

STRATEGY FOR DEVELOPMENT OF PANGKAL BABU MANGROVE TOURISM ASOCA METHOD STUDY OF ISLAMIC SUSTAINABLE DEVELOPMENT

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Abstract: *The purpose of this study to analyze strategy development Pangkal Babu Mangrove Ecotourism for development sector tour in the village Tungkal I West Tanjung Jabung which became means preservation environment and well-being the surrounding community area in a manner sustainable . As for method analysis used in study is method analysis descriptive use tool ASOCA analysis. The results of this study disclose that strategy development Pangkal Babu Mangrove Ecotourism analyzed in Islamic Sustainable Development studies with increase quality source power human and source power natural with collaboration from various related parties to sustainable optimizing existing opportunities for produce creativity and innovation for ecotourism this own power pull and the quality of tourism that still pays attention to protecting the environment created by Allah SWT and can support the economy of the community around the ecotourism area.*

Keywords: Ecotourism Development Strategy, Islamic Sustainable Development, Community Economy, Environmental Preservation.

Introduction

Tourism development is one aspect that needs to be developed because tourism can be a major factor in increasing the country's foreign exchange earnings, resulting in rapid economic growth in creating jobs, increasing income, living standards and encouraging other factors of production. (Lickorish, 1994). Tourism is an industry that is rapidly developing globally (UNWTO, 2018; WTCC, 2019). In the ASEAN region, Indonesia is a country that has the fastest tourism growth (WTCC, 2019). The Jambi provision is also an area that has many tourist attractions that have started to develop and are in great demand by both local and foreign visitors. The mangrove forest (Mangrove) of Pangkal Babu Village has good potential to be developed because it has high biodiversity. Mangrove forests that are still maintained are home to the fauna and flora found in this area. In addition, the mangrove forest in Tungkal 1 protects against seawater abrasion. Then, there is a lot of potential that can be further developed in terms of the economy, local culture and tourism. In their daily lives, the people of Tungkal 1 make a living as fishermen, gardeners, and some of the creative economy. Local residents manage the Pangkal Babu mangrove forest as ecotourism, which is named Mangrove Ecotourism.

Literature Review

Economic development

Development must be seen as a multidimensional process that includes various fundamental changes to social structure, societal attitudes and national institutions, while continuing to pursue accelerated economic growth, handling income inequality, and poverty alleviation. In essence, development must reflect a total change in a society or an adjustment to the social system as a whole, without neglecting the diversity of basic needs and desires of individuals and social groups within it, to move forward towards an all-better living condition, materially. nor spiritual. (Todaro, 2006)

Sustainable Development

Sustainable Development Goals (SDGs) is a plan of action for humanity, planet and prosperity. Also the aim is to strengthen universal peace in broad freedom apart from that to overcome extreme poverty is the biggest global challenge and is a prerequisite that cannot be continued for sustainable development. human development, including education, health. The second indicator is attached to the small environment (Social Economic Development), such as the availability of environmental facilities and infrastructure, and economic growth. Meanwhile, the third indicator is attached to the larger environment (Environmental Development), in the form of the availability of natural resources and good environmental quality.

Islamic Sustainable Development

In Islamic teachings, sustainable development is seen as multidimensional which means there are various problems in it. (Mubarok, 2018) Islamic Shari'at provides solutions to problems faced by society, including Islamic Sustainable Development which prioritizes community welfare while at the same time being able to preserve nature as a gift from the Creator. Islamic Shari'a provides guidance to its adherents regarding basic principles in individual economic behavior oriented towards general goals (maqashid al-syariah), namely creating a prosperous society.

Through Islamic Sustainable Development studies, it is hoped that we will be able to design strategies that will revive the spirit of the community to become a prosperous society. With awareness from the community and the role of related parties such as the government, private sector, academia, or volunteers who help each other, steps towards innovative and creative ecotourism will be realized. On the socio-economic side, Islam has an advantage, namely the existence of Islamic funding instruments which have great potential to be able to play a role in economic development, one of which is to play a role in the success of achieving the sustainable development Goals (SDGs). (Trimulato, 2020)

The standard of human life given by Islam is a standard of living that already regulates everything. It is through this maqasid syari'ah approach that economic development is carried out. Therefore development is an effort made to create goodness that brings benefits or benefits, because without economic development that is not in accordance with the teachings of Islam, prosperity is impossible to achieve. If the application of this concept applies to the government system, then masalah will be established not only for Muslims but also for a pluralistic society (Amalia, 2017).

ecotourism

Ecotourism which is a combination of conservation and tourism where the income derived from tourism should be returned to areas that need to be protected for the protection

and preservation of biodiversity and the socio-economic improvement of the surrounding community. In developing a tourist attraction to become an ecotourism area, genuine tourism potential is needed, adequate facilities, easy accessibility and a clean and safe environment for tourists visiting ecotourism areas (Herman, 2017).

Ecotourism is currently one of the options in promoting a unique environment that maintains its authenticity and at the same time becomes an area for tourist visits. The existing potential is an environmental development concept based on an approach to nature maintenance and conservation, mangroves have great potential for ecotourism development because of the very unique conditions of mangroves and model areas that can be developed as tourism facilities while maintaining the authenticity of forests and organisms that live in mangrove areas. An area will have more value and become a special attraction for people if there is something special and unique to see and feel in it. This is the key to developing a tourist area (Triwibowo, 2015).

Environmental Fiqh

In a book entitled *Ri'ayatul Bi'ah fi Shari'atil Islam*, by Dr. Yusuf Al-Qardhawi (2001) explains that fiqh is very concerned about environmental issues. This can be proven by discussions contained in classical fiqh literature, such as: discussion of thaharah (cleanliness), *ihya al-mawat* (clearing idle land), *al-musaqat* and *al-muzara'ah* (utilization of land belonging to other people), laws related to the sale and purchase and ownership of water, fire and salt, pet rights and other discussions related to the environment that surrounds humans. Environmental Jurisprudence views the human relationship with the natural environment as an inseparable unit, humans are created from components that exist in the universe, as proof that humans are an inseparable part of nature.

ASOCA analysis

Analysis of good governance does not only use SWOT analysis but can also use ASOCA analysis. ASOCA analysis consists of Ability, Strength, Opportunities, Culture, and Agility. ASOCA analysis adds elements of culture and agility as important elements in finding problem-solving strategies, and can be developed in keeping with changes, the times, and needs. (Ermaya Suradinata, 2013)

Methods

The type of research used in this research is qualitative research. This research is a type of field research (Field Research). The data sources used in this study are primary and secondary data. The primary data in this study were obtained based on data obtained from observations, interviews, and other data sources while the author is doing community service from 2020 with the PHP2D program and continuing with the Wira Desa program in 2021 which helps the establishment of five local MSMEs and continues to make regular visits in 2022 to continue to supervise program development, the strengths and weaknesses of the Pangkal Babu Mangrove Ecotourism Area. The research method used is a purposive sampling technique in sampling tourist objects. The purposive sampling technique is how to determine informants by selecting informants according to the criteria and needs of the authors in this study

Analysis technique the data in this study are mostly descriptive from the results of observations and interviews which were analyzed using the ASOCA method consisting of Ability, Strength, Opportunity, Culture, and Agility. The data analysis steps used are data collection, data reduction, data display, and conclusion drawing. With ASOCA analysis will help to identify and determine strategies in decision making. The ASOCA analysis adds elements of Culture and Agility (intelligence) as important elements in finding problem

solving strategies, and can be developed in keeping with changes, the times, and needs (Marulan, 2021)

Results and Discussion

ASOCA Matrix Analysis of the Potential of the Pangkal Babu Mangrove Ecotourism Area

<p>IFAS efas</p>	<p>Ability (Ab-ability) 1. Community groups who understand the preservation of mangrove forests. 2. Community development from WARSI 3. Foster villages of student affairs programs from tertiary institutions 4. Ecotourism related training</p>	<p>Strength (S-force) 1. Mangrove forests that are still maintained and sustainable 2. Special UMKM of Pangkal Babu 3. Government and private program support 4. College side 5. The uniqueness of the Pangkal Babu Mangrove Area 6. There are village regulations related to the preservation of mangrove forests</p>	<p>Agility (Ag-intelligence). 1. Community innovation and creativity 2. Training and mentoring in the ability to manage natural resources 3. Research from academia 4. Promotion of Ecotourism from social media</p>
<p>Opportunity (chance-O), 1. Rich in flora and fauna 2. Beautiful and wide mangrove forest. 3. Mangrove Forest Ecotourism with bridge tracking 4. Potential to</p>	<p>AbO strategy - Preserving the Pangkal Babu Mangrove Forest by guarding and supervising the forest area and participating in regular planting of mangrove seedlings - Optimizing as a fostered village from WARSI for community groups</p>	<p>SO strategy - Adding tourism activities in the mangrove forest - Comparative study or looking for references from mangrove tourism in other areas - Optimizing the potential of Pangkal Babu's typical MSMEs in</p>	<p>AgO strategy - Conduct training or mentoring to hone community creativity and innovation for ecotourism - Optimizing the management of natural and human resources to support the economy as well as environmental preservation. - Support research from academics related to the</p>

<p>become an educational tour related to conservation</p> <p>5. Natural tourism potential with the concept of natural tadabbur.</p>	<p>according to existing capabilities and potential</p> <ul style="list-style-type: none"> - Established a conservation school for education related to existing conservation 	<p>terms of both quality and quantity.</p> <ul style="list-style-type: none"> - Utilizing programs from either the government or other parties that are built and increase the potential of ecotourism - Collaborate with universities to explore existing potential scientifically or in practice in the field - Studies related to the potential of applicable halal ecotourism 	<p>flora and fauna of Pangkal Babu or ecotourism areas.</p> <ul style="list-style-type: none"> - Optimizing the use of social media as a means of promotion
<p>Culture (culture- C)</p> <p>1. There is a special tradition of Pangkal Babu</p>	<p>ABC Strategy</p> <ul style="list-style-type: none"> - Continue to preserve the mangrove forest area as part of the tradition 	<p>SC Strategy</p> <ul style="list-style-type: none"> - Making cultural traditions part of the uniqueness of traveling in Pangkal Babu 	<p>AgC strategy</p> <ul style="list-style-type: none"> - Writing non-fictional and fictional works related to the unique traditions of Pangkal Babu - Introducing Pangkal Babu's unique traditions through social media.

Using the analysis of internal and external factors as explained above, it is possible to identify the six strategies summarized in the ASOCA matrix that can be used as consideration for companies to implement. These strategies are Ability Opportunity (AbO), Strengths Opportunity (SO), Agility Opportunity (AgO), Ability Culture (AbC), Strengths Culture (SC), and Agility Culture (AgC) strategies.

Analysis of Islamic Sustainable Development with the Results of the ASOCA Matrix of the Pangkal Babu Mangrove Ecotourism Development Strategy

Based on the information in the ASOCA matrix table, it is known that the right strategy for developing the potential of Pangkal Babu Mangrove Ecotourism is as follows:

a. Ability Opportunity (AbO) strategy

AbO strategy is a way of determining a strategy based on a combination of capabilities and opportunities that can take advantage of the ability to create the best opportunities. By using the ability possessed to create opportunities. The following are recommended strategies

that can be considered for implementation in the Pangkal Babu Mangrove Ecotourism Area, including:

1. Relevant agencies, be it the government, Disparpora, researchers or environmental activists can provide special guidance to the community, especially Pokdarwis, MSME actors, Pesisir and mangrove monitoring groups so that they can optimize the opportunities and potential that exist to be managed properly and correctly so that they can support community economy and environmental protection. to continue efforts to meet economic needs in accordance with the maqasid sharia concept in maintaining assets and continuing offspring and preserving the environment that Allah created and entrusted to the people of Pangkal Babu.
 2. For the environmental community to hold special activities or programs related to environmental conservation or the green economy to assist the community in developing ecotourism as a form of implementing the concept of the caliph of the earth related to the tasks given by Allah SWT to humans to utilize natural resources by not destroying His natural creation in accordance with World View Islam for the welfare of the people of Pangkal Babu.
 3. For MSME actors in Pangkal Babu to continue learning and developing their business so that they can become typical products of Pangkal Babu Ecotourism as recommended in Islam to continue learning and trying without knowing the age limit and studying with experts and in QS Al-Ankabut: 69 which means , "And those who strive to please Us, We will surely show them the way to Us."
- b. Strategy Strength Opportunity (SO)

The SO strategy is a way of determining a strategy based on a combination of strengths and opportunities that can take advantage of strengths to defend opportunities by using the strengths they have to defend opportunities. The following are recommended strategies that can be considered for implementation in Pangkal Babu Mangrove Ecotourism, including:

1. For the government and Disparpora to continue to pay attention to and design planning for the Pangkal Babu Mangrove Ecotourism Area which has ecotourism potential in Jambi Province by adding references from ecotourism from other regions and evaluating ecotourism management and seeking advice from various parties as input.
 2. For the community, especially mangrove supervisors, to maintain and preserve mangrove forests as well as flora and fauna which are unique to ecotourism in order to attract visitors both from within and outside the region and as part of the embodiment of faith as stated in the Qur'an Al-A'raf : 85 "... And do not make mischief on earth after God has repaired it, that is better for you if you truly are believers."
 3. For academics to conduct studies related to the development of mangrove ecotourism to help explore the potential that exists in the Pangkal Babu Area.
 4. Several parties helped introduce Pangkal Babu Mangrove Ecotourism either from social media or disseminating information directly.
- c. Agility Opportunity Strategy (AgO)

The AgO strategy is a way of determining a strategy based on a combination of intelligence and opportunities that can use intelligence to make the best use of opportunities by using the intelligence you have to take advantage of opportunities. The following are recommended strategies that can be considered for implementation in Pangkal Babu Mangrove Ecotourism, including:

1. Carry out innovations and creations for the natural resources available in Pangkal Babu.
 2. Adding a series of conceptualized ecotourism activities for the Pangkal Babu Mangrove Area to make it more attractive.
 3. Utilizing social media and current trends as a means of introducing Pangkal Babu.
- d. Strategy Ability Culture (AbC)

The AbC strategy is a way of determining strategies based on a combination of capabilities and culture that can utilize capabilities to deal with environmental demands and cultural changes. The following are recommendations for strategies that can be considered for implementation in the Pangkal Babu Mangrove Ecotourism Area, including:

1. Keep maintaining and preserving existing traditions as local wisdom.
2. Showing the unique traditions and culture of Pangkal Babu as part of the attractions of tourist attractions.

- e. Strategy Strengths Culture (SC)

The SC strategy is a way of determining a strategy based on a combination of strengths and culture that can utilize strengths to be responsive to the effects of cultural changes that will definitely occur. The following are recommendations for strategies that can be considered for implementation in the Pangkal Babu Mangrove Ecotourism Area, including:

1. Provide direction to the community to maintain local wisdom and pass on culture to the next generation.
2. Conduct special training to display cultural traditions to visitors.
3. Combining culture and environmental protection systems for mangrove forests and the Pangkal Babu area.

- f. Agility Culture Strategy (AgC)

The AgC strategy is a way of determining a strategy based on a combination of intelligence and culture that can utilize intelligence to anticipate and minimize the effects of cultural change. The following are recommendations for strategies that can be considered for implementation in the Pangkal Babu Mangrove Ecotourism Area, including:

1. Providing training to the community or tourism managers to add innovation in introducing Pangkal Babu's local wisdom.
2. Introducing Pangkal Babu local wisdom such as traditions and distinctive culture through well-managed social media or official websites as described in the Qur'an "O children of mankind, verily We created you from male and female, and We made you nations and tribes so that you may know one another. Verily the most noble of you in the sight of Allah is the one who is the most pious. Indeed, Allah is All-Knowing, All-Conscientious" QS Al-Hujurat: 13.

Conclusion

From the results of research conducted by researchers with Islamic sustainable development studies using the ASOCA method, the following conclusions can be drawn:

1. For the Pangkal Babu Mangrove Ecotourism development strategy, there must be awareness that the nature created by Allah SWT must be used for the welfare of the people around the Pangkal Babu Mangrove Area without destroying the nature by keeping the environment sustainable and it is the obligation of humans as caliphs on earth in accordance with the Islamic world view, it is necessary to have educate the public regarding natural resource management, tourism management, environmental preservation, and the creative economy.

2. To achieve the goal of *falah* or community welfare both in worldly affairs and in the hereafter, there needs to be a balance between individual interests and the benefit of the people, namely by the existence of cooperation between several related parties from government, village, private sector, non-governmental organizations, local communities, academics, and visitors who creating a symbiotic relationship of mutualism and the willingness of all parties to advance and develop the economy from the utilization of the Pangkal Babu mangrove ecotourism.
3. In a sustainable economy, the government needs to pay attention to five basic human needs that must be met, namely maintenance of the safety of religion (*al-Din*), soul (*al-Nafs*), reason (*al-Aql*), offspring (*al-Nasl*) and property (*al-Nasl*). -*Maal*). In the Mangrove ecotourism area, you can improve the quality of generations so that they are able to develop the potential in Pangkal Babu to protect and preserve natural resources which are community assets in fulfilling needs according to the mandate of the Creator.

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