservation movement has been considered successful since its birth in 2005.

Since 2005, efforts to conserve the mangrove area, known as the Munjang Mangrove, have been promoted by the HKm Gempa 01 group. Although initially, the movement to rehabilitate forest areas was still seen as an act of volunteerism for environmental conservation amidst the widespread destruction of ecosystems in the Munjang Kurau area. This movement then expanded its treatment of the Kurau mangrove area by seeing it as an entity that must be preserved and needs to be developed and utilized.

The period from volunteerism to prevent environmental damage to the issuance of various policies regarding the use of this area illustrates a shift in the perspective of the HKm Gempa 01 Group in viewing the Kurau mangrove area. Policies issued by the Ministry of Environment and Forestry and the Provincial Government of the Bangka Belitung Islands are the entry point for this movement to utilize the Kurau Mangrove area for environmental conservation motives and obtain economic benefits. However, the widespread treatment of the Kurau mangrove area as an object that can be managed to earn economic benefits does not necessarily eliminate the idea of environmental conservation in this area. Environmental conservation actions continue to be encouraged so that, in the end, this movement can be said to be successful in developing the preservation of coastal areas.

According to Wijaya (2019), the success achieved in this movement can maintain biodiversity, bring out various types of mangroves that are not owned by other regions, and can block abrasion and big waves. The biodiversity and various types of mangroves in the Munjang Kurau area can be seen in the following figure:



Figure 2. Munjang Kurau Mangrove Biodiversity

The picture above is proof that the Munjang Kurau mangrove area is maintained and can become a new ecosystem for other living things. The preservation of the Mangrove area cannot be separated from the consistency of the HKm Gempa 01 Group in terms of management. The successful management of the Mangrove area finally gave space for the HKm Gempa 01 Group to develop environmentally friendly mangrove tourism, which was inaugurated in 2017.

Tourism development activities continue to be carried out with various activities such as breeding various mangrove species, as well as conservation (Saputra et al., 2019) shows that the shift in perspective towards Mangrove Kurau from objects that must be preserved to objects that can bring economic benefits and does not reduce environment conservation efforts, which is the initial idea of the movement of the area. The HKm Gempa 01 Group is still carrying out the conservation efforts. It can be seen from the formation of the collaboration with the local government and related Ministries, which has become increasingly intense, especially after the issuance of policies regarding the utilization of the Kurau area to be managed by the HKm Gempa 01 Group. Preservation measures, in this case, the HKm Gempa 01 Group tries to minimize public access to the area to prevent encroachment. Preservation also focuses on providing environmental education to tourists.

The three efforts described above have at least an impact on the success of mangrove area management as tourism with an environmental perspective. The success of managing mangrove areas by the HKm Gempa 01 Group is shown by its ability to direct three stakeholders: the government as a policymaker, the community as beneficiaries, and tourists as objects in providing environmental education. The following are the roles and functions of stakeholders directed by the HKm Gempa 01 Group to achieve an ecocentrism paradigm in the development of Mangrove tourism, namely:

#### **4.1. The HKm Gempa 01 Group Puts Pressure on the Government in Mangrove Development**

The movement carried out by HKm Gempa 01 Group has since 2004 consistently required a legal basis to manage mangrove areas to become tourism destinations. According to the Head of HKm Gempa 01 Group, this is considered important so that the group's agenda-setting has a permanent legal basis. On this basis, this movement tries to encourage the government to establish protected forest areas and production forest areas in the Central Bangka Regency (interview with the Head of the HKm Gempa 01 Group on August 21, 2020).

On September 2, 2015, the group's struggle paid off. The government finally issued a Community Forest Utilization Business License (*Izin Usaha Pemanfaatan Hutan Kemasyarakatan* or IUPHKm) in Central Bangka Regency. The license is stated in Decree No. 358/MenLHK-Setjen/2015 concerning Determination of Community Forest Work Areas of 1,057 Ha in Protected Forest Areas and Permanent Production Areas in Central Bangka Regency, Bangka Belitung Islands Province.

According to the Head of the HKm Gempa 01 Group, the decision provided space for them to push back the local government to issue a policy on the area of forest management (interview with the head of the HKm Gempa 01 Group on August 21, 2020). Exactly on February 29, 2016, the Regional Government, through the Decree of the Governor of the Bangka Belitung Islands No. 188.44/209/DISHUT/2016, stipulates that conservation management covering an area of 213 Ha is controlled by HKm Gempa 01 Group for 35 years. Based on these two decisions, the HKm Gempa 01 Group has obtained full rights to manage the Munjang Kurau Mangrove.

Full rights to forest area management then provide an opportunity for groups to form eco-based tourism areas. The strategy is that the determination of the tourism area is legitimized, so this movement encourages the Governor of Bangka Belitung to inaugurate the area as a tourism destination. On July 27, 2017, the Governor of the Bangka Belitung Islands finally inaugurated the West Kurau Mangrove area as Munjang Kurau Mangrove Ecotourism (interview with members of the HKm Gempa 01 Group on August 21, 2020).

The struggle to establish Munjang Kurau Mangrove Ecotourism has not stopped. The HKm Gempa 01 Group needs funding from the government in carrying out development programs. So that the government does not change the group's initial planning, the group forms a Masterplan for 3 years and submits an MoU to the government. The master plan must, of course, be based on group decisions and not damage the infrastructure that has been established. This is the basis for the group to refuse government funding that is not following the mangrove development plan.

The government's action to provide permits and funding to develop ecotourism areas to the HKm Gempa 01 Group above is a form of power described by [Andrain \(1992\)](#) that power can be achieved through a knowledge base. The group, in this case, has a power base on development knowledge and legality in terms of mangrove area management. Based on these two power bases, the group can influence the government to protect the environment and develop tourism.

#### **4.2. The HKm Gempa 01 Group Limits Community Access and Collaborates with the Youth of West Kurau Village to do Environmental Conservation**

Mangrove conservation measures in West Kurau Village, according to the Head of HKm Gempa 01 Group, have been carried out since 2005. Conservation is carried out by utilizing the mangrove forest around West Kurau village. In 2005, according to the apparatus of West Kurau Village, the Mangrove area in West Kurau Village can be said to have begun to be damaged due to neglect by the government and the community.



Initially, the conservation was carried out by the local community committed to caring for the mangrove area. The conservation strategy utilizes local wisdom, forming community groups of approximately 10 people and planting and caring for mangroves. The head of the HKm Gempa 01 Group selects members through the kinship system and the community's youth around the village of Kurau Barat (interview with members of the HKm Gempa 01 Group on August 21, 2020).

The next step taken after planting mangroves, the group began to limit community access to enter the Mangrove area (interview with the village government of Kurau Barat on September 4, 2020). The restriction is not without reason; according to the Head of the HKm Gempa 01 Group, the behavior of people cutting down trees in mangrove areas is considered destructive. On that basis, it is important to limit access so that the mangrove environment remains sustainable (interview with the Head of the HKm Gempa 01 Group on August 21, 2020).

The conservation strategy carried out is considered successful because the Mangrove Munjang Kurau area has at least 40 types of mangroves. The conservation is carried out in stages until it creates a conservation area for shrimp, crabs, fish, birds, monkeys, and other animals. Currently, in 2020 at least the Munjang Kurau Mangrove area is maintained. Its ecosystem is a reference for developing other mangrove areas in Bangka Belitung (interview with the West Kurau village government on September 4, 2020).

In addition to being a reference for other regions, Munjang Kurau is currently a supplier of mangrove seeds for the surrounding area. The following is the production and distribution data of the Munjang Kurau Mangrove:

**Table 1. Mangrove Production and Distribution in Munjang Kurau Area**

No	Description	<i>Rhizophora Apiculata</i>	<i>Rhizophora Mucronata</i>	<i>Rhizophora Stylosa</i>	Amount
1	<b>February</b>				
	Production	1,700	1,000	1,000	3,700
	Distribution	-	-	-	-
2	<b>March</b>				
	Production	11,300	10,000	10,000	31,300
	Distribution	-	-	-	-
3	<b>April</b>				
	Production	5,250	3,000	3,000	11,250
	Distribution	4,000	2,800	1,000	7,800
4	<b>May</b>				
	Production	-	-	-	-
	Distribution	500	10,000	-	10,500
5	<b>June</b>				
	Production	8,750	2,500	2,500	13,750
	Distribution	6,200	5,000	10,000	21,200
6	<b>July</b>				
	Production	5,000	10,000	5,000	20,000
	Distribution	5,000	-	-	5,000

Source: Center for Watershed Management and Protected Forest, Baturusa, Cerucuk (2020)



#### **4.3. The HKm Gempa 01 Group Provides Educational Value and Mangrove Environmental Services to Tourists**

The HKm Gempa 01 Group consciously took action to educate and provide environmental services to tourists. This conscious action is marked by bridges and boat facilities for tourists to get around the mangrove area. The following is a figure of education and environmental services for tourists in the Munjang Kurau Mangrove Area.



**Figure 3. Facilities for Education at the Munjang Kurau Mangrove**

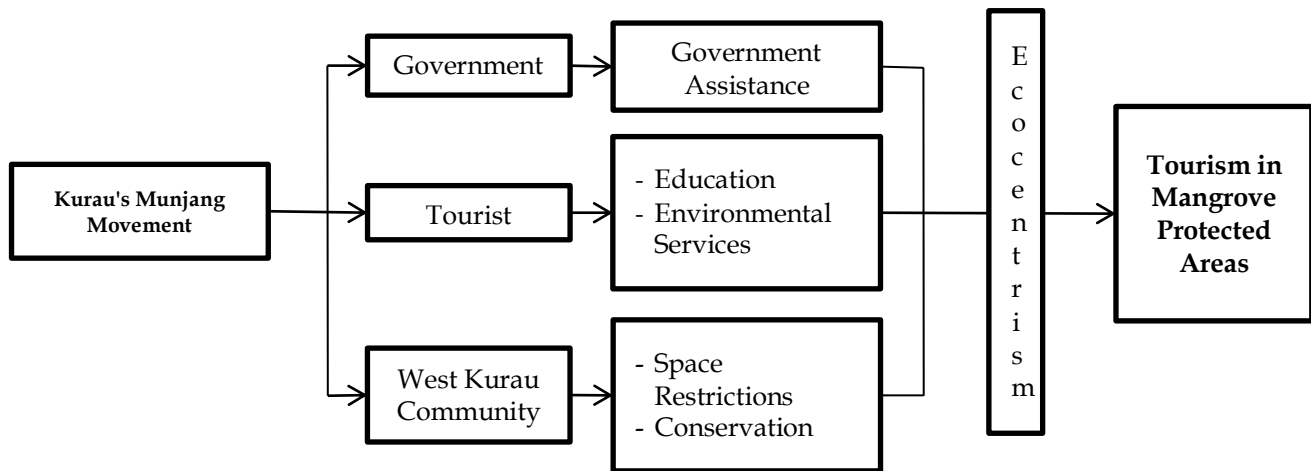
The education imparted is related to the mangrove habitat to the types of animals being developed. Visitors can also directly interact and see firsthand the ecosystem in the mangrove area (interview with tourists on August 21, 2020). Meanwhile, in terms of environmental services, the HKm Gempa 01 Group also produces mangroves and is trusted by the government to distribute mangrove seeds to people who want to plant.

The tourism experience that is instilled in visitors certainly influences saving the environment in Bangka Belitung. For example, currently, the successful management of the Munjang Kurau Mangrove Ecotourism area has affected several coastal communities in South Bangka, West Bangka, and Bangka to manage Mangroves (interview with tourists on August 21, 2020).

This effect can be explained as a form of power theory described by [Dahl \(1978\)](#) that a person can be influenced in voluntary consciousness. The HKm Gempa 01 Group indirectly affects the community through education and environmental services. These activities can ultimately affect the people of South Bangka Regency, West Bangka Regency, and Bangka Regency, who unconsciously move to save the environment.

## 5. Discussions

The research results described previously illustrate that the HKm Gempa 01 Group has a strategy or scheme in managing Munjang Mangrove tourism development according to the behavior of ecocentrism. The strategic scheme developed by the HKm Gempa 01 Group includes three important stakeholders: the government as policymakers, the community as governance implementers, and tourists as objects of environmental conservation education. The following is a strategic scheme carried out by the HKm Gempa 01 Group to manage ecocentrism-based mangrove tourism:



**Figure 4. Munjang Kurau Tourism Movement Strategy Based on Ecocentrism**

Source: Processed data (2020)

The HKm Gempa 01 Group carried out the above strategy to pressure stakeholders to follow the ecocentrism-based thinking pattern of tourism management. This study will use Dahl's concept of power (Dahl, 1978), which states that power is an individual or group skill that can move or influence the behavior of objects so that objects can follow the subject. In addition, Lasswell (1948) also explains that power is an act of who gets what, when, and how (who gets what, when, and how).

The theory of power can describe the actions taken by the HKm Gempa 01 Group from 2005 to the present 2020, which can influence the three stakeholders to participate in the development of sustainable tourism and at the same time preserve the coastal environment in Central Bangka Regency. The HKm Gempa 01 Group has Bargaining Power in the form of knowledge in Mangrove development. This gives the power value to the HKm Gempa 01 Group to influence the three stakeholders in realizing environmental conservation based on ecocentrism behavior.

In addition to the theory of power, this research also uses the theory of Social Movements offered by Sidney Tarrow. According to Tarrow (1998), social movements are collective challenges, understanding the common goals, social solidarity, and continuous interaction. This theory can explain how the HKm Gempa 01 Group influenced the government, tourists, and the public to participate in the management of the Munjang Kurau Mangrove in realizing ecocentrism behavior.

The HKm Gempa 01 Group understands the common goal by pressuring the three stakeholders to participate in the flow of thinking about environmental conservation based on ecocentrism behavior which is the initial idea of the area management movement. Without the



group's approval, the three stakeholders were not given space to manage the Munjang Kurau mangrove area. This was what strengthened the group to come up with a common goal. When all stakeholders have understood the shared goal of environmental conservation, social solidarity is formed to drive a common goal and transform anthropocentrism into ecocentrism in managing the Munjang Kurau Mangrove Area.

## **6. Conclusion**

The stigma of Bangka Belitung Province as an area experiencing environmental degradation is currently changing due to the emergence of Munjang Kurau Mangrove tourism management. The management of the Munjang Kurau Mangrove tourism was driven by the HKm Gempa 01 Group. The HKm Gempa 01 Group had the initial idea of the movement, namely to save the coastal environment in West Kurau Village, Central Bangka Regency. Initially carried out independently, the environmental rescue movement can become a model for other regions to develop the Mangrove area. The environmental rescue movement carried out by HKm Gempa 01 Group is at least an implementation of ecocentrism behavior.

The success of the Munjang Kurau Mangrove area management based on ecocentrism behavior carried out cannot be separated from the strategy developed by the HKm Gempa 01 Group. The area management strategy carried out by the HKm Gempa 01 Group involves three stakeholders, namely the Government, Communities and Tourists. The movement with a pressure approach and steering the three stakeholders transformed anthropocentrism into ecocentrism in managing the Munjang Kurau Mangrove area. in the management of the Munjang Kurau mangrove area. After understanding objectives, the next stage is the alignment of behavior in area management involving all stakeholders. In short, this group has succeeded in playing a key role in managing the Munjang Kurau area.

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## **8. Declaration of Conflicting Interests**

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article,

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### About the Authors

1. **Aimie Sulaiman** obtained her Doctoral degree from Universitas Padjadjaran, Indonesia, in 2021. The author is an Assistant Professor at the Department of Sociology, Faculty of Social and Political Sciences, Universitas Bangka Belitung, Indonesia.  
E-Mail: [aimie@ubb.ac.id](mailto:aimie@ubb.ac.id)
2. **Komang Jaka Ferdian** obtained his Master's degree in Political Science from Universitas Diponegoro, Indonesia, in 2017. The author is an Assistant Professor at the Department of Political Science, Faculty of Social and Political Sciences, Universitas Bangka Belitung, Indonesia.  
E-Mail: [komangjkgf@ubb.ac.id](mailto:komangjkgf@ubb.ac.id)
3. **La Ode Muhamad Muliawan** obtained his Master's degree in Politics and Government from Universitas Gadjah Mada, Indonesia, in 2018. The author is an Assistant Professor at the Department of Political Science, Faculty of Social and Political Sciences, Universitas Bangka Belitung, Indonesia.  
E-Mail: [odeubb@gmail.com](mailto:odeubb@gmail.com)