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EMPOWERMENT OF THE MALAHING TOURISM VILLAGE COMMUNITY IN THE DEVELOPMENT OF THE CREATIVE ECONOMY

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Abstract. This community service aims to understand the empowerment of the tourism village community in the Development of Ecotourism Potential in Malahing Tourism Village, Tanjung Laut Indah Village, South Bontang District, Bontang City, East Kalimantan Province. The main problem is the sustainability of the creative economy community empowerment program for the community, especially batik craftsmen. The research method used in qualitative descriptive research displays data as it is in Malahing Tourism Village without a process of manipulation or other treatments, including exposure and clarification of existing data from a phenomenon that occurs. PT Pupuk Kalimantan Timur's CSR approach is carried out holistically, including social responsibility programs by paying attention to social, economic, and environmental aspects that emphasize the sustainability of community *development* for strategic stakeholders. The study results show that community empowerment in Malahing Tourism Village can independently improve the quality of life without dependence on the program organizer, CSR (*Corporate Social Responsibility*) PT Pupuk Kalimantan Timur.

Keywords: Community Empowerment, Tourism Village, Creative Economy,

INTRODUCTION

Malahing Village is a coastal community settlement isolated from urban areas. Administratively, Malahing Village is included in the South Bontang District area, where the area is included in the limited-use zone. The majority of the people of Malahing Village are inhabited by the Mandar Tribe, who migrated from their place of origin in Karangpuang Village, Mamuju Regency, West Sulawesi Province, intending to find a better life in Bontang City.

Malahing Village is a settlement that does not have land because, geographically, the area is above sea level. In addition, the area is also located in the area of flat coral reefs (*patch reefs*) and seagrass beds (*seagrass*). Even with the settlement's location between the Coral Reef cluster and the Seagrass Field, the area can also experience dry conditions. This happens when the water condition is receding. According to the observations, researchers found that the tourism potential in Malahing Village includes natural, cultural/cultural, and culinary tourism. The potential for natural tourism in Malahing Village is numerous, including the ecosystem of Coral Reef, Seagrass, Mangrove, and Gusung/Burnt. Meanwhile, the potential of the cultural tourism sector/community culture in Malahing Village has local wisdom and customs that can be raised into a tourist attraction, such as sea parties, typical dances, and welcome dances for the community in Malahing Village. There is also tourism potential from the culinary sector, where the Malahing people have typical processed foods of the community in Malahing Village that use seaweed raw materials such as seaweed sampling, aut grass sticks, seaweed crackers, and seaweed soap.

Malahing Village is a tourist destination located on the banks of the Mahakam River, Bontang City. The design of the tourist flow is needed to make it easier for tourists to explore the natural beauty and cultural richness found in Malahing Village. The journey starts with arrival at Bontang Kuala, followed by a journey through the mangrove forest and flowing rivers that bring tourists to Malahing Village. Upon arrival in Malahing village, tourists will be treated to an exciting experience, ranging from the information presented at the Tourism Information Center (TIC) to exploring local attractions and culinary delights typical of Malahing.

To reach the Kampung Malahing area, you can only use sea transportation in the form of rented fishing boats or motorcycle taxi boats. Entering the residential area above the water/sea of Malahing is in the form of a wooden road (ironwood structure) that can

only be passed by two-wheeled vehicles and pedestrians. Kampung Wisata Malahing has approximately 53 heads of families with a population of approximately 235 people,

The practices of CSR implementation have a close bond with community empowerment programs, especially in Malahing Tourism Village because most people have a profession as fishermen. Social responsibility is an effort made by the company to become a corporate citizen responsible for the community's welfare. Community empowerment is one of the manifestations of the Company's attitude of responsibility, where the company cares about how much profit is earned and pays attention to the welfare of the people around the company's environment.

The stakeholder support of the Bontang City Government, the Tourism, Youth and Sports Office, the Public Works and Public Housing Office (PUPR), the Bontang City Government Food Security, Fisheries and Agriculture Office, the Bontang City Government Trade, Industry, and Cooperatives Office for PT. East Kalimantan. They are as follows. PT. East Kalimantan Fertilizer. It not only acts as a provider of needed resources but also as an initiator of such activities. The support provided by other stakeholders for community empowerment activities is in the form of the university's willingness to assist in the form of knowledge and skills about regional and environmental planning. Together with the Office of Cooperatives, Small and Medium Enterprises (MSMEs) and Trade to support community empowerment activities in using organic waste as batik dye carried out by PT. Pupuk Kaltim.

PT Pupuk Kaltim Fertilizer Company is one of the largest producers of urea and NPK fertilizers in Asia, and it was established on December 7, 1977. Starting from a floating fertilizer factory managed by Pertamina, then based on Presidential Decree No. 43 of 1975 and Presidential Decree No. 39 of 1976. One of the missions of the Company is to support the national food security and sovereignty program by implementing the concept of Agricultural sustainability in Bontang City, in particular, as well as surrounding districts and cities. Based on the data's role and function, several taxonomies are related to these social needs. This is a theoretical approach built by Bradshaw, 1972, among others, as shown in the following table.

Table 1. The Role of Corporate Responsibility Functions in Community Welfare

It	Function	Roles and Functions of Social Responsibility
1	Normative Sovereignty	That is when a person or a group of people is under a standard measure set by experts, practitioners, scientists, academics, or other professionals.
2	Fielt Need	The needs felt can be known if they have gone through a process of interviews or more profound observations about the social conditions and perceptions of a person or a group.
3	Expressed Needs.	Felt Needs expressed by a person or a group are called expressed needs.
4	Comparative Need	The need for comparison will arise if the characteristics of a person or a group do not receive service in almost the same circumstances as the characteristics of other populations that receive services.

Source: Adapted from Bradshaw's theory (1975)
Bradshaw, Jonathan. (1972).

Table 2 Requirements for destinations in tourism development

It	Requirement	Information
	Something to see	These destinations must have tourist attractions and tourist attractions that are different from what other areas have (natural landscapes, traditional ceremonies, and arts) that tourists can see
	something to do	These destinations are available with recreational places that make them feel at home to stay longer in that place (adequate lodging/hotels, swimming pools, water bikes) so that they can do something that cannot be done at home or in other tourist attractions.
	something to buy"	These destinations must have shopping facilities, especially for souvenirs and folk crafts to be taken back to their respective places of origin.

Source: Yoeti (1992) developed by researchers in 2024

Product development in an effort to develop Human Resources (HR) and the development of creative economy potential in the Melahing Tourism Village, Bontang City, East Kalimantan Province, the main focus is product development in the creative economy sector to improve the creative economy in the tourism sector. The first target in developing the five-year program is the diversification of Products/Services. This seeks to increase the variety of creative economy products and tourism services offered to provide new opportunities for locals to increase their income as community empowerment in the destination. In addition, according to Yoeti (1992), destinations must meet three requirements for development into tourist destinations.

The indicators used to measure the success of achieving this target are the number and type of new creative economy products or tourism services developed by residents after participating in entrepreneurship training. In other words, the achievement of this target will be reflected in the increase in the number of new products or services created by the local community after they receive training and guidance in entrepreneurship.

This more diverse variety of products and services will show the level of diversification of their business, which in turn can increase the village's tourism attractiveness. These targets and indicators can illustrate the commitment to developing the creative economy's potential in Melahing Village through the diversification of tourism products and services, which will be reflected in the increase in the number and type of new products or services produced by the local community after receiving entrepreneurship training.

RESULTS AND DISCUSSION

Community empowerment is currently growing. The idea of community empowerment emerged along with an awareness of the importance of overcoming poverty and environmental problems. As time passes, the problems related to community empowerment activities are becoming more complex. One of the problems that arises in terms of defining community empowerment is about the concept's position as a process and goal, Muhammad. M, Djarot HS (2023)



Figure 1. Transportation as an Accessibility System Used by the Community in Malahing Tourism Village.

Source: Researcher Documentation, 2024.

The Malahing Tourism Village area has some special attractions that attract tourists. This tourist area offers a variety of marine and coastal activities, such as relaxing activities while eating food and drinks, boating, buying various processed seafood, enjoying nightlife, and even staying at residents' houses (homestays). In addition to having tourist attractions,

Malahing Tourism Village has a creative economy based on the community's creativity in making handicrafts that are used as souvenirs for tourists who visit.

The analysis of the level of normative needs, according to Bradshaw (1975) in Malahing Tourism Village is based on observations made based on the condition of the community, which is still below a standard measure for a tourist destination that has been determined by experts, practitioners, academics, in the field of tourism. The level of normative standards needed to develop creativity is based on the need for economic empowerment to improve community welfare in the tourism sector. According to Yoeti (1997), there are three reasons why tourism needs to be developed; the first is that the development of tourism in a tourist destination area, both local, regional, and national in a country, is closely related to the region's economic development. Another aspect is that the destination must have tourist attractions and tourist attractions that are different from what other areas have (natural landscapes, traditional ceremonies, and arts) that tourists can see

The Felt Needs analysis is based on the theoretical approach developed by Bradshaw (1975) based on the level of needs felt by the community in a destination can be known if it has gone through an interview process or more profound observation about the social conditions and perceptions of a person or a group. This identification shows a democratic approach but is not free from weaknesses. The disadvantages include that the desire of a person or group will be influenced by their understanding of the possibility of achieving it, the public's perception of the desire, the level of effort in achieving the desire, and the carrying capacity to meet the desire or need.) that is adequate, so that they can do something that cannot be done at home or in other tourist attractions, Yoeti (1992)

The analysis of *Expressed Needs* is based on a theoretical approach developed by Bradshaw (1975), expressed by a person or group called *Expressed Needs*. *Expressed Needs* are easy to find out from interviews. However, no one guarantees that all expressed needs are natural needs of society. Therefore, a community empowerment practitioner must be identified in observing and analyzing the actual needs so the program runs on target. In the context of the theory developed by Yoeti (1992), it is stated that a destination must be equipped with facilities for shopping, especially souvenirs and folk crafts as souvenirs to be taken back to their respective places of origin and destinations must adapt the level of suitability needed by tourists.

The community empowerment process aims to make the community independent and help it improve its living standards by using and accessing local resources as best as

possible. The community is the target of change and is expected to be able to realize the potential problems that exist around it. When awareness of potentials and problems has emerged, people can define what they need to overcome these problems with their potential.

Community empowerment programs are successful if people can independently improve their quality of life without dependence on the program organizers. In addition, community empowerment programs are also said to be successful if the program is right on target, namely by the needs of the community. Jonathon Bradshaw (1972), based on the theory developed, divides the types of social needs based on how needs are expressed, measured, and can be met. However, Bradshaw has reminded us that needs are personal and subjective, depending on the environment and conditions constantly changing over time.

Entrepreneurship Training is a target in developing the next five-year program through a partnership with CSR PT Pupuk Kaltim in Kampung Wisata Malahing, which is to increase participation in Entrepreneurship training to train soft skills development. It aims to provide locals with the knowledge and skills necessary to become successful entrepreneurs in the tourism and creative economy sectors. The first indicator used to measure the achievement of this target is the percentage of residents who participate in the entrepreneurship training programs organized. This figure reflects the level of enthusiasm and involvement of the community in participating in the training offered to improve their entrepreneurial skills.

In addition, the second indicator used is the graduation rate of the training program organized by PT Pupuk Kaltim. It is a measure of success in providing practical education and skills to trainees, which is essential to ensure they can apply the knowledge they have acquired in their entrepreneurial practices. As such, the targets and indicators reflect a commitment to increasing local participation in entrepreneurship training programs, which will be measured through the percentage of the population participating as well as the graduation rate of the program. This will help build a strong foundation for developing the creative economy in Melahing Village through increasing skills and knowledge in entrepreneurship.

The next target in developing the five-year program in Melahing Tourism Village is to improve the quality of tourist attractions in tourist destinations through the Creative Economy function. This aims to optimize the role of the creative economy in improving the attractiveness and quality of tourism experiences in the village. The indicator used to measure the achievement of this target is the Number of Human Resources (Human

Resources) of creative economy actors who are fostered and given Protection. This means an increase in the number of individuals involved in the creative economy sector, such as artists, artisans, or local tourism actors, who receive guidance, training, and protection in running their businesses. Encouraging the growth and development of human resources involved in the creative economy is hoped to improve the quality of tourist attractions in these destinations. The training and protection provided to creative economy actors will also help strengthen the local economic infrastructure and ensure the sustainability of their efforts in supporting the growing tourism industry in Kampung Melahing.

These targets and indicators reflect efforts to integrate the function of the creative economy in the development of tourist attractions, focusing on fostering and protecting the human resources of creative economy actors to improve the quality and attractiveness of tourist destinations in the village. Furthermore, the various programs to be developed are described in the following subsections:

Determination of Batik Design by the Mayor of Bontang, East Kalimantan Province Decree of the Mayor of Bontang Number 188.45/477/Dispapar/2022 concerning the Design of Batik Typical of Bontang City is an excellent first step as an effort to find batik identity as a regional identity. Batik has become a world cultural heritage after Unesco determined that since 2009, Kalimantan batik has been an additional reference for the Kalimantan batik collection, which has distinctive motifs and meanings describing history or something related to natural and human life.

One of the Batik Bayam Raja motifs is one of the typical batik motifs of South Kalimantan. Bayam Raja has a motif in the form of a line that curves and breaks, arranged vertically, becoming a barrier with other motifs. The King Spinach motif is usually made for those with an honorable position or considered to have a higher dignity in the community. Well, if the meaning is an ancestor who is dignified and respected for generations.



Figure 2: The overall motif of Kalimantan batik that makes a regional identity with character and is recognized nationally and even internationally.

Source: from Various Sources, 2024.

The next Kalimantan batik motif is the Shaho motif, which is a typical work of the city of Balikpapan. The name Shaho batik comes from the abbreviation of a family member who has been producing it since 1993. The motifs are in the form of spirals, curves, circles, and human statues. The curved shape is inspired by the twisting of the roots or branches of trees that are widely found in typical carvings of East Kalimantan. The Shaho batik motif is taken from the Dayak Kenyah and Bahau cultures, which are the largest Dayak tribes in East Kalimantan.

The Malahing Tourism Village batik-making program will be the next creative step that can benefit Melahing Village economically and culturally. The process of making Kampung Wisata Malahing batik begins with the collection of local natural materials that will be used for dyes, such as teak leaves, mangosteen peels, or noni roots for marine resources such as mangroves, seaweed, and seagrass. In addition, batik motifs inspired by local wisdom and the natural beauty of East Kalimantan will be the hallmark of Malahing Tourism Village batik.



Figure 3. The flow of making batik matching in the local cultural development creativity program in Batik motifs.

Source: Researcher Documentation and Analysis, 2024

Indonesia is an archipelagic country rich in cultural diversity. One of them is batik fabric, which has been recognized by the world, both local and foreign. UNESCO also recognized it on October 2, 2009, as an Intangible *Cultural Heritage* (ICH). Batik is a noble culture of the nation with the beauty of patterns and colors, and each motif has its philosophy. Indonesia has a variety of batik fabrics, including their motifs. Every region in Indonesia has a characteristic of moti batik; from these distinctive motifs, we can recognize where the batik motif comes from.



Figure 4: Typical Philosophy of Batik in Bontang City
Source: Bontang Mayor Regulation, 2024

Malahing Tourism Village is a form of long-term vision, an abstract view of the destination and identity of tourist destinations. It includes ideas about how the destination wants to be known and how it will grow and develop according to its potential in the next few years. This vision's coverage certainly reflects the destination's unique identity and can involve the development of distinctive attractions, infrastructure, and services.

Tourist destination planning involves identifying potential assets that can be developed, including the assessment of natural, cultural, historical, and infrastructure assets in the destination. With a good understanding of what can be a destination attraction, managers can take steps to maximize the utilization of this potential in sustainable tourism development, Muhamad M; Djarot Heru Santosa (2023).

Local batik artisans will use traditional techniques to apply these motifs to the fabric, either manually or with the help of modern tools such as canting, Muhamad M; Dicky Sofjan, (2022). The dyeing process is carried out carefully and meticulously to produce high-quality and beautiful Malahing batik. Malahing batik production will involve the local community, including women and youth, thereby increasing employment opportunities and income for them. In addition, through this program, the beauty and cultural richness of Kampung Melahing will continue to be maintained and preserved, which can increase the pride of the local community in their cultural heritage. From a tourism perspective, Malahing batik will be a superior product that can attract tourists to visit and shop in Kampung Melahing.

Table 3. Characteristics and motifs of batik symbols based on local context Table

It	Motif Characteristics	Information
Silver Egret Motif		the bird that became the mascot of Bontang City. The Silver Egret is an immigrant bird from an area that likes to be grouped and energetic, according to the characteristics of the people of Bontang City, which immigrants dominate, live in groups, and are energetic workers.
Liukan Motif.		The Bontang River is taken from its positive side, namely, a natural river with mangrove roots as an abrasion barrier, which means it supports the strength of Bontang City.
Mesh/Net Motif		meaning as a symbol of human resources that unite and strengthen each other to capture and absorb the meaning of a mutually sustainable life between races, ethnicities, cultures, and religions in Bontang City. Fish in the form of an infinite symbol, which means the harmony of the Maritime Culture City as a regional potential

Source: Decree of the Mayor of Bontang Number 188.45/477/Dispapar/2022 concerning Bontang City Batik Design

Tourists can experience the batik-making process directly through tours or workshops, thereby increasing their interaction with the local community and enriching their travel experience.



Figure 5: Batik motif of Malahing tourist village with stamp technique with distinctive motifs, which represent the natural potentials that exist around.

Source: Study Documentation, 2024

Making Malahing batik is not only an additional source of income for the residents of Kampung Melahing but also an effort to preserve cultural heritage and promote sustainable tourism in East Kalimantan. This program will support the goals of the creative program in Melahing Village by increasing residents' income, improving the village's image, attracting tourists, and protecting the surrounding environment. The typical batik concept of Malahing Tourism Village is a batik that is adapted to the local potential in the Tourism Village. The patterns and characteristics of taking seaweed patterns, *coral reef* which is the most significant potential in the malahing tourism village, as shown in the picture above.

Determination of Batik Design by the Mayor of Bontang, East Kalimantan Province Decree of the Mayor of Bontang Number 188.45/477/Dispopar/2022 concerning the Design of Batik Typical of Bontang City is an excellent first step as an effort to find batik identity as a regional identity.

Table 4. Batik Development Program Typical of Malahing Tourism Village

It	Program	Involvement of Related Agencies	Target Program	Cost
1	Malahing Tourism Village Typical Batik Program	<ul style="list-style-type: none"> • Bontang City Tourism, Youth and Sports Office (Disppora) • CSR (<i>Corporate Social Responsible</i>) • Self-help Community Groups • Can be replicated in multiple places 	Year 2024-2026	30-50
2	Motif Development and Socialization of Motives	<ul style="list-style-type: none"> • Bontang City Tourism, Youth and Sports Office (Disppora) • CSR (<i>Corporate Social Responsible</i>) • Self-help Community Groups • Can be replicated in multiple places 	Year 2024-2026	30-50

CONCLUSION

1. PT Pupuk Kalimantan Timur's CSR program is carried out holistically, meaning that in running the industry carried out by CSR, PT Pupuk Kalimantan Timur conducts social responsibility programs by paying attention to social, economic, and environmental aspects that emphasize more on the sustainability of community development for strategic-stakeholders who carry out social responsibility activities in Malahing Tourism Village—improving the quality of tourist attractions in tourist destinations through the function of the Creative economy.
2. Based on the approach of the theory of Normative Sovereignty, field needs, Expressed Needs., and Comparative Needs, which were developed to explain the level of needs felt by the community in a destination, can be known if it has gone through a process of interviews or more profound observations about social conditions and perceptions of a person or group as a target of change that is expected to be able to realize the potential and problems that exist

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