

Edu Ecotourism Teluk Buo : CSR PT Pertamina Patra Niaga Regional Sumbagut IT Teluk Kabung

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ABSTRACT : Teluk Buo is administratively included in the Central Kabung Bay area, Padang City, Province West Sumatra. Teluk Buo has various natural and socio-cultural resource potentials. Wrong one of them is the existence of mangrove areas, mangroves are an ecosystem multifunctional in the Coastal area. However, this condition is not supported by awareness community to preserve mangrove forests as ecotourism areas. This is due to lack of public understanding of the function of the existence of the mangrove ecosystem, yet Optimizing efforts to maintain mangrove areas from the community is a major problem in the Gulf Ma'am, then the issue of climate change is the reduction in land area of 1-2 meters per year due to vulnerability in coastal ecosystems, apart from that, gender inequality is also still a problem in Teluk Buo coastal environment, women's groups have not been involved in the management stage mangroves, and the problem of poverty because the majority of Teluk Buo residents are fishermen. This research aims to describe the Teluk Buo Tourism Village Development program built by PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung in the economic and field sectors environment to improve the economic level of society and improve coastal life. Method The research used is descriptive-qualitative with data collection techniques in the form of interviews, observations, and documentation. The results of this study show that activity and innovation in the Teluk Buo Tourism Village Development program carried out by Pokdarwis Teluk Buo has had an economic impact on the Teluk Buo community. On the other hand, this program making changes to the system for meeting needs, increasing organizational capabilities, encouraging social cohesion, and creating new things in managing mangrove tourism. The goal is to become a sustainable development program oriented towards environmental preservation and improve the welfare of society. It is hoped that this program can empower the community to get out of problems and maximize their potential, as well as program implementation It is not only felt by the people of Teluk Kabung Tengah but also outside the city of Padang.

KEYWORDS: *Economy; Tourism Village; Tourism Awareness Group; Poverty; Mangroves Learning Center*

I. INTRODUCTION

Environmental issues have begun to be widely discussed since the UN conference was held on the Environment in Stockholm, Sweden on June 15 1972. In Indonesia, The milestone in the history of environmental problems began with the holding of a seminar Environmental Management and National Development by Padjajaran University Bandung on 15-18 May 1972. The most important factor in environmental problems is the size of the human population (population growth rate). Population growth The rapid growth creates challenges that are trying to be overcome by development and industrialization. However, industrialization also speeds up the supply of all necessities Human life also has a negative impact on humans due to its occurrence environmental pollution (<http://www.hplu.org/isu.php>). Responsibility for environmental problems does not only lie with the government, but also industrial players who take natural resources from an area. A number of Regional regulations require industrial players to carry out conservation in recharge areas especially those included in AMDAL. Environmental conservation or development The environment is one of the pillars of the UN program which is contained in Sustainable Development Goals (SDGs). Sustainable Development Goals (SDGs) on the pillars of environmental development, including ensuring food security and good nutrition, achieving universal access to water and sanitation, ensuring adequate energy sustainable, ensuring sustainable consumption and production patterns, taking action to combat climate change and its impacts, manage my natural resource assets sustainably, managing sustainable ecosystems and stopping their loss biodiversity.

Teluk Buo Tourism Village Development Program through Mangrove Conservation Ecotourism is an effort carried out by PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung with the aim of holistic mangrove conservation through planting and mangrove rehabilitation, as well as integrated education regarding the role of mangroves on quality environment by utilizing mangrove biodiversity and increasing economic levels

community and increase distribution of community income, especially in the Ring 1 area. The majority of the residents of Central Kabung Bay have their livelihoods engaged in the sector agriculture such as farmers, farm laborers and fishermen (Peblarici, 2015). Programs that have been Running since the beginning of 2021, this is a community empowerment program in the field environmental economics. Then there were 15 program beneficiaries are members of the Teluk Buo tourism awareness group (Pokdarwis), they are activists and tourism manager from residents of Teluk Kabung Tengah Subdistrict.

Mangrove planting is carried out to increase the quantity of mangroves available in related areas. Not just planting, but also the rehabilitation process carried out to maintain the quality of the mangrove plants. Integrated education is carried out to increase knowledge about the role and benefits of mangroves for all parties related through the mangrove learning center and mangrove museum. Not only that, education Integrated integration is also implemented as a persuasive trigger process to raise awareness all parties in the conservation and wise use of mangroves from an early age. The author also provides a literature review to distinguish between programs and eligibility with previous research. First, the journal conducted by Aldha and Abdi Fithria (2021) with the title "Mangrove Forest Development Strategy in Jorong Tanah District South Kalimantan Regency Sea". This research describes the dynamics of damage mangroves are caused by mining activities and expansion of palm oil companies.

The strategy formulation is outreach to the community regarding forest development mangroves that contribute high levels of biota, the concept of developing mangrove ecotourism to improve the standard of living of the poor, implementing forest development patterns mangroves for the common good. Second, a journal written by La Ode Midi and Asramid Yasin (2023) with the title "Development of the Mangrove Ecosystem as an Ecotourism Area in the Village Lahundape, West Kendari District, Kendari City". This research discusses Mangrove forest development carried out by the Department of Forestry Science and Halu Oleo University Environment. The results of the research are 1) Knowledge, perception, and The attitude of the people of Lahundape Village is increasingly accepting the Mangrove Forest Ecosystem Lahundape becomes an ecotourism area, 2) There is community service for Cleaning the beach from organic waste will create the Lahundape Mangrove Forest area to be clean which of course will be good for water and soil biota, 3) Planting mangrove seeds On land that is empty or rarely grows well in the future it will create a forest Mangroves become denser, which will increase the productivity of mangrove forests. functions to prevent seawater intrusion and abrasion, absorb carbon, and supply oxygen, 4) The establishment of the Mangrove Nursery will provide a supply of seeds for local needs and external which will have a positive impact on increasing people's income. Third, another journal by Fazli Rachman and Sri Yunita (2023) entitled "Development Sustainable Marine Ecosystems Through Citizen Involvement in Forest Management Mangroves in Tanjung Rejo Village".

This research explains that mangrove tourism is capable creating a mangrove ecosystem with the involvement of village communities through groups creative economy of citizens which is regularly fostered by multi-stakeholder partners. Awareness of care quality of marine ecosystems through mangroves, along with increasing the added value of mangroves economically and socially for village communities. Achieving balanced development environment, economics and social are the main pressure points for achieving ecosystem development sustainable mangroves, and mangrove forest management shows a participatory culture inhabitant. From a review of previous research, it was found that the development of mangrove areas caused as an effort to improve the economy and empower the community by involve the community. Research from Aldha and Abdi (2021) and La Ode (2023) for example discussing strategies for developing mangrove forests as ecotourism areas, but did not talk about the Mangrove Learning Center and the little heroes of Mangrove Dalam its management. On the other hand, there are no derivative products resulting from development mangroves and does not pay attention to market needs. This is different from the research this time the program adapts to market needs, for example making mangrove tea and crackers mangrove with high quality so that it can compete with similar products. On Teluk Kabung Tengah Village's innovation is the development of the Mangrove Learning Center as a Coastal Life Savior. This program aims to save coastal lives by carrying out social innovation through the mangrove learning center. This innovation focuses on effort revive natural tourism in Teluk buo through optimizing area management mangrove, by giving birth to little heroes, mangrove guardians, mangrove jungle experience, and mangrove museum.

Research methods This research uses a descriptive method with a qualitative approach. According to Djamel (2015) that qualitative research focuses on describing the conditions, characteristics and values of something objects in an effort to understand phenomena. This means that this research describes activities Pokdarwis Teluk Buo in the Teluk Buo Tourism Village Development program. This research carried out in Teluk Kabung Tengah Village, Bungus Teluk Kabung District, Kota Padang, West Sumatra Province. The subjects taken are people directly involved on the activities to be researched. The informant used was CSR PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung and Khairul Mahmud as beneficiaries program while the object of research is Pokdarwis Teluk Buo. The research uses data collection techniques in the form of interviews, observation, and documentation. In-depth interview technique, namely: face to face with the informant has been determined. Furthermore, observations or observations of the activities studied as well

documentation to support or complement the data. The data analysis used is reducing the data obtained is then presented to determine the condition and end conclusions drawn (Miles & Huberman, 1992).

Discussion A. Teluk buo Tourism Awareness Group Teluk Kabung Tengah Village is located in Bungus Teluk Kabung District, Padang City, West Sumatra Province which is the business operational area of PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung. Its location, which is included in Ring 1, makes it Central Kabung Bay is a target for empowerment, especially considering the economic conditions still low with the majority working as fishermen, farmers and casual laborers. As a form of implementation to increase the knowledge and economy of the community Empowerment programs are carried out through sewing and souvenirs. The Tourism Village Development Program is carried out in Teluk Buo by the tourism awareness group with an age range between 15-55 years who have a low economy. This group consists of of 15 members who have been running since the beginning of 2021. Initially, each member This group is just young people and ordinary fishermen because they see business opportunities Tourism development in Teluk buo is mainly through beach and mangrove tourism These fishermen turned to this opportunity supported by CSR assistance from PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung. These young people also joined formed the tourism awareness group "Pokdarwis Teluk Buo". This group is chaired by Khairul Mahmud is also a local hero who plays an important role in the development of the bay tourist village boo. Organizations will not walk alone in achieving their goals, Pokdarwis Teluk Buo collaborates with the community, government and the Human Initiative organization who are involved as stakeholders.

Pict. 1 Teluk Buo Pokdarwis Secretariat (left) & Mangrove Nursery Center (right)



Source : Group Internal Document, 2023

II. PROGRAM IMPLEMENTATION PROCESS IN THE POKDARWIS GROUP

In implementing the program, Pokdarwis Teluk Buo was accompanied by the company PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung is regularly linked to preparation of group work plans, creation of mangrove nursery centers, nurseries and planting mangroves, training in making mangrove derivative products, diversification Pokdarwis business, increasing the capacity of Pokdarwis, creating a mangrove museum, and mangrove learning center, mangrove little heroes, and mangrove guardians, namely the team mangrove savior. Observations and discussions carried out every week become material evaluate the course of the program. The aim of the Teluk Buo Tourism Village Development Program in Teluk Kabung Village Middle, namely to optimize the tourism potential of the villages of Teluk Buo, Teluk Kabung Tengah, developing the attractiveness of Teluk Buo village, improving the community's economy through potential of tourist villages, organizing tourism awareness groups, and improving quality community life through improvement and development of Tourism Village facilities and infrastructure. The process starts in 2021, the main goal that must be achieved is results identify potential resources that can be developed. This includes revitalization existing groups as well as initiating activities in the program. Then on In 2022 there will be the formation of a new institution in the form of the Tourism Awareness Group (POKDARWIS) which was confirmed directly by the relevant agencies, groups as well given material related to how to explore and utilize tourism potential in its territory. Then in 2023, the intervention carried out will be the construction of facilities tourism supporting infrastructure, increasing the skills and creativity of Pokdarwis through tourism training and development and multi-stakeholder collaboration In the implementation stage, PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung has made efforts to increase capacity and fulfill infrastructure towards the Teluk Buo tourist village development program in the form of intervention activities as well as the provision of supporting facilities including nursery houses, mangrove museums, mangrove learning center, vests and life jackets, and others.

Pict.2 2. Mangrove Rescue Team During Monitoring (left) and Museum Teluk Buo Village Mangrove (right)



Source: PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung

III. INNOVATION PROGRAM REPORT, 2023

Program innovation carried out by Pokdarwis Teluk Buo The company has an obligation to carry out its business activities by implementing social and environmental responsibility, this is in accordance with Law Number 40 2007 concerning Limited Liability Companies Article 74. Basically, a Development program Teluk Buo tourist village is not only concerned with improving the economy. This program innovates with the management of mangrove areas through the mangrove approach conservation ecotourism as an effort to save coastal life and is supported with the existence of a mangrove learning center, little mangrove heroes, mangrove guardians. This innovation program was initiated directly by PT Pertamina Patra Niaga Integrated Terminal Kabung Bay. The following is done not only as a social responsibility but also as an invitation community to care about protecting the environment, one of which is through educational efforts mangrove learning center and mangrove jungle experience managed by Pokdarwis Teluk buo which has never been done by other pokdarwis in the Padang City area. The emergence of this innovation is the result of monitoring and evaluation between Pertamina and community in 2020. This innovation is supported by the local government during training and introducing the mangrove learning center to the community. The Mangrove Jungle Experience activity is a form of utilizing ecosystem services mangroves. This activity surrounds the mangrove forest using fishing boats and more environmentally friendly canoe. Because there are no emissions from motorized engines. In implementing the program, the community is provided with assistance in the form of optimization potential of mangrove areas by involving fishermen and gaining new knowledge on carbon absorption of 282.56 tons/h. Mangroves absorb some carbon in the form of CO₂ which is used for the photosynthesis process, while some others remain in the atmosphere. Apart from that, there is as much stored carbon value as there is 76,992.31 tons/d (Nanlohy & Masniar, 2020). This value is obtained from calculations upper carbon and lower carbon. The type of mangrove that stores the highest carbon is the *R. apiculata* type, this type is also the most commonly found in Mangrove Forests Teluk buo. related to safety and environmentally friendly mangrove management. Previously ships fishermen only use it to find fish. The existence of innovation makes fishermen gain financial benefits. Mangrove learning The center becomes a community learning center in managing mangrove areas sustainable. The mangrove learning center is a tourist attraction mangroves integrated with the mangrove jungle experience. One of them is mangrove doption activities and explanation of the mangrove ecosystem while walking through the forest mangrove by boat. Social innovation through mangrove management gives rise to derivative products from mangroves in the form of mangrove tea and mangrove leaf chips. Product derivatives from mangroves are processed products made by women's groups (PKK) Teluk buo. This product is marketed at Kupa Batigo, one of the cafes in Teluk buo Tourism. This product has received PIRT and is one of the innovations new product D. Impact of Implementation of the Teluk Buo Tourism Village Development Program This program has an impact on the environment and increases economic income the people of Central Kabung Bay. On the economic side, this program responds to conditions People who were originally ordinary fishermen can now be empowered by utilizing tourist villages as an additional source of income. This program has been able to reduce 6 residents the anagement of Pokdarwis Teluk Buo received an increase in income. Can increase income for tourist village

managers and Teluk Buo residents. Income per month IDR 1,250,000 – IDR 2,000,000/month. This increase is caused by additional tourist visits to Teluk Buo as well as from sales of derivative products mangrove, several groups also received orders for mangrove tea and crackers mangroves in large quantities, in addition to an increase in orders at their respective outlets each. On the environmental side, it shows that the Teluk Buo Tourism Village Program is able to contribute 2121

IV. CORE COMPETENCY ELEMENTS AND PROGRAM SUSTAINABILITY

Competencies possessed by company personnel who have attended training on Energy efficiency management is implemented in a program with the community. This transfer of knowledge and skills is proof of PT Pertamina's commitment Patra Niaga Integrated Terminal Teluk Kabung in environmental management sustainable. The company is directly involved in delivering training to the community regarding the Teluk Buo tourist village development program. Tourism potential which is very large in Teluk Buo through the management of mangrove forests and beach tourism, However, it needs to be strengthened regarding the safety aspects of activities on the beach for both managers tourists and visitors. Therefore, the commitment from the Company is transfer knowledge about preventing and dealing with emergencies in water with use of personal protective equipment in the form of a life jacket. Empowerment through the Telok Buo Tourism Village Development program is goal-directed Sustainable Development (Sustainable Development Goals) using Sustainability Compass as a tool for understanding SDGs goals. Like a compass which has four points of the compass, The Sustainability Compass represents 4 (four) important dimensions of sustainability The first consists, Nature, namely: the development program for the Teluk Buo tourist village able to help reduce emissions through carbon savings of 282.56 tons.ha and preventing coastal erosion, environmentally friendly tourist attractions and educating the public about mangroves. Second, the Economy (economy) program is able to help improve group income of IDR 25,250,000/month. Third, Society (society). able to help lift 6 (six) group members out of poverty by the income indicator increases above the UMR per month. Then fourth, Well-Being (better life), namely: this program is not only felt by the Aware Group Teluk Buo Tourism, however, also succeeded in becoming a medium for transferring knowledge to the group other tourism managers such as the Reef Monitoring Community Group (Pokmaswas). coral in Teluk Kabung Selatan Village. After being successful in his struggle to become independent, Khairul Mahmud was often called The captain is also committed to sharing knowledge with other members of the public for free. Captain too plays a central role in encouraging the enthusiasm and skills of group members. Program The development of the Teluk Buo tourist village has been able to have an impact on 2 (two) groups others in Padang City, including: Kabung Bay Monitoring Community Group South, and the Teluk Buo Fishermen's Group

Pict.3 Products of the Teluk Buo Village Tourism Awareness Group



Source: PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung Innovation Program Report, 2023

V. CONCLUSION

Implementation of the program by the Tourism Awareness Group in the Development of the Teluk Tourism Village Buo is an effort carried out by PT Pertamina Patra Niaga Integrated Terminal Teluk Kabung in empowering youth groups, mothers and fishermen in Teluk Village Middle Mosque. This program is able to increase the level of economic income of the community through developing mangrove tourism by utilizing the mangrove learning center and manufacturing mangrove derivative products in the form of tea and mangrove

crackers. Implementation This program runs smoothly with stakeholder synergy ranging from community actors, government and private institutions in strengthening, increasing capacity and facilities the course of the program. Mangrove conservation ecotourism innovation has an impact sustainable empowerment in accordance with the planned sustainable development goals PBB and felt by the wider community with the emergence of 2 (two) new groups in the City Padang which was inspired by the Teluk Buo Pokdarwis

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