

DIGITAL BLUE TOURISM- BASED BILINGUAL AS AN EFFORT TO STRENGTHEN THE TOMINI BAY TOURISM ECONOMY

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Abstrak

Pentingnya keberadaan Digital Blue Tourism Berbasis Bilingual sebagai Upaya Penguatan Ekonomi Pariwisata Kawasan Teluk Tomini memberikan nuansa warna tersendiri bagi kemandirian ekonomi masyarakat. Pengabdian masyarakat ini bertujuan untuk: 1) Menjalinkan kerjasama antara UNG dan Desa Mootawa dalam kegiatan pengabdian masyarakat; 2) Meningkatkan kompetensi dan pengalaman dosen dan mahasiswa dalam program desa khususnya program pemberdayaan masyarakat yang berbasis di kawasan Teluk Tomini; 3) Mengembangkan potensi sumber daya desa Mootawa secara produktif sehingga dapat mendukung kemajuan desa. Pengabdian kepada masyarakat ini meliputi lima tahapan diantaranya tahap persiapan, tahap pelaksanaan, penyusunan program, pelaksanaan program, dan pelaporan. Pada tahap persiapan, tim melakukan survey lokasi dan merekrut peserta pengabdian, dan pada tahap pelaksanaan ada beberapa tahapan yang dilakukan oleh tim diantaranya: identifikasi masalah dan analisis kebutuhan. Hasil implementasi program menunjukkan bahwa hasil rapat internal yang dilakukan oleh mahasiswa KKNT Mootawa dan Kepala Desa Mootawa telah menyimpulkan beberapa isu yang akan menjadi prioritas kerja mahasiswa di Desa Mootawa, antara lain: 1) eduwisata; 2) gerakan peduli pantai; dan 3) digitalisasi. Masing-masing permasalahan tersebut telah dilakukan oleh mahasiswa KKNT UNG dengan baik melalui tahapan sosialisasi dan penyuluhan, pelabelan identitas UMKM, digitalisasi melalui booklet dan pemasangan baliho terkait larangan membuang sampah. Kesimpulan dari pelaksanaan ini adalah setiap kegiatan yang dilakukan tidak terlepas dari peran masyarakat Mootawa, pemerintah desa, dan pemerintah kecamatan Bone Raya dalam menyelesaikan setiap permasalahan yang dihadapi oleh desa Mootawa.

Kata kunci: Digital Blue Tourism - Based Bilingual, Ekonomi Pariwisata, Kawasan Teluk Tomini

Abstract

The importance of the existence of Digital Blue Tourism - Based on Bilingual as an Effort to Strengthen the Tourism Economy of the Tomini Bay Area gives its own colorful nuances to the economic independence of the community. This community service aims to: 1) Establish cooperation between UNG and Mootawa Village in community service activities; 2) Increase the competence and experience of lecturers and students in village programs, especially community empowerment programs based on the Tomini Bay area; 3) Develop the potential of Mootawa village resources productively so that they can support village progress. This community service includes five stages including the preparation stage, the implementation stage, program preparation, program implementation, and reporting. At the preparatory stage, the team conducted a location survey and recruited participants for the service, and at the implementation stage there were several stages carried out by the team including: problem identification and needs analysis. The results of program implementation showed that the results of an internal meeting held by Mootawa KKNT students and the head of Mootawa Village had concluded several issues that would become priority work for students in Mootawa Village, including: 1) edutourism; 2) beach care movement; and 3) digitization. Each of these problems has been carried out by UNG KKNT students well through the stages of socialization and counseling, labeling of UMKM identities, digitalization through booklets and installation of billboards related to the prohibition of throwing garbage. The conclusion from this implementation is that every activity carried out is inseparable from the role of the Mootawa community, the village government, and the Bone Raya sub-district government in solving every problem faced by the Mootawa village.

Keywords: Digital Blue Tourism - Based Bilingual, Tourism Economics, Tomini Bay

INTRODUCTION

The tourism sector is one of the industrial sectors that is able to make the biggest contribution to regional economic development. Natural and cultural tourist attractions are the main capital for certain regions to develop regional economic investment. In line with this, the tourism segment is able to provide opportunities for regional income in a region. IUOTO (International Union of Official Travel Organizations) quoted by Spillane (1993) states that the tourism sector is able to make eight contributions to regional economic growth, one of which is as a trigger for national and international economic development.

Related to the description above, the Coordinating Ministry for Maritime Affairs and Investment (2020) states that the realization of the tourism sector in Indonesia can be obtained through water areas that have abundant potential resources so that they can realize Indonesia's aspirations to become a world maritime axis, and be able to provide substance to people's prosperity. Gorontalo is one area that has a fairly wide ocean. Nova (in the article <https://gorontaloprov.go.id/>, 2019) describes that Gorontalo Province has considerable fisheries and marine potential. The water area of Gorontalo reaches 9,438.44 km² and the length of the coastline is 903.7 km, which includes 331.2 km of the north coast (Sulawesi sea) and 572.5 km of the south coast (Tomini Bay). With this potential, the Regional Secretary of Gorontalo Province, Darda Daraba hopes that Gorontalo can become a fish barn. In line with this, regional development in the Tomini Bay area has also become a priority for the Gorontalo State University (UNG) program regarding the revitalization of the Tomini Bay Area in the context of increasing village economic welfare and investment (Rauf, 2021). Thus, the potential of the sea in the Tomini Bay area is a great access for tourism development and regional economic income in Gorontalo.

Mootawa is one of the areas in the Tomini Bay area. It is located at the southern tip of Gorontalo Province. Etymologically, the word mootawa appears because this location is a meeting place for two different regions, namely Gorontalo and Bolsel. The two areas are just opposite each other, so the word Mootawa appears, which means meeting. This location is in Boneraya District, Bone Bolango Regency.

The Bone Bolango area is currently an icon of the Gorontalo province due to the emergence of a blue tour in the form of a whale shark located in Botubarani Village. This tour has become an icon of Bone Bolango Regency because of the beautiful nuance that can hypnotize foreign and local tourists to visit the area. This reason is finally based on Regional Regulation of Bone Bolango Regency Number 16 of 2011, Bone Bolango Regency split Mootayu Village to become Mootawa Village because the progress of Bone Bolango Regency has shown quite rapid development, especially in the field of development implementation and increasing population.

Most of the livelihoods of the Mootawa people work as farmers and fishermen. What's more, the location of the Mootawa area is close to the beach, so that access to become a tourist spot has great opportunities for the local community. However, this condition is not used by the community as the name of the village is Mootawa, which means knowing each other. Implicitly, the naming of the word 'Mootawa' should be in line with knowing each other the region as an icon in a particular tourism sphere.

Based on initial observations of the potential of Mootawa Village, it has the characteristics of a community where most of their lives live from agricultural products, so mapping the superior potential of the village can be done through; in the field of agricultural products that can increase the economic level of the Mootawa Village community in the economic field, in the form of product activities through the potential results of Mootawa Village land. As for the economic sector in the Mootawa Village community, it is supported by community businesses in the agricultural sector, by utilizing the land of the Mootawa Village community, through making beds and dego-dego for planting yards which are still wide with types of plants; bananas, corn, other fruits, live pharmacies and live kitchens. Also, a superior village with a livestock sector and the most interesting is Mootawa Village has a tourism sector as a natural potential for an amazing waterfall.

Considering with the potential of Mootawa Village which is very strategic, through natural resources which are very adequate and if the crops are abundant, this community service is focused on tourism management in Mootawa Village (land tourism, culinary tourism and nature tourism; mountains, rivers and waterfalls LA Mootawa Village), through environmental management (village potential in the fields of agriculture, economy, education, health and tourism), which is supported by

human resource management in improving the soft skills and life skills of the Mootawa Village community, the economic sector for business groups and the livestock sector, the tourism sector and most importantly in the field education to educate the people of Mootawa Village, as human resources who are the driving force for developing their village well, through business groups (entrepreneurship).

Meanwhile, the community's knowledge in edutourism regarding regional revitalization is still lacking, and until now it can be seen that the condition of the Mootawa waters since the end of the community service activities carried out by UNG in the form of a giant trash can is still not being used properly by the local community. Therefore, there needs to be a tendency that is able to strengthen the pattern of tourism awareness from the community so that it is sensitive to the conditions of the surrounding environment. The Thematic KKN program is expected to be one of the programs that can strengthen the development of tourist destinations in Mootawa and is able to form POKDARWIS in the region as a form of maintaining and preserving tourist destinations in the region. The Thematic KKN program will later come with three main programs including edutourism training for the community, preservation through the beach care movement program, and accessibility of tourism promotion through digital-based cinematic infographics (virtual tour).

METHOD

The solutions offered for this service cover the basic priority problems faced by community groups where these solutions are not only for temporary short-term interests but are long-term solutions that develop the local regional economy. The solution to using digital-based information technology in relation to this service is closely related to the use of bilingual-based cinematic infographics. The implementation of this information technology supports two areas which are partner priority issues, namely:

- a. Managerial aspects include POKDARWIS management, English language training and edutourism socialization for the community, and training in making accessories by utilizing the natural potential around and labeling MSMEs that do not have business legalization. The indicators of the achievement of this program are the availability of adequate resources, as well as adequate technological accessibility
- b. The technological aspect includes making cinematic infographics in the form of virtual tours related to Mootawa's blue tourism as well as promotion of digital-based products for the development of foreign-based whale shark tourism. An indicator of achieving this goal is the availability of human resources and technology that supports the creation of tourist infographics.

The method used in this service program is the empowerment of the surrounding community in program management including planning, activity, reporting and technical management accountability in economic development. In addition, edutourism training and socialization methods are priority programs that are able to develop the regional economy.

RESULT AND DISCUSSION

2.1 Profile of Mootawa Village, Bone Raya District, Bone Bolango Regency

Mootawa Village was formed on the basis of Community Aspirations that wanted a change in government, independence and ease of social service centers which were previously residents of Dusun III and IV of Mootayu Village.



Figure 1. Mootawa Village Office

The name of Mootawa Village is taken from the origin of the word Moota which, according to an old story, that an uninhabited area is a meeting place for two community groups from west and east Gorontalo. So that they know each other, which in the regional language of Gorontalo is called Mootawa.

Mootawa Village was formerly part of Mootayu Village which consisted of two hamlets, namely Hamlet 3 and Hamlet 4. In 2009 it was divided into Mootawa Village. The Mootawa preparatory village was inaugurated by the district head of Bone Bolango on 15 March 2009, with the first acting village head being Ishak Kamba. Then in November 2011 the Mootawa preparatory village officially became the definitive village.

The implementation of the Mootawa Village relay since its inception until now is:

1. Ishak Kamba (PJS) : 2009 – 2011
2. Basir Kasiradja, S.Sos : 2012 – 2018
3. Cowandi D. Lalasius, Se.MM : 2018 – Present

As explained in the Regional Regulation of Bone Bolango Regency Number 16 of 2011 concerning the Establishment of Bunga Village and Mootawa Village in Bone Raya District, there are several considerations related to the formation of Mootawa Village in Bone Raya District, including:

1. With the development and progress of the area of Bone Bolango Regency in general and Mootayu Village and Mootinelo Village in particular, and the existence of growing aspirations in society, as well as taking into account the capabilities of the Bone Bolango Regency Government, efforts are needed to improve governance, implementation of development and public services, in order to accelerate the realization of social welfare
2. Taking into account the population, area, work area, socio-culture, village potential, facilities and infrastructure, as well as the volume of work in the government, development and community sectors in Mootayu Village, it is necessary to form a Mootawa village in the Bone Raya District area

Based on the description above, finally the formation of the Mootawa village has been split from the Mootayu village, which has a large population volume, so it needs division to expand the area and development for the welfare of the community.

Mootawa Village Thematic KKN Activity Program, Bone Raya District

Pre-Activity

Starting with the formation of the Thematic KKN implementing team under the coordination of the accompanying lecturer Mr. Haris Danial, S.Pd, MA, the Thematic KKN implementing team, namely students, held discussions regarding the program that would be carried out at the Mootawa Village Thematic KKN location.



Figure 2. Discussion of Thematic Community Service Program with Associate Lecturers

This discussion activity was held in the PKM UNG Unit Hall on March 31, 2023 at 11.00 WITA. The discussion carried out by the Thematic KKN team is inseparable from the program priorities that will be carried out by the KKN team at the KKN location later. As was explained by the accompanying lecturer that there are three program priorities that will be carried out by Thematic KKN students in Mootawa Village, including: edutourism, beach care, and digitalization. These three program priorities are expected to be implemented properly in order to support the welfare of the local community. To ensure the smooth running of the Thematic KKN program, the accompanying lecturers and students eventually formed an organization to implement the KKN program later.

Beginning of Activity

Precisely on April 3 2023, the departure of the Mootawa Village Thematic KKN students gathered and was directed by field assistant lecturers at the UNG chess field to check the preparation and completeness of students to go to the KKN location.



Figure 3. Departure of Thematic KKN Students in Mootawa Village

In his delivery, the accompanying lecturer reiterated the three priority programs that will be carried out by Thematic KKN students in Mootawa Village. In addition, accompanying lecturers try to build communication with KKN students through the ethics and attitudes of students when adapting to the local community. The hope is that the activities that have been designed by students and accompanying lecturers can be carried out properly.

1. Acceptance of Thematic KKN Students in Bone Raya District, Bone Bolango Regency

The departure of the Thematic KKN students in Ilomata Village on April 3 2023 who were accompanied by DPL (Field Companion Lecturer) was enthusiastically received by the district administration. The Thematic KKN students were welcomed by officials from the Bone Raya sub-district, Bone Bolango Regency.



Figure 4. Welcoming Community Service Students in Bone Raya District

The welcoming of KKN students in Bone Raya District took place warmly, which was immediately welcomed by the Head of Bone Raya District, Ramlan Adam, SH. In his remarks, the Bone Raya sub-district head was very appreciative of the arrival of Thematic KKN students in Bone Raya District because they were able to contribute to village development, especially related to the village economy. The Bone Raya sub-district head also entrusted the sub-district program in the form of stunting health problems so that it remains a concern for KKN students in promoting the program in each village. He also said that the Thematic KKN program in Bone Raya District was only implemented in four village points, including: Mootawa Village, Pelita Jaya Village, Mootinelo Village, and Alo Village. These

four villages are expected to be able to assist students in carrying out village programs properly so that achievements in improving good village IKM can be realized to the fullest.

2. Acceptance of Thematic KKN Students in Mootawa Village, Bone Raya District

After the acceptance of Thematic KKN students in the Bone Raya sub-district, the KKN students flocked to their respective KKN locations. Mootawa village Thematic KKN students were welcomed by the Mootawa village head at the Mootawa village office



Figure 5. Welcoming of Thematic KKN Students in Mootawa Village

In his welcoming speech, the head of the Mootawa village, namely Mr. Cowandi D. Lagasius, SE, MM conveyed several things related to the arrival of Thematic KKN students in Mootawa village. He said that the arrival of Thematic KKN students in Mootawa Village gave a new color to the Mootawa village, especially their contribution in advancing the Mootawa village. One of the things that the village head hopes for regarding additional programs from the village is the waste problem. Most people often throw garbage carelessly so that it is often a complaint for certain people if garbage has accumulated at one point. Likewise, the issue of clean living that needs to be re-enacted in Mootawa village. This is complained by the village because there are still many people who are less sensitive to a clean lifestyle. Therefore, the village hopes that the contribution of Thematic KKN students in the village can assist the village in intervening in some of these additional programs.

Core Activity

The core activity is the main activity carried out by Thematic KKN students in Mootawa Village. This core activity includes two activities including pre-implementation of core activities, implementation of core activities, and post-implementation of core activities.

1. Pre-Implementation of Core Activities

The pre-implementation of the core activities is the beginning of the implementation of the core activities carried out by KKN students before the program design is carried out in accordance with the tentative implementation. The pre-implementation of this core activity was carried out on April 4, 2023 at the Mootawa Village Thematic Community Service Post.



Figure 6. Thematic KKN Student Meeting with Youth Organizations in Mootawa Village

The pre-implementation of this core activity begins with an internal meeting between Thematic KKN students and local youth organizations to discuss program issues that will be implemented by Thematic KKN students later. In their discussion, the Thematic KKN students conveyed several core programs that would be carried out by students, and integrated the concept with additional programs expected by the local community, especially the youth organization of Mootawa village.



Figure 7. Observation of Mootawa Village Tourism Potential

The pre-implementation of the core activities was also carried out by Thematic KKN students on April 5, 2023 through observing the potential for beach tourism in Mootawa Village. The core activity as a form of review of beach tourism sites in Mootawa Village by considering several things that can be done by students for the development or exploration of natural tourism in Mootawa Village



Figure 8. Location Survey of the PHBS Program at SDN 3 Bone Raya

The pre-implementation of the core activities was also carried out through a location survey of the PHBS program at SDN 3 Bone Raya. This was done as a form of implementing the PHBS program for students at school. The importance of this program will later be collaborating with the village program for self-health issues for the local community.

2. Implementation of Core Activities

As previously stated, the implementation of the core activities refers to three activities, namely: edutourism, caring for the beach, and digitalization. For more details, the three activities can be described as follows

Edutourism

Edutourism is one of the core programs carried out by Thematic KKN students in Mootawa Village. There are two core activities that will be carried out by Thematic KKN students in Mootawa Village, including: 1) English language training and socialization of local tourism management with

global nuances; 2) Training on making products based on natural potential and business labeling for UMKM development.



Figure 9. Implementation of the Edutourism Program through Learning English for Children in Mootawa Village

Based on the edutour activities above, the English language training program and socialization of local management with global nuances have been carried out by Thematic KKN students for children in the village of Mootawa. The English learning process carried out by Thematic KKN students only focuses on basic English in the form of an introduction to attributes or objects around the beach. This activity has been carried out for 1 week starting on April 6 2023 to April 12 2023.



Figure 10. Training on making natural potential-based products and business labeling for UMKM development

Training on making natural potential-based products in Mootawa village has been carried out by KKN students informally, in this case only in the form of outreach to business actors. However, efforts to label businesses for MSME development have been carried out by Thematic KKN students on 12 UMKMs in Mootawa village. This form of business labeling was carried out on April 8, 2023 with a focus on 12 businesses with various types of UMKM businesses in Mootawa Village.

Beach Care Movement

The Beach Care Movement is one of the core programs carried out by Thematic KKN students through the formation of POKDARWIS in the Mootawa tourist area and the PHBS program for youth groups through big banks or the beachside garbage collection movement. This was done as a form of the beach care movement for Thematic KKN students for the Thematic KKN community.



Figure 12: PHBS Program for Youth Groups Through Big Banks or the Garbage Collection Movement on the Beach

The PHBS program for youth groups has been changed by Thematic KKN students through the PHBS movement for student groups at SDN 3 Bone Raya. This effort was carried out as a form of PHBS concern for youth groups so they care about the environment and health. The beach care movement program is also carried out by students through beachside cleaning to pioneer the clean environment movement.

Digitization

Digitization is one of the core programs carried out by Thematic Community Service students in Mootawa Village which is related to making bilingual-based cinematic infographics in virtual tours related to the visualization of blue tourism in the Mootawa area



Figure 13: Digitization through the Tomini Bay Beach Tourism Booklet

The digitization program carried out by Mootawa Village Thematic KKN students has been realized through the creation of booklets related to Tomini Bay beach resorts. This booklet has been created through the Canva application, making it easier for the process of making the booklet itself. This booklet is used as a reference for the community and the village of Mootawa regarding information on nature tourism along Tomini Bay, which perhaps will become a village document to promote nature tourism in Tomini Bay.

Post Implementation of the Core Program

Post-implementation of the core program is an evaluation by the LP2M UNG team and accompanying lecturers on the implementation of the program that has been carried out by Mootawa Village Thematic KKN students. After the implementation of the core program has also been carried out through staging which is used as an additional program for Mootawa Village through a competition which is followed by children in Halal Bi Halal activities which are packaged in arts and cultural activities.



Figure 14: Additional Program in Arts and Culture Activities

The implementation of additional programs in the form of arts and cultural activities is one of the impacts of the core program in educational activities in the form of English language training for the children of Mootawa Village. In the competition activities, the children were challenged to be able to pronounce the vocabulary in English according to what had been mentioned by the presenter. Apart from that, other additional activities were carried out through soccer games for teenagers in Mootawa Village. This is expected to be the foundation in establishing friendship between the local community.



Figure 15: Associate Lecturer Monev

After the implementation of the Thematic KKN activities, the accompanying lecturers have directly reviewed it to find out how far the Thematic KKN program has been carried out in the field. The results of the student's performance have been discussed with the secretary of Mootawa Village on the basis of consideration of student activities in carrying out the KKN program.

CONCLUSION

Implementation of Thematic Real Work Lectures (KKNT) in Mootawa Village, Bone Raya District, Bone Bolango Regency was carried out for 45 days starting from April 3 2023 to May 18 2023. Through field observations it can be concluded that the activity went well and smoothly. Students are able and serious in dealing with the social world and serve the community in a real way, so that in the future they are able to adjust problems in everyday life with all the knowledge and experience they have. Students are also able to make contributions in the form of thoughts, reforms, coaching, and transfer knowledge gained in college to the people of Mootawa Village in order to improve the quality of life and progress of society.

SUGGESTION

The continuation of the Thematic KKN program that has been implemented in Mootawa Village is expected to have a further realization of the development of the village. For this reason, there is a need for continuous assistance from students and universities to be able to realize programs that have not been implemented properly. This effort is expected to be an access to village progress, especially in developing the area to become one of the Bone Bolango icons in nature tourism.

ACKNOWLEDGMENTS

The authors are grateful to the LP2M Universitas Negeri Gorontalo for supporting all this research, especially for those who have been participants in this research. They are the people who live in Mootawa Village, Bone Raya District,

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