

Sustainable Development Communication for Supporting Tourism at the Area Surrounding UNESCO Global Geopark (UGG) of Palabuhanratu

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Abstract

Ciletuh of Palabuhanratu has received its recognition from Unesco on April 17, 2018, to become the Unesco Global Geopark (UGG) Ciletuh Palabuhanratu. Since then, the regional government and tourism agencies have made arrangements in various sectors, especially, facilities, infrastructure and access to the Ciletuh Palabuhanratu UGG area. UGG Ciletuh Palabuhanratu, is a very wide area with diverse socio-cultural diversity at the surrounding community, namely those who still adhere to the customs and social life of a more modern culture; so that the environment of the Ciletuh palabuharatu UGG experienced problems and constraints related to the myths and modern life of its people. The impact of becoming the Ciletuh Palabuhanratu Geopark, which is a member of Unesco Global Network, the area must preserve the geological heritage for present and future generations. The structuring of development program in the tourist area supporting the Ciletuh Palabuhanratu UGG is an activity that requires the support of the local community, and it is depends on sustainable development program that benefits the community from generation to generation. Based on this phenomenon, descriptive analysis methods are used to study and analyze problems, constraints and challenges faced in creating the sustainable development approach. The development communication approach and Socio-Cultural Communication are used to assess changes in the local socio-cultural community and then analyze to indicate the results which can be implemented in sustainable development, including regional facilities and infrastructure to support Ciletuh Palabuhanratu UGG tourism.

Keywords: Geopark; Sustainable Development Communication; Social Cultural Communication.

1. Introduction

Unesco Global Geopark (UGG) Ciletuh Palabuhanratu, located in Ciemas District, Sukabumi Regency is one of the longest geopark in the world, which has a semicircular landscape that forms an open horseshoe towards Ciletuh Bay, with a diameter of +15. km The form is then referred to as "amphitheater (outdoor theater)." Geopark is an integrated geographical area where there are geological heritage sites and landscapes of certain geological phenomena (with a certain level of significance) that are managed with a holistic concept that includes aspects of protection, education, and sustainable development.

According to Chris Woodley-Stewart, Geopark Manager North Pennines UK, Geopark is not only about rocks, but also surrounding communities; this is illustrated in the figure below:

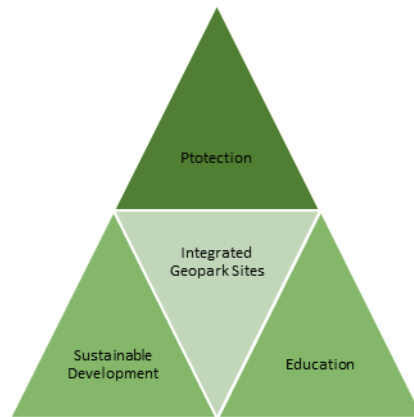


Figure 1. Geopark Integration

Based on the above illustration, the Ciletuh Palabuhanratu UGG has many features compared to the existing geopark in the world, because access to the location passes through many natural tourist areas and the traditional socio-cultural environment of the local community. The regional potential of UGG Ciletuh Palabuhanratu is what distinguishes it from other geopark geopark in the world, and is a challenge for the regional government and Sukabumi Regional Tourism Office. The task that follows is how can the Ciletuh Palabuh UGG with its supporting tourist area can be a tourist destination that can improve the lives of local people and increase tourist visits

Deputy for Tourism and Industrial Development, Dadang Rizki Ratman at the national geopark seminar entitled "Geopark for National Tourism", described geopark as a management concept for natural area development. Initiated by UNESCO around the 2000s, utilizing geodiversity, biodiversity and Cultural diversity is intended not only as a mere conservation effort (maintaining a geological site) but also at the same time to educate and improve the living standards of the local community. Dadang stated that "UNESCO has created a standard that requires the management of a geopark with the principle of community empowerment. Empowerment through tourism activities includes geotourism or ecotourism so that the local community prosper."

From another point of view, the management of geopark is not just a tourist destination, but in its development aspects facilities and infrastructure have sustainable values whose results can be enjoyed from generation to generation. The intended development does not suppose to stop at just one period of time, but instead it supposed to systematically support all sectors including agriculture, fisheries and livestock sector, education sector and socio-cultural problems; all are expected to be well integrated.

Furthermore, the development of Geopark and tourism areas based on the UNESCO concept (2016) has been determined on the natural resources, geological disasters, climate change, education, science, culture, women, sustainable development, local communities & customs/traditions, as well as geoconservation conservation.

With this provision, the regional government and associated agencies have mapped the development area of the Ciletuh Palabuhanratu UGG area by establishing a Management Body. The Management Body embodies the development of the Ciletuh Palabuhanratu UGG through the Master Plan in the form of a long-term Geopark-Palabuhanratu document which prepares the involvement of numerous parties, namely, the Government, West Java Provincial Government, Sukabumi Regency Government, the community, and academics.

The development of the Ciletuh-Palabuhanratu Geopark is intended to provide protection against geological diversity, biodiversity and cultural diversity, as well as to improve the economy of the community. Furthermore the Ciletuh Palabuhanratu UGG seek to increase knowledge and awareness on how to provide services to local and foreign tourists and to the local community how to maintain and preserve the natural and cultural wealth it possesses. In order to achieve this, the development of the Ciletuh-Palabuhanratu Geopark must be planned in a comprehensive, integrated and long-term planning. The establishment of a master plan by

BP UGG-CiletuhPalabuhanratu, in practice is not easy, the geographical level of the Geopark supporting area and the socio-cultural diversity of the local community are obstacles and challenges to be faced.

This phenomenon is a small part of the problems faced in managing the Ciletuh Palabuhanratu UGG area as a tourist destination. With the Master Plan planned by the Ciletuh Palabuhanratu UGG Management Body, it is expected that its programs can be implemented effectively so that the role of local government, tourism agencies and community leaders can be seen as a necessity, and therefore their contributions can be requested regularly and continuously.

In order to see that the local government policies can be integrated effectively, the Socio-Cultural Communication Theory approach is used to test changes in local socio-culture, while the development communication model is used to test and analyze what can be implemented in sustainable development, among programs that support UGG tourism facilities and infrastructure Ciletuh Palabuhanratu.

The impact of the ciletuh palabuhanratu UGG tourism area is the transformation of sociocultural knowledge and civilization that changes and influences the lives of local people and to learn how far these changes are made with diffusion and innovation theory approaches. While the development and development of the tourist area environment supporting the Ciletuh UGG sustainable harbor is examined through the theory of development communication.

Understanding of communication communication, by Amir Mahmud (2007) stated that communication of development is an integral part of the activities of the Regional Government in carrying out development activities, especially those related to the process of providing public goods, including rural infrastructure.

According to Hedebro (in Nasution, 2004: 95-96) analyzed three aspects of communication and development, namely:

- An approach that focuses on nation building, and how mass media can contribute to these efforts. Here, the function of politics and mass media in the general sense is the object of study, as well as problems regarding the structure and ownership of the organization, as well as control over the media. For this type of study, the term communication policy is now used and is the most widespread and general approach.
- An approach that is also intended to understand the role of mass media in national development, but more specifically. The main problem in this research is how media can be used efficiently, to teach certain knowledge to the people of a country.
- An approach oriented to changes that occur in the local community or village. This type of study explores how communication activities can be used to promote broad acceptance of new ideas and products.

In relation to sustainable development, change-oriented theories in local and rural communities are theories of socio-cultural communication; Stewart (1974) describes the definition of socio-cultural communication that is more comprehensive, namely communication that occurs in conditions that show differences in socio-cultural backgrounds such as social strata, language, values, customs, and habits.

The results of the study by Suranto Aw (2016) show that each individual has a different socio-cultural environment, so that this situation produces the socio-cultural character of each individual to be unique, special, and different from the others. Even though they come from the same family, a person's character is not exactly the same as other family members because the social environment is not limited to the family, but includes peers, communities, school masses, the media, and immediately.

The results of this study make it clear that the development and development activities of the Ciletuh Palabuhanratu UGG did not stop at one time period, the implementation of which considers aspects of socio-cultural communication so that goals can be achieved effectively.

2. Method

This study uses descriptive analysis as a method to fulfill the objectives of the study. Descriptive research is research that seeks to describe a phenomenon, event, event that occurs recently. Descriptive research focuses on actual problems as they were at the time the research took place. With descriptive research, researchers try to describe events that are the center of attention without giving special treatment to the event. The variables studied can be single (one variable) or more.

The implementation of descriptive methods in this study is to describe the characteristics of the object of the problem that occurs by analyzing opinions and news related to the object of research. The data collection of this research was done through data sources obtained from mass media, journals and reference books, and events/activities that occur in in the object of research.

The collected data are reviewed and analyzed in accordance with the theory used, and the results are concluded so that solutions can be obtained. The findings of the study are used to develop and build to picturized the developmental communication applied by Ciletuh Palabuhanratu UGG through programs that are sustainable and in accordance with the characteristics of the local socio-cultural community.

Result and discussion

Development of Ciletuh Palabuharatu UGG covers the North, Central and South regions of Pelabuhan Ratu Geopark in Sukabumi District which consists of 8 sub-districts, 74 villages, 126 hectares wide (data from Geopark Research Center & Geological Disaster Center 2015 Unpad). According to Law Number 26 of 2007 concerning Spatial Planning, the implementation of spatial planning covers the aspects of integration, harmony, balance, sustainability, empowerment and usability, openness, togetherness and partnership, protection of the public interest, legal certainty and justice, and accountability.

Based on the law, the development of supporting tourist areas in the UGG has a legal basis which is a reference for Management Body of Citeuh Palabuhanratu UGG to implement the Master Plan that has been made. The explanation above shows, that the supporting area of UGG Ciletuh Palabuhanratu has different social, cultural and economic characteristics; so that the socio-cultural communication approach is used to study and analyze problems related to social and cultural aspects.

This was confirmed by the statement of the Minister of PPN and Head of Bappenas Bambang Brodjonegoro, that the development of geopark was reflected in at least eight destinations, namely, (1) abolishing poverty; (2) quality education; (3) gender equality; (4) substantial work and economic growth; (5) sustainable city; (6) responsible production and consumption; (7) proper handling climate change; and (8) intensive collaborations to reach the goals.

Thus, in accordance with Law Number 26 of 2007 concerning Spatial Planning and Bambang Brodjonegoro's Statement; development and development of the Ciletuh Palabuhanratu UGG area, the implementation is not easy. Research conducted by Hilwati Hindersah (2017) explains that the main challenge is how this Ciletuh Geopark is a potential geotourism that can be useful to increase the income of local villagers and surrounding villages.

Darsiharjo's research (2016) entitled "Development of Ciletuh Geopark Based on Community Participation as Geotourism Regions in the Earthquake District" explained that the existence of tourism activities in geotourism activities in Geopark run by the community is an important component in the successful management of Geopark. The key to the success of the development and management of Geopark is in the role and active participation of the local community and understanding of the geopark, unfortunately in the Ciletuh Geopark area there are still some people who do not understand the essence of geopark and still do rock mining and deforestation which is contrary to the geopark principle sustainable development.

Some of the results of this study illustrate that the community in the tourist area of the Ciletuh Palabuhanratu UGG supporter still does not understand and is aware of the potential of the region, which if the area is built or developed sustainably will be able to contribute greatly to improving their economy.

Furthermore, the Regional Secretary of Sukabumi Regency, Iyos Somantri, said in a number of mass media publications that out of the total 2017 APBD of IDR 3 Trillion, regional revenues only reached 16 percent

while the rest were central government budgets. Geoparks that have been recognized by official UN agencies have not been able to significantly boost the regional economy and have a broad impact. Thus, through the development of a sustainable and integrated tourism area program, the existence of the Ciletuh Palabuhanratu UGG is expected to boost the regional economy.

The statement was emphasized by Suwanto (2007: 20) that the development of tourism objects must be designed based on the potential attraction of the object by referring to the criteria of success of development which includes various feasibility, namely:

- Financial feasibility, namely commercial calculations involving profit losses, and return period of capital;
- Regional socio-economic feasibility, namely whether the investment invested will have a socio-economic impact regionally, can create employment opportunities, can increasing foreign exchange earnings, can increase the revenue of other sectors, as well as wider impact;
- Technically feasible, which must be technically accounted for by looking carrying capacity;
- It is appropriate for the environment that environmental impact analysis is an internal reference tourist attraction development (quoted from the results of the research by Misran Safar, 2011);
- Development of prospects for geotourism and agrotourism from potential resources alam in konawe selatan district.

From another point of view, the process of sustainable development of Ciletuh Palabuhanratu UGG and the impact as a member of Geopark Global Network (UGG), Oki Oktariadi from the geology department of the ministry of energy and mineral resources, stated that preserving geological heritage for present and future generations must be according to the following ways:

- Educate and teach the wider community about geological issues and their relationship to environmental issues.
- Ensure sustainable socio-economic and cultural development.
- Building multi-cultural bridges for inheritance and conservation and maintenance of cultural and geological differences, using joint participation and partnership schemes.
- Stimulate comprehensive research.
- Actively contribute to network life through collaborative initiatives (communication, publications, information exchange, participation in meetings and projects).
- Contributing articles to GGN Newsletters, books and other publications.

Similarly, the statement, Coordinating Minister for Marine Affairs Luhut B. Pandjaitan, at the Geopark Indonesia I National Conference in Jakarta on July 12, 2018, said that there were many benefits that Indonesia could obtain with this recognition. "Geopark can be an alternative solution for the use of natural and cultural wealth for economic revival and social empowerment that continues to promote conservation and environmental protection".

Thus, the arrangement of the Ciletuh Palabuhanratu UGG has a large-scale activity space and involves many parties, namely the Regional Government, the ciletuh palabuhanratu UGG Management Body, community leaders, the community, academics and others.

3. Conclusion

UGG Ciletuh Palabuhanratu is the pride of the people of Indonesia to preserve through the development of sustainable tourism areas. The social and cultural diversity of local communities and the geographical aspects of various UGG-supporting tourism areas is a challenge. Protected by the government law, it is great challenge for the regional government to realize the carefully arranged program to develop the surrounding areas. Support from relevant parties are highly required, and thus, a systematic collaboration are needed. Evidences from on field implementation has helped the realization of this massive project. Regardless of its obvious challenges and obstacles the management body of UGG Ciletuh Palabuhanratu seem to steadily edge closer into its objectives. All of these progresses can be monitored and supported media coverage as part of its communication development roles.

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