
REVITALIZING SEAWEED CULTIVATION IN TOURISM PRACTICES IN OESELI VILLAGE, ROTE NDAO REGENCY

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ABSTRACT

Oeseli Village is one of the areas known as the largest seaweed producer in Southwest Rote Sub-district, Rote Ndao Regency. Tourism development in Rote Ndao has caused seaweed cultivation to be increasingly marginalized, as seen by the decreasing number of farmers and the conversion of agricultural land to the tourism sector. Conducting this research to develop a revitalization strategy for seaweed cultivation in tourism practices in Oeseli Village is essential. The research method used is qualitative, using descriptive qualitative data analysis techniques. The data sources used were primary and secondary data. Observation, in-depth interviews, and documentation conducted data collection techniques. The determination of informants was done using a purposive sampling procedure. The results of this study indicate that strategies that can be done in the process of revitalizing seaweed aquaculture include the composition of seaweed aquaculture stakeholders according to three actors, aspects of inhibiting factors, and supporting factors of seaweed aquaculture to create efforts that can be done to revitalize seaweed aquaculture. Public awareness of seaweed cultivation should be increased, especially among the younger generation, the nation's next generation. The implication of this research is the need for closer integration between the tourism and seaweed farming sectors in Oeseli Village. Increasing public awareness, especially the younger generation, of the importance of seaweed farming as a sustainable economic potential should continue to be pursued through education, training, and community empowerment programs. In addition, collaboration between the government, tourism actors, and seaweed farmers can create a sustainable economy.

Keywords: Revitalization, Seaweed Cultivation, Tourism Practices.

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INTRODUCTION

One potential seaweed cultivation area in Rote Ndao is located in Oeseli Village, Southwest Rote Sub-district, Rote Ndao, which has ideal water conditions for seaweed growth. Seaweed cultivation activities in Oeseli Village were once the belle of the ball, providing substantial income for business actors such as seaweed farmers, processors, and marketers.

Currently, seaweed is decreasing in the community because of a decrease in harvest quality due to threats from disease and pest factors that interfere with seaweed growth (Pradnyana & Nugroho, 2019). Another threat to the existence of seaweed farmers is the development of tourism that does not synergistically utilize coastal areas in Oeseli Village, increasing the change of profession from farmers to tourism actors.

The existence of tourism, which is increasingly developing in Nembrala, has dazzled people with the glitter of tourism, which makes money instantly compared to cultivating seaweed. Tourism is only sometimes reliable; there are times when tourism becomes sluggish due to the absence of new attractions or monotone types of activities that make tourists feel bored and bored (Aisyianita

& Hastuti, 2018). This is a threat to Oeseli. The community must think of alternative ways to prevent a decrease in income due to the threat of sluggish tourism; one of the alternative ways is re-cultivating seaweed that synergizes with tourism practices (Widyastuti et al., 2023).

Seaweed has the potential to be part of Oeseli's tourism practices. If developed and managed optimally in the future, processed seaweed products can be sold in tourism practice activities such as packaging seaweed farming activities as alternative tour packages (Picaulima et al., 2015). In the future, seaweed farming activities can be sold in tourism practice activities such as packaging seaweed farming activities as alternative tour packages, serving processed food from seaweed, and souvenirs that characterize the identity of typical Oeseli Village products. On this basis, efforts must be made to stimulate seaweed cultivation in combination with tourism activities (Radiarta et al., 2016). Based on this, this article focuses on efforts to revitalize seaweed cultivation in tourism practices in Oeseli Village.

The analytical knife to dissect the problems in this paper is a series of concepts and theories of analysis. The concepts and theories used to dissect the problems, namely the concept of revitalization, are refreshing the vitality of seaweed farming, including physical intervention, economic rehabilitation, and social revitalization. (Yuliana & Suryawan, 2016) to determine the involvement of the community, tourism entrepreneurs, and the government in revitalization efforts. (Paramitha et al., 2020); the concept of tourism practices (Pristiwasa & Zahari, 2022) is a mutually beneficial practice that relates between tourists as guests and local communities as facility providers or hosts during tourists' stay in a destination; the concept of (Hanum et al., 2021) is used to formulate tourist attractions that rely on seaweed farming and synergize with community activities and the Tourism Area Life Cycle theory (Sudiarta et al., 2014) theory was used to identify tourism development in Oeseli Village.

This research is important because the topic of this research helps to refresh the passion of the community for the vitality of seaweed farming so as not to eliminate the characteristics of Oeseli Village, which was once victorious in its time. In addition, this research is essential as an alternative way to create a tourist attraction that can synergize between tourism and seaweed cultivation. Compared to previous research, The novelty of this research is that it will discuss the efforts to revitalize seaweed cultivation in tourism practices, which will explain the stakeholders involved in these efforts.

Based on the above background, the purpose of this research is to develop a strategy for revitalizing seaweed cultivation in tourism practices in Oeseli Village. Thus, the benefit of this research is to provide a concrete solution for the Oeseli Village community to optimize the potential of seaweed cultivation which has been marginalized by tourism development. With this revitalization strategy, it is hoped that the community can find a balance between the seaweed farming sector and the growing tourism sector, so that these two sectors can grow side by side and support each other. In addition, this research can serve as a reference for the local government and other stakeholders in formulating policies that encourage synergy between tourism and seaweed cultivation, so that the local economy can continue to develop sustainably without sacrificing the distinctive characteristics of Oeseli Village.

METHOD

This research is located in Oeseli Village, Southwest Rote Subdistrict, Rote Ndao Regency. Data collection techniques in this research are questionnaires and observations, supported by secondary data such as RTRW documents of Rote Ndao Regency, the Spatial Plan for the Nembrala Strategic Area and its surroundings, and the RIPPDA of Rote Ndao Regency.

This article's types of data are qualitative and quantitative (Bungin, 2007). Data sources in this research include primary data (Lexy, 2002) and secondary data (Sugiyono & Lestari, 2021). Primary data includes the number of seaweed farmers, the income generated from seaweed farming, the level of development of tourist destinations, the supporting and inhibiting factors of seaweed farming in the development of tourism in Oeseli, the composition of seaweed farming stakeholders in Lembongan, and efforts to revitalize seaweed farming. Secondary data are history, geographical data, demographic data, and a map of Oeseli Village.

The data collection techniques used are observation (Bungin, 2007), in-depth interviews, and documents (Bungin, 2007). Observation was used to obtain data on the condition of tourism in Oeseli, the existing condition of seaweed farming, and the activity patterns of seaweed farmers in Lembongan. Interviews were applied to explore data on efforts that can be made to revitalize seaweed farming in tourism practices. Geographical data, demographic data, tourism entrepreneur data, and photo documentation of tourism activities and seaweed farming were obtained through documentation. The data analysis technique in this research is the qualitative data analysis technique.

RESULTS AND DISCUSSION

Overview of Oeseli Village

Administratively, Rote Ndao Regency in 2022 has 1,996 human resources with an area of 6.17 km² (Rote Ndao District in Numbers 2023). Oeseli Village has barren soil conditions, and the rainy season passes from December to February, with an average rainfall intensity of 1000 mm per year, making Oeseli Village lack water sources (Indonesiakaya.com, 2022). The tourist areas of Oeseli Village and Nembrala Beach and its surroundings are famous for their excellent waves for surfing activities because the water currents in the area are very suitable for surfing.



Figure 1. Research Location

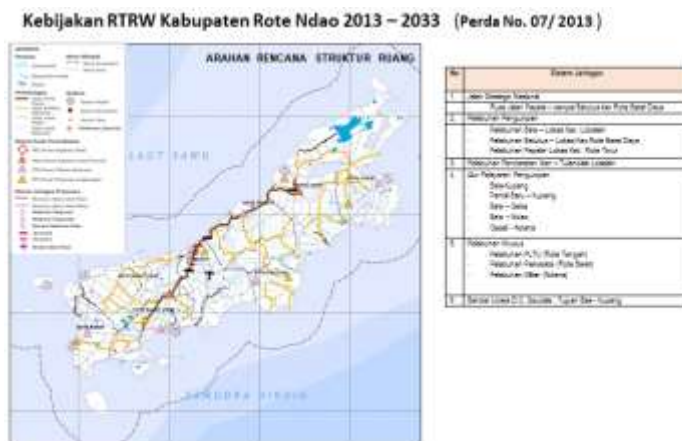


Figure 2. Rote Ndao Regency Spatial Structure Plan Direction.

Facilities and Infrastructure

- a. The boat facilities provided in Oeseli Village can accommodate a maximum of 5 people and hold 100-600 kg.



Figure 3. Seaweed drying

- b. However, storage sheds have temporary storage areas that are used to store seaweed after harvest and as a resting place for farmers during harvest.
- c. Electricity infrastructure for electricity flow needs in Rote Ndao Regency still experiences interruptions at certain hours.
- d. Electricity infrastructure for electricity flow needs in Rote Ndao Regency still experiences interruptions at certain hours.

Composition of Seaweed Cultivation Stakeholders

Lembongan Seaweed Farming, which is now increasingly marginalized, needs to be revitalized in order to be able to survive in tourism practices; for this reason, there needs to be synergy between seaweed farming and tourism businesses that are massively developing in Lembongan. The need for support from various parties involved is expected to play an active role in promoting the revitalization of seaweed farming in Lembongan. It is not only the farmers as a community who need to fight but the role of other stakeholders, which means the local government, tourism entrepreneurs, outside organizations, and most importantly, the community involved in tourism practices should take a role so that there is synergy between agriculture and

tourism practices to create economic value (Nurdin, 2016). The stakeholders in seeking the revitalization of seaweed farming in tourism practices include;

a. Community Actors and Government Actors

An association of people who work as seaweed farmers in Oseli Village formed a farmer group. Cultivation activities began to be carried out intensively, from installing iron stakes, installing rope spans where red cotton seeds have been installed, and the seaweed treatment process by spreading nets to prevent fish and pests in the form of weeds and up to the drying stage. The Rote Ndao Regency Fisheries Service currently empowers seaweed farmers in Oseli Village through assistance. This mentoring process considers the characteristics of seaweed farmers with limited insight and access to minimal information. The Fisheries Service assists coastal communities in sustainable natural resource management through studies, research, training, and program assistance. The process of assisting seaweed processing from basic raw materials to processed materials has succeeded in packaging into several preparations such as bath soap, syrup, and processed agar.

b. Actors Tourism entrepreneurs

Tourism entrepreneurs here are supporting stakeholders whose status does not have a direct relationship of interest and is bound to a policy and program but has a concern and influence, such as small businesses to medium to large businesses. Most Oseli and Nembrala villagers and their surroundings work in the tourism sector, ranging from employees to accommodation owners. It was recorded that during 2017, 24 tourism businesses had been built in Oseli Village and its surroundings, where accommodation provider businesses such as hotels, villas, hostels, and guest houses were the most types of businesses owned by the community, followed by food provider businesses such as restaurants, bars, and food stalls. Tourism entrepreneurs are expected to be among the stakeholders that form a synergy between the government and the community when marketing seaweed in Oseli Village and its surroundings.

Efforts to Revitalize Seaweed Cultivation.

From the end of 2023 until now, seaweed farmers have used seedlings from tissue culture as a form of seed purification and provided variations to seedlings with satisfying results, with the weight per bundle reaching 150 grams.



Figure 4. Planting using tissue culture seedlings

The planting of seedlings is done in a time-intensive manner depending on the process of sending the necessary seedlings and treatment of seaweed seedlings because the source of seedlings does not come from the Bali area. The tissue culture seedlings were imported from

Kupang with a weight of up to 50 kilograms of seedlings, which cost Rp75,000 per kilogram, including shipping costs. In the future, the seed purification program will likely increase the selling value of the seaweed.

Analysis of Tourism Potential Based on Location/Accessibility

Based on the primary and secondary data, the Oseli Village area is strategic. To reach the island of Rote, you can fly from Kupang's El Tari Airport to Rote's D.C. Saudale Airport for about 20 minutes with Lion Air, which serves this route daily. You can also use the Bahari Express ship from Tenau Port Kupang to Baa Port Rote for about 1 hour 45 minutes. From the Lobalain sub-district, the journey can be continued by using two or four-wheeled vehicles for about 1.5 hours to Oseli Village by private or public transportation. You can also use the ASDP ferry through Bolok Port to go to the port of Pantai Baru - Oseli Village. The journey takes 2 hours.



Figure 5. Access to Oseli Village

This image shows the routes and modes of transportation that can be used to reach Oeseli Village, a village located on Rote Island, Rote Ndao Regency.

CONCLUSION

The conclusion of this study shows that the composition of seaweed cultivation stakeholders who work together is an effort that can be done to revitalize seaweed cultivation, including community actors who are seaweed farmers side by side with government actors from the local level to the provincial level, the Ministry of Maritime Affairs and Fisheries and tourism entrepreneur actors in Oseli Village. Supporting factors and inhibiting factors of seaweed cultivation discuss indicators to create efforts that can be made to revitalize seaweed cultivation in Oseli Village. Supporting factors include support from several parties (stakeholders), the increasing price of seaweed, the emergence of a sense of community awareness, and work experience and knowledge of seaweed cultivation techniques. The inhibiting factors are the lack of community interest, especially farmer regeneration, the lack of drying land to produce dried seaweed, pests, and marketing that is feared to be a crop failure. Efforts to revitalize seaweed cultivation in tourism practices can be carried out based on the stages of physical intervention, economic rehabilitation, and social revitalization. In physical intervention, activities include the provision of free seedlings, seedling purification programs, the use of new media in the drying process, and the manufacture of processed seaweed products. In economic rehabilitation, activities included product packaging

to increase the selling value of processed seaweed products, collaboration between tourism entrepreneurs and seaweed farmers to form a market, and application for a household product license. In social revitalization, activities included training tour guides for the community and empowering farmers to develop seaweed tourism.

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