



Policy Strategy Beyond Eco Tourism Development

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Abstract

The policy of strategy ecotourism development in the border area is actually to improve the function of the autonomous village as promised by the Jokowi-JK government policy, which is to build from the periphery. The development process should not fully follow the logic of the governance structure, but by looking at the needs and the conditions of the asymmetrical region. At least there are several reasons that underlie a policy research. First, because of the condition of the border communities that live in poverty, many migrants work in Malaysia; Second, the inequality of infrastructure facilities between Indonesia and Malaysia which leads to inequality of optimism in public services; Third, the occurrence of business transaction processes that cause dependence on Malaysian society to fulfill their daily needs. The results of the research with a qualitative approach can be concluded that the government does not yet have a strategic agenda for ecotourism development and quantitatively the results of hypothesis testing are significantly proven that there is a natural potential that can be used as an asset of scientific information for the development of an ecotourism model.

INTRODUCTION

In general, it can be said that the tourism sector is a leading sector that is very important for each country to increase foreign exchange, job creation, cultural development and education, as well as various business activities in the private sector which are all key of economic growth. Historically, at the ASEAN level in the early 1980s, Indonesia especially in tourism sector was the third most successful country in foreign exchange earnings, after Singapore and Thailand. Santosa (1: 2014) in 2016, Thailand outperformed all ASEAN countries in terms of tourism growth with percentage 11.3%, while Indonesia's percentage was only 9.5%. Tourism in Indonesia is an important economic sector in Indonesia. In 2009, tourism was in third rank in terms of foreign exchange earnings after oil and gas commodities and palm oil. Based on 2014 data, the number of foreign tourists coming to Indonesia was 9.4 million or growing by 7.05% compared to the previous year.

Natural and cultural wealth is an important tourism component in Indonesia. Indonesia's nature has a combination of tropical climate, 17,508 islands of which 6,000 are uninhabited, and the third longest coastline in the world after Canada and the European Union. Indonesia is also the largest and most populous island in the world. Beaches in Bali, dive sites in Bunaken, Mount Rinjani in Lombok, and various national parks in Sumatra are examples of natural tourist destinations in Indonesia.

Indonesian government continues to improve the management and development to support infrastructure in order to attract domestic and foreign tourists. In 2017, the government is targeting 15 million foreign tourists to come to Indonesia, the tourism sector is expected to contribute the largest foreign exchange to the country. In the national policy of decentralized regional economic development, the tourism sector is a strategic sector that can be used as an effort to realize the regional autonomy policy. This is intended to make the regional economic growth sustained through the income from a strong and sustainable tourism sector.

According to Nirwandar (2011: 2) the new paradigm of tourism development within the framework of regional autonomy and decentralization is a very strategic policy. This paradigm is intended to realize the principles of tourism policy which aimed to realize the seven fundamental aspects of national policy. Those seven principles are; (1) to build national unity, (2) to eradicate poverty (Provinsierty alleviation), (3) for sustainable development, (4) to preserve culture (5) to meet the life needs and human rights, (6) to improve economy and industry, (7) to develop technology. Through these seven principles, it can be said that the provincial or district / city government always required to be innovative and creative in order to develop the potential of the tourism sector as a key sector of extracting revenue sources (APBD). In other words, regional leaders should be highly committed to realize the tourism sector as a leading sector. This means that regional leaders must be able to effectively implement tourism sector development policies with approaches to exploiting natural resources, cultural potential, improving people's economy, eliminating poverty, and environmental conservation. In another definition, a country that successfully designs and develops tourism sector is a country that relies on the tourism sector.

In the context of regional innovation, the development paradigm of the tourism sector is adopted by an ecotourism development approach model that is based on exploring socio-cultural, economic, and environmental potentials. Dias Satria (2009: 17) emphasized that ecotourism development policies in Indonesia were carried out based on strategic policies supported by systematic study results by integrating ecotourism in the field of education and innovation of local products as supporters of ecotourism. Ecotourism development as a model of the approach to tourism development has been applied in several regions in Indonesia.

Based on a study of previous literature, review and observations of the author, it can be summarized that the border problem has a complex dimension. There are a number of crucial factors involved in it such as jurisdiction and state

sovereignty, politics, social economy, defense and security. Based on political geographers, the notion of borders can be divided into boundaries and frontiers. Boundaries are used because of their binding or boundary functions as a sovereign political spatial unit, while the frontier is used to refer to borders. Because of its position which is located in front (front) or behind (hinterland) of a country. Although they have different meanings, both are complementary and have strategic values for the sovereignty of the country's territory. Furthermore, in the perspective of political geography, a country's boundaries can be divided into two, according to function (functional classification) and according to occurrence (morphological classification)

Based on the results of the author's review about Renstra documents of West Kalimantan Province and Sambas Regency, there are five Indonesia-Malaysia border gates that actually have the potential to be developed as ecotourism according to their respective characteristics (2012-2016 Strategic Plan). Especially in Sambas Regency, which is geographically bordered by the Kucing-Malaysian region, is the District of Sajingan Besar. This sub-district has a very simple tourism object, natural and cultural attractions of ancestral heritage that are still maintained and are in protected forest areas. In fact, until now the condition of this tourist attraction is very simple (improvised) and has not been made a strategic policy of ecotourism in the border region either by the strategic areas of West Kalimantan Province and Sambas Regency. This tourist attraction is located in the Indonesia-Malaysia border area with a distance of approximately 10 kilometers from the Malaysian border. The distance from Sambas Regency is approximately 80 kilometers to get to the tourist sites. (Bappeda: 2016: 37).

Based on a review of policy documents, literature studies, and research results, it was confirmed that the Ecotourism Policy in this border area had two main reasons that had been carried out by the research, such as empirical reasons and theoretical reasons. The empirical reason is that the socio-cultural, socioeconomic, and environmental conditions in the research location are confronted with various problems, as

already mentioned, there is no government policy in developing the ecotourism. Theoretically, the development of the concept of ecotourism in protected forest areas will not undoubtedly recognize market saturation.

Based on the results of the study, there are three theoretical perspectives on why ecotourism can be used as a research approach model; First, Ecotourism is a product, where the attractions are based on natural resources and human resources. Secondly, ecotourism as a journey that leads to preserve the culture and the environment. Third, ecotourism is an approach to development, which is a method of utilizing and managing the tourism resources. Based on the description of the current conditions, there are four main issues and problems in the border region, such as the policy in developing ecotourism in Indonesia-Malaysia border region.

Gap is the Policy Aspect of Sajingan Besar Subdistrict Sambas Regency is an area bordering Malaysia. Sajingan District is a strategic area that has wealth and natural and also tourism resources, such as Goa Maria, 3 cascades (waterfalls) and the culture of the local community that has not been maximally managed. It also has beautiful and exotic forests with beautiful natural panoramas. So far, its existence has received less attention from parties who have an interest. This is due to the absence of a feasibility study on tourism development based on efforts to develop community welfare.

Based on the gap above, this research is a research and development study that is intended to examine its influence on the development of ecotourism as one solution to address problems at the border.

The Community-Based Sustainable Ecotourism Policy Research of the Indonesia-Malaysia Border Area tourist attraction in protected areas is essentially an effort to study the development of community-based ecotourism by utilizing the socio-cultural preservation of local political ecology by increasing community welfare supported by environmental power and environmental services. Ecotourism in the border region is a scientific effort of government policy.

Nature tourism located in the border region needs to be promoted. In addition, it is also necessary to develop strategies and accurate analysis of ecotourism management as a conservation strategy and improve the economy for the community through several strategic policies that must be made prerequisites for ecotourism development including six important aspects, namely the program as a pertaman, the existence of a legal umbrella for governance attractions in protected forest, second, and promotion of natural tourism through national and international events. Third, the role of government and the community to maintain the potential of natural resources, fourth, maintaining local cultural values. Fifth, providing infrastructure to support tourist sites and sixth is to build infrastructure for the smooth running of local transportation facilities as tourism destinations.

In line with the strategy of promoting natural tourism, it is necessary to accelerate the development of border areas in the large Sajingan District. However, the implementation in the field is still not well implemented, one of which is in the construction and improvement of basic and supporting infrastructure to open the border area of Sajingan Besar District from isolation. In order to realize this, the Sambas Regency Government through the acceleration of development in the border area is trying to build various facilities, especially the road access facilities to Border Aruk (still in progress). However, it is not in line with the development of tourism in the District of Sajingan Besar The lack of government support for tourism development is an inhibiting factor.

Development from the periphery is to strengthen regions in the border region by optimizing the function of the village as the lowest autonomous region unit, this is a political promise of the Jokowi-JK government policy. This commitment will be realized by implementing asymmetric decentralization and repetition of studies in central and regional financial governance by reorganizing the national financial distribution system. It is better if the development process does not entirely follow the logic of the

governance structure, but by looking at the asymmetrical needs and conditions of the region.

The asymmetric decentralization policy is aimed at realizing the Unitary Republic of Indonesia and protecting national interests in the border region. There are three compelling reasons that make this policy an urgent issue to be addressed. These three reasons are: first, because of the migration of Indonesian border communities to Malaysia to work; secondly, the close alliance between Indonesia and Malaysia, namely Malay and Dayak; third, infrastructure gaps that cause optimization in public services; fourth, there is a business transaction process of selling crops to Malaysia, namely rubber, palm oil and even illegal logging practices occur. (source: 2018 Research Results).

Management of border areas is President Jokowi's priority and is supported by regulations in the form of Law No. 6 of 2014 concerning Village Governance. Article 1 paragraph 6 states that the village has the authority to manage and manage village resources by creating a Village-Owned Enterprise, hereinafter referred to as BUM Desa. BUM Desa is a business entity in which most of the capital or even all of the capital is owned by the village government through investments that directly originate from the village's wealth and are separated in order to manage assets, services, and other businesses for the maximum welfare of the village community. based on a preliminary survey it was concluded that a positive community response could not yet be carried out by the village because of the limited human resources and village assistance of 1.4 billion which had not been allocated to efforts to develop tourism, especially in border areas.

Based on the empirical and theoretical background that has been explained, a research question (research question) can be formulated. First, how is the government policy in developing ecotourism in the Indonesia-Malaysia border region? and second, how to develop conceptual alternative conceptual models in the development of ecotourism policies in the Indonesia-Malaysia border region? To prove this research, the important research objectives are first, to analyze

the ecotourism development policies that have been carried out by the government in the effort of policy planning in the tourism sector in the ecotourism concept and secondly to formulate a model formulation of ecotourism policy development in the border region. In order to guarantee the reliability and validity of the data, it is necessary to support data and information from various stakeholders. This is to find out perceptions about the potential and prospects for the development and procurement of tourism products, especially in the development of ecotourism in Sambas District. In addition, a study of perceptions of domestic and foreign tourists was also carried out. Because tourists generally have an understanding and sensitivity to ethics or morality and certain values. In the end, this kind of tour is a search for new experiences (Fandeli et al., 2000: 54).

This study focuses on community-based sustainable ecotourism to support sustainable tourism in the border region. So far there have been a number of studies on ecotourism or other research related to ecotourism issues carried out in other regions in Indonesia. However, there are several different perspectives that will be reviewed in this study so as to provide different results, input and an overview of previous studies.

Research conducted by Ardahaey 2010 tourism is an activity that involves a variety of businesses and will have an impact on increasing local businesses namely lodging, culinary. This is related to the creation of employment opportunities for local people and if the flow of seasonal tourism so that the direct economic impact both positive and negative and become a strategic plan in tourism development.

This is in line with Ross and Wall 1999 that the challenge in developing local tourism with ecotourism is to preserve nature and contribute to the conservation of protected areas and the participation of the government in planning programs and activities to support tourism by utilizing existing resources both natural and human resources. Ekowisa must have a direct impact on nature and society to maintain the authenticity of nature as an educational value for local people and tourists. With ecotourism, it will

encourage local people and tourists to support and preserve nature and the local community is proud of its tourism.

Dias Satria, 1999 Ecotourism development by optimally involving the community and local government in every program and activity. Thus the local community has a stake in and is involved in maintaining biodiversity and the community feels the benefits that are felt, namely improving welfare. Government by involving relevant agencies in the development of ecotourism and involving travel agents as a promotional medium to increase the number of visits. With the role of these 3 sectors namely the government, the community and the private sector can produce creative ideas to strengthen ecotourism.

Research conducted by Suasapha, 2016 provides an overview of community-based tourism, namely tourism is realized through the use of natural resources and resources from the local. Local people work according to their roles and status. The impact is the establishment of a harmonious relationship between local communities, tourists, natural resources, the tourism industry and, the government. This research with research conducted by Suasapha is the research model is qualitative descriptive, identifying the potential that exists in the object of research, developing a research object development strategy, the object of the research is very close to the natural landscape, the development of sustainable ecotourism that utilizes local resources. Research conducted by Saskara (2016) provides an overview of the potential of ecotourism and people's perceptions. In Saskara's research, it was explained about the empowerment of local communities and the exploration of natural and cultural tourism potential. The natural potential in question such as plantation land, agriculture, water sources, rivers and hills. Socio-culture is related to craftsmen, artists, traditional entrepreneurs, local community law or local wisdom in the form of awig-awig and socio-religious community. The development strategy of Cau Belayu Village is based on 4 A (Attraction, Accessibility, Amenity, and Ancillary).

The similarity of this research with Saskara's research (2016, 71) is a qualitative descriptive research model, identification of potentials in the research object, research objects that are closely related to natural scenery, and the development of community-based ecotourism to support sustainable tourism. In addition, the development of tourist attractions must be supported by the construction of tourism supporting facilities and infrastructure.

Furthermore, the difference in research with Saskara (2016: 71), in this study is offered a package to stay with the local community (stay with local community), the development of traditional rice processing packages (traditional farming). In addition, the development of tourist attractions in the village of Aik Berik is not only to benefit for a moment, but is guided by the development of sustainable tourism, both economically and socio-culturally. The things referenced from this research are ecotourism development strategies based on 4 A, the concept of developing sustainable tourist attractions, and involving local (local) communities in developing tourist attractions.

Jumail (2011: 22) in his thesis which examined the imaging of Kuta Lombok Tengah tourism area revealed that imaging is a very important study and not only to improve the competitiveness of something, but also to increase the competitiveness of a tourist destination. Furthermore, research Jumail (2011: 22) shows that the imaging of the Kuta tourist area before, during, and after the visit shows a positive trend. Positive imagery increases while negative imagery decreases in the Kuta area. Priority aspects in improving the image of the area in Kuta are accessibility, supporting facilities, beach cleanliness, and the behavior of very aggressive traders. A good environment is one of the triggers for imaging the tourist area so that protecting the environment in a sustainable manner is one way to provide a good environmental image for tourists.

Policies are a series of concepts and principles that form the basis (outline) and the basis of planning for the implementation of an activity (work), leadership, and ways of acting;

statement of ideals, goals, principles and guidelines for management in an effort to achieve goals. Agustino Leo (2008: 7) explains that a policy is a series of actions proposed by a person, group or government in a particular environment where there are obstacles (difficulties) and opportunities or opportunities for the implementation of the proposed policy to achieve goals. Wahab (2008: 40) argues that the term of this policy is still a cross of opinion and an arena of debate among experts.

Government policies related to tourism, especially in border areas, require foresight and more specific attention. For decades, border issues have not received the attention of the government. Development policies at the border are still lacking but vice versa in densely populated areas. National policies to determine the direction, approach, or strategy for developing the border region have not been well-structured, as a result the border areas are not given enough attention.

Policy changes need to be made by paying attention to rural or border communities. This policy change is related to government policies on the development of tourism found in rural communities, especially environment-based tourism. This aims to create jobs for people in rural areas so that the welfare of the community increases.

The era of regional autonomy provides broad opportunities for regional governments to develop rural areas. This development is carried out by aiming at economic opportunities (business) to improve the welfare of the local community. One program that is expected to be directly related to rural communities is by increasing the agro tourism sector. Constraints arise due to lack of synergy between government policies (ego-sectoral). Another factor is the lack of coordination between policies and regulations implemented.

The uncertainty of the government's policy has an impact on the hesitation of various parties who have the desire to invest in the tourism sector. This is further compounded by the overlapping of various regulations regarding spatial planning in areas that have the potential to develop into tourist areas. It is also feared that government policies

could disrupt some areas for environmental preservation. Policies that are not well coordinated can be a threat to rural communities. The attention of the central government or regional government must concentrate attention so that the spatial problems can be realized.

Lately, problems at the border have come under sharp scrutiny from academics and bureaucrats, both the central and regional governments. Negative stigma arises due to the border area which is a place for illegal workers, smuggling and illegal logging. Development in disadvantaged border areas and the rise of tension are also a path for the escape of terrorists. Conditions like this cause a negative image of the so-called "borders" to disturb the peace that had previously been created at the border.

Musa, et al. (2001) explained that the tourism sector is one sector that has a role to accelerate national development. However, in reality the concept of sustainable tourism in Indonesia encounters many obstacles both in planning and in its implementation.

Policies in the tourism sector that are not yet integrated are problems that often arise. The government along with all members of the community need to be given responsibility in protecting the environment for social activities and economic production. For the implementation of this program critical monitoring is needed, especially monitoring by elements of civil society.

In development, the principle of justice also needs to be applied. In practical terms, justice in the environment puts forward equitable policy procedures that are based on four development principles. First, distributive justice, namely justice for equality to get a sense of security from the impact of environmental exploitation. The impact of development cannot be charged and is the responsibility of the surrounding community. Second, procedural justice, which is justice that promotes transparency or openness so that the surrounding community truly understands decision making because the information they possess is correct. Third, corrective justice. Policy is the application of rules and regulations or a legal approach that seeks to place the community in

order to obtain formal justice as a result of environmental change and, fourthly, Social Justice. The form of justice is more focused on efforts to improve the welfare of local communities based on the principle of independence and capacity, potential and prospects through the development of ecotourism followed by controlling the exploitation of natural resources on a large scale.

Ecotourism with the principle of justice is not only directed to provide entertainment to humans, but more attention to natural interests. Local and external resource factors as a basis for planning within the framework of environmental, socio-cultural, and economic-based development management become a unified conceptual framework. The technological aspect is an instrument of treatment that can have an impact on socio-cultural, economic and environmental aspects which are local content to be developed with certain indicators or parameters. It is important to know how the positive and negative impacts that might arise as stated by (Atherton, 1991, Shelby, 1984) as follows figure 1.

According to Santosa (2014: 52) the model is a representation of an object, object, or ideas in a simplified form of conditions or natural phenomena. The model contains information about a phenomenon created with the aim to study the actual system phenomenon. The model can be an imitation of an object, system or actual event that only contains information that is considered important to be studied by Mahmud Achmad, (2008: 1). The word "model" is derived from the Latin mold (mold) or pattern (pattern).

According to Mahmud Achmad (2008: 2) in general there are four forms of the model, namely the system model, mental model, verbal model, and mathematical model. The system model is a tool that we use to answer questions about the system without experimenting. For example a model of a person's behavior to say that he is a "good" person. This model helps us to answer the question how he will react if we ask him. Mental models are models for engineering systems that are based on experience and feeling. For example how to drive a car is part of the development of mental models of the

characteristics of driving a car. Verbal model is a model of system behavior under different conditions, described in words. For example if bank rates rise, the unemployment rate will rise. While what is meant by mathematical models is where we connect the quantities (distance, current, flow of the unemployment and others).

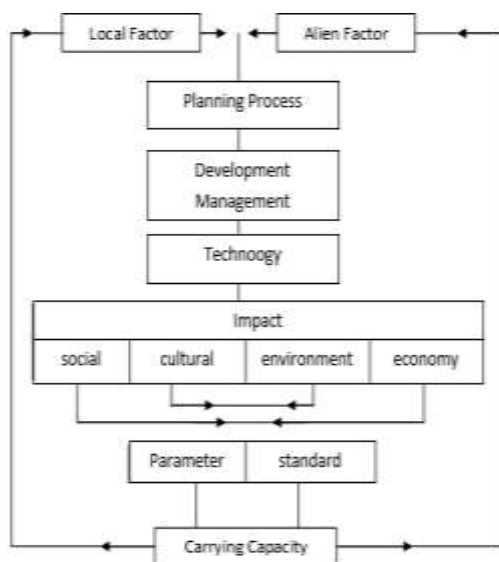


Figure 1. Carrying Capacity
Sources: Atherton, 1991, Shelby, 1984

Based on this understanding, it can be summarized that the model is a plan, representation, or description describing an object, system, or concept that is often in the form of simplification or idealization. The form can be in the form of physical models (mockups, prototypes), image models (design drawings, computer images), or mathematical formulations. The model can also refer to concepts and theories, namely the conceptual model, the representation model for an idea or conceptual and the existing condition model in the form of data, potential and an explanation of the database structure. As for the purposes of research on the development of community-based ecotourism in the Sajingan District area, two models were designed. First, the mathematical (hypothetical) and descriptive model in this study aims to determine whether the potential of the policy influences the development of ecotourism. Second, the Conceptual Model,

which is a model that refers to concepts and theories and results of data analysis for a recommendation in the form of ideas or designs for the development of ecotourism models illustrated in the chart and description of ideal types of ecotourism in the Indonesia-Malaysia border region.

Ecotourism or ecotourism is part of environmentally-oriented tourism activities with priority aspects of nature conservation, socio-cultural empowerment, the economy of the local community, as well as education and learning aspects. Ecotourism starts when negative impacts from conventional tourism activities are felt. Impacts such as environmental damage, the shifting of local culture is less controlled, the declining role of local communities, and the presence of business competition that has an impact on the environment, economy, and culture of local communities.

Ecotourism is a journey to places that are still natural and relatively undisturbed or polluted with the aim to study, admire and enjoy the scenery, flora and fauna, as well as forms of cultural manifestations of the community, both past and present (Lascurain, 1987). According to TIES (1990) ecotourism is a nature tourism activity that is responsible for maintaining the authenticity and preservation of the environment and improving the welfare of the local population. TIES highlights the concern, sense of responsibility and commitment to environmental sustainability as well as the welfare aspects of the local community. So it can be concluded that ecotourism is a step to maximize as well as efforts to preserve the potential of natural resources and culture of local communities for sustainable sources of income.

RESEARCH METHODS

This research was conducted in Sajingan Besar District, Sambas Regency, West Kalimantan. The choice of the border area as a case study is motivated by the phenomenon that the border area of Sajingan Besar Subdistrict is also the remote area of the settlement center system in area of West Kalimantan. This relates to

the limitations of social and economic infrastructure which causes people to be economically oriented to Sarawak.

From the description of the research and the development methodology perspective above, this research is designed based on the principles and development of the following research : Analyzing the ecotourism development policies that have been carried out by the government in the tourism sector in the concept of ecotourism, and arranging the formulation of ecotourism development models in the Indonesia-Malaysia border region.

Based on the results of the survey and reference studies, this study uses a mixed-method approach that is a quantitative approach with the mix-method approach, there are at least three viewpoints in the use of mix-methods stated by Greene (1993) where the mix-method can be used to obtain the accurate data, "Use mixed methods to improve the accuracy of their data" and Julia Brannen Mixing Method (2002) which emphasizes that mix-methods are used to produce comprehensive research results or a more diverse description. Mix method is a combination of two or more methodologies analysis as well as multiriset conducted by survey data with experimental laboratory studies and FGD, observations, and statistical analyzes that must be done very carefully in qualitative interpretation.i

RESULTS AND DISCUSSION

As mentioned in the background of the research, novelty and the focus of research on community-based sustainable ecotourism development, Analyzing the influence of potential policies in the development of ecotourism in the Indonesia-Malaysia border region. The presentation of data, discussion and analysis both qualitatively and quantitatively and a combination of qualitative and quantitative. The presentation of data includes the results of qualitative research namely FGD, indepth interviews, observations and quantitative analysis that is proving the influence of policies on ecotourism.

This analysis is a Proof of Hypothesis or Analysis of the Effects of Policies on Ecotourism Development. Based on the results of calculations with the SPSS program shows that policy (I) has a positive and significant effect on ecotourism in Tourism in Sajingan Besar District (Y). This can be proven because the value of $t_{count} > t_{table}$ ($5.272 > 1.96$) or probability $(0,000) < (0.05)$. So it can be explained that the higher or better the policies taken in tourism in the border region, the higher the ecotourism in tourism in the border region.

The results of proving this hypothesis indicate that the policy taken will have an impact on increasing the development of ecotourism in the border region. The accuracy of policy making by the government will increase the success of ecotourism management. In making policy the government needs to be careful and must really consider local wisdom. Because wrong in making policies will have an impact on the development of the ecotourism.

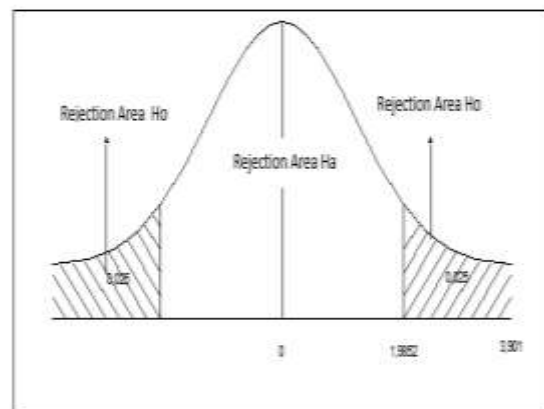


Figure 2. Proof of the Policy Hypothesis

Source : Data Processed

F test (simultaneous test) is used to find out and prove whether all variables independent Potential policies affect the ecotourism variable in the development of ecotourism in border areas.

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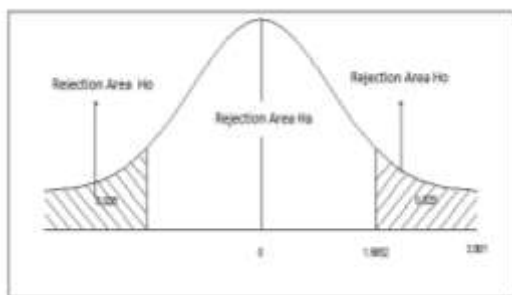


Figure 2. Proof of the Policy Hypothesis

Source : Data Processed

Simultaneous test results obtained calculated F value of 83.966 and a probability value of 0.000. The results of the comparison show that the probability value (0,000) < (0.05) and the F count is greater than the F table (83,966 > 2.45). So it can be said that the modeling that was built, namely the independent variables in the form of policy has a significant influence on the development of ecotourism in the border region.

Table 1. Simultaneous Testing

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3414.139	4	853.535	83.966	.000 ^a
	Residual	986.027	97	10.165		
	Total	4400.167	101			

a. Predictors: (Constant), Policy,

b. Dependent Variable: Ecotourism

Source: secondary data processed, 2018

Existing policies in Riam Berasap tourists object have a positive and significant influence on the development of ecotourism. In testing the policy hypothesis on the development of ecotourism proved to be influential, but in fact the policy variables are perceived or responded well enough, or responded that the policy has not been felt by the people involved in the management of ecotourism. The findings by descriptive testing can be explained that the response to the lowest policy variable. Various conditions at the border of the government need to implement strategies that prioritize human relations. Unequal conditions in the border where in the Malaysian Territory better than the territory of Indonesia is a separate problem. Various negative stigmas of the real conditions in the border area, such as the shifting of the border markers of the State territory as well as the dual attitude of some of the border communities. The State of the Republic of Indonesia is the Motherland and the State of

Malaysia as the Father of the Earth is also often pinned to the border community.

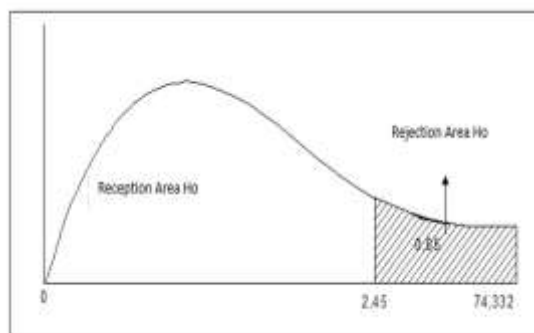


Figure 3. Proof of the Ecotourism Hypothesis

Chafid Fandeli (2000: 5) Ecotourism development must refer to the principles of ecotourism, to achieve ecotourism success in sustaining and utilizing Artheton, 1991 and Shelby: 1984 Ecotourism development strategies regarding local content / Carrying Capacity is defined as the level of visitor attendance.

Table 2. Problems and Potential Urgency in the Development of Tourists Objects

NO	Problem and Potency	Respondents' opinion, community leader, religion leader and local communities.
1.	Potential for tourism development	1. Scenic tourism 2. Adventure tourism 3. Cultural and historical tourism 4. Research / education tourism 5. Social tourism, conservation and education
2.	Riam Berasap environmental education and protected forests.	There is no environmental education and training program yet
3.	Community participation with responsible utilization in Riam Berasap and protected forest.	Community participation in the management of Riam Berasap tourism object in a participatory and accountable way
4.	Increasing the welfare of the community, The role of community institutions in maintaining Riam Berasap	Management of Riam Berasap tourism objects that produce village and community income in accordance with village laws.
5.	Increase the love of the motherland by maintaining and innovating to increase the tourists visit.	The importance of socializing the promotion of tourism object through cultural performances with border festivals.
6.	Synergy of Potential Socio-cultural, economic, environmental and policy issues in the development of ecotourism in protected forest areas.	BUMDes Institutionalization, preparation of programs that integrate aspects of Socio-Cultural Potential, Orientation and Socioeconomic and Environmental Potential in an integrated policy between the central, provincial, district and village governments.
7.	The condition of Sajingan Besar forest area and especially Riam Berasap.	By considering the environment-based tourism model and reducing threats to the biodiversity of flora and fauna as well as giving the District impact on the destruction of nature and local culture while creating employment opportunities and community income and increasing ecosystem conservation activities.
8.	Regulatory Reference	Minister of Domestic Affairs Regulation Number 33 of 2009 Concerning Guidelines for Ecotourism Development in Regions, Regulation of the Minister of Forestry Republic of Indonesia Number P.22 / Menhut-II / 2012 Regarding Guidelines for Business Activities Utilizing Environmental Services for Protected Forest Nature Tourism have potential resources and communities in carrying out daily activities.

Source: Qualitative study results 2018

That impacts to local communities, the environment, and the economy which can still be tolerated by visitors and the community and guarantee sustainability for the coming period and the Minister of Home Affairs Regulation No.

33/2009 concerning Guidelines for Ecotourism Development in Regions, Regulation of the Minister of Forestry RI Number P.22 / Menhut - II / 2012 Concerning Guidelines for Business Activities for the Utilization of Protected Forest

Nature Tourism Environmental Services covering various aspects, viz. Types of ecotourism. Riam Berasap environmental education and protected forests.

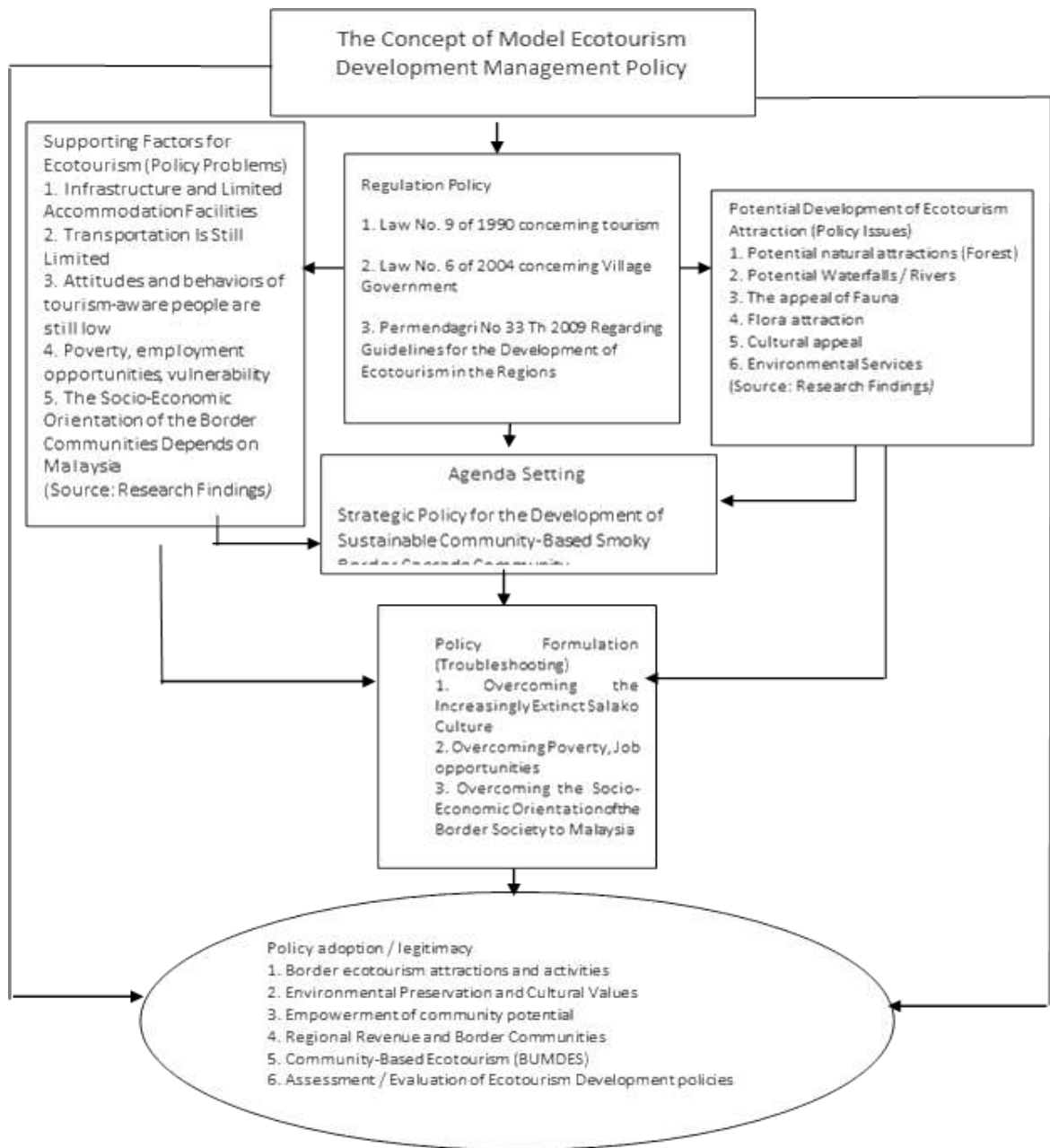


Figure 4. Ecotourism Management Policy Model
Source: Author, 2018

Community participation with responsible utilization in Riam Berasap and protected forests, improvement of community welfare, The role of community institutions in maintaining Riam Berasap, iIncrease the love of the motherland by

maintaining and innovating to increase the tourists visit, synergy of Potential Socio-cultural, economic, environmental and policy issues in the development of ecotourism in protected forest areas.

The following are the opinions of respondents regarding the urgency of developing the management of the Riam Berasap tourists object. From the table above the ecotourism aspect can be summarized that the potential of ecotourism in the study area by referring theoretical opinions according to Chafid Fandeli, Minister of Home Affairs Regulation No. 33/2009 concerning Guidelines for Ecotourism Development in Regions, Forestry Minister Regulation RI Number P.22 / Menhut-II / 2012 About Guidelines for Business Activities Utilizing

Environmental Services for Nature Tourism Protected Forests have the potential of resources and communities in carrying out daily activities. The findings of the interview as described above can be stated that the potential for ecotourism both theoretically and empirically or in fact in the field, it turns out that there are still a variety of potential research locations stated by respondents in general can be developed for innovation efforts to develop ecotourism potential in community-based border areas.

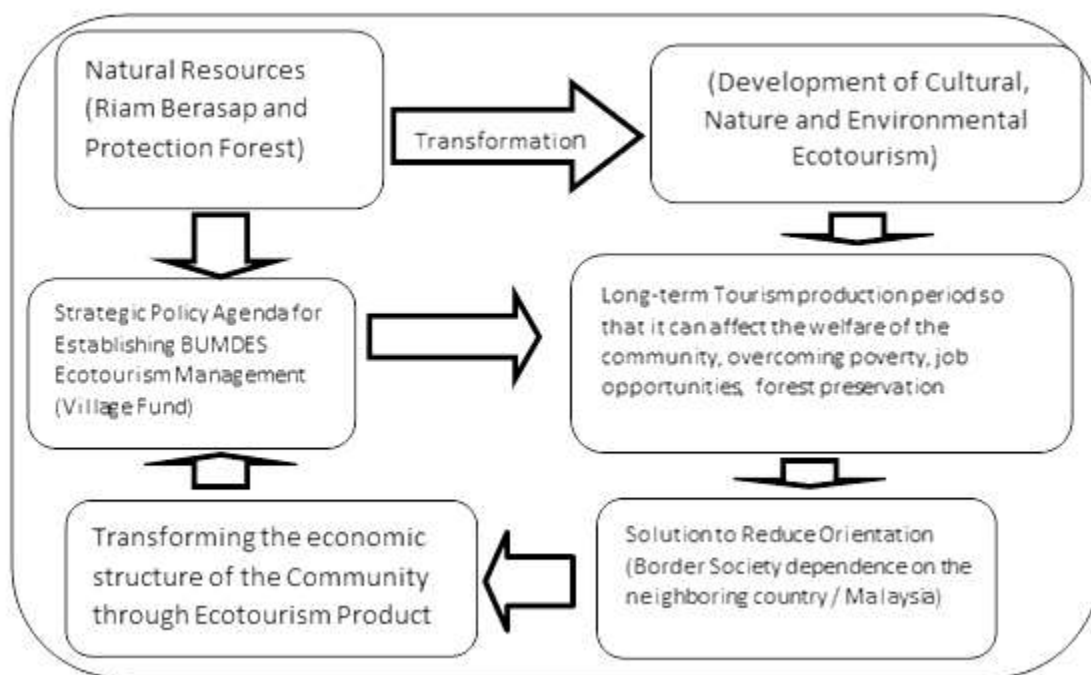


Figure 5. Strategic Policy Process for Border Area Ecotourism Development

Source: Author, 2018

Conceptual Model of the Process of Ecotourism Development Policy in Border Areas, conceptual model is a framework based on the analysis of research findings related to the development of ecotourism potential from the aspect of policies that are in accordance with the content and substance of laws and regulations, especially policies namely tourism regulations, regional government and the development of ecotourism in the regions according to domestic ministry policies as follows figure 4.

The role of the Government and the community on the success of a tourist destination

cannot be separated from the role of the government, the government has an important role in providing tourism infrastructure. In accordance with Regulation of the Minister of Home Affairs Number 33 of 2009 concerning Guidelines for the Development of Ecotourism in the Regions Article 1 point 6 which states that "ecotourism actors are the government, regional government, business world, and the public engaged in tourism". From the Minister of Domestic Affairs regulation above, it can be seen that the government and the community are the main actors in managing eco-tourism. The

government as a policy actor and the local community can independently carry out management according to the Village Law No. 6 of 2014. In realizing management policies in accordance with the spirit of village autonomy, the village government can manage ecotourism based on the people of Sajingan Besar by establishing a business entity, namely temporary BUMDES the regional government (in this case Sambas Regency), West Kalimantan province, designed a new strategic policy as a form of regional innovation.

The strategic policy of the Sambas district government in developing community-based ecotourism can be described in the following mindset of the ecotourism development policy cycle.

CONCLUSION

The Sambas regency government has not yet formulated a master plan for the strategic policy of border tourism development because of that it is important to develop a border development in West Kalimantan which consists of 5 regencies namely Kapuas Hulu Regency, Sintang Regency, Sanggau Regency, Bengkayang Regency and Sambas Regency. Its strengths are the existence of Domestic Ministerial Regulation law Number 33 of 2009 concerning on Guidelines for the Development of Ecotourism in the Regions, the availability of regional allocation funds from the central and provincial governments and also APBD, the capacity of the Border Management Agency based on Presidential Regulation Number 12 of 2010 which was passed on 28 January 2010 contains the formation of the National Border Management Agency (BNPP), President Jokowi's policy to build from the periphery or the border and mentioned in Nawacita. The weakness is that there are no policy documents at the level of deconcentration or decentralization (regional autonomy). The weakness is that there is no border tourism master plan, the lack of public knowledge in the field of tourism, the aspirations of the people have not been accommodated. The opportunity is the establishment of community empowerment programs through the development of ecotourism

to create jobs, reduce poverty, improve public facilities and designate strategic areas as centers of growth. The threat is that the orientation of the border communities both socially, economically and politically will increasingly depend on Malaysia, unemployment poverty rates and education levels are increasingly causing problems in the border region. A conceptual model of community-based ecotourism development is developed in the framework of developing border ecotourism strategies. Kec. Sajingan Besar Sambas Regency.

The suggestion or recommendation of this research is that if all the potential attractions of Air Merasap ecotourism are developed in a planned and integrated way and fulfill the International standards, then not only culinary tourism activities are the main destination of tourists, but various other tour packages can be developed so that the benefits will be very beneficial for the community. , business and government and other social interests. But that deserves attention from various water and forest tourism objects. In reality the management of these tourists object has not been done as expected. The form of a management organization is still very simple. According to the results of the policy review, this issue is due to the policies of the central government, West Kalimantan province and Sambas Regency that have not multiplied the plan and development in policy documents such as Resentra, coordination between sectors that have authority to manage border areas has not even been effective. Besides that community involvement in management is still low, and the spatial development does not yet support the management of tourist attractions. Likewise financially its contribution to the improvement of the regional economy and populist economy and the preservation of natural resources, the border region has the potential as an international tourist attraction.

There are a number of reasons why border tourism should be developed into ecotourism. Because it has its own potential attractions, namely: (1) it is located in a strategic position that can make new tourist destinations for both Indonesia and Malaysia (2) Its location can be

reached by various types of land transportation; (3) has a condition of big water discharge and river rapids that can be assessed qualifying at national and international levels; (4) there are several natural attractions, the beauty of protected forests, industrial plantations, community forests where flora and fauna are still natural (such as sun bears, orangutans, hornbills) large expanse of rice fields, rubber plantations, community-owned palm oil and roads footpaths that support camping ground (5) there are traditional communities with various traditional relics and (6) there is a genealogical relationship due to marriage between Indonesians and Malaysians.

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