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*Embracing Global Transformation:
Collaborative Innovations through
Social and Political Research*

7-8th September
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Faculty of Social Science and Political Science
Universitas Diponegoro

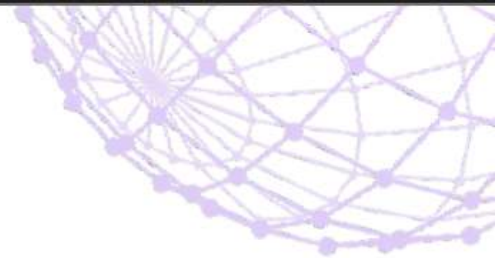
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“Embracing Global Transformation: Collaborative Innovations through Social and
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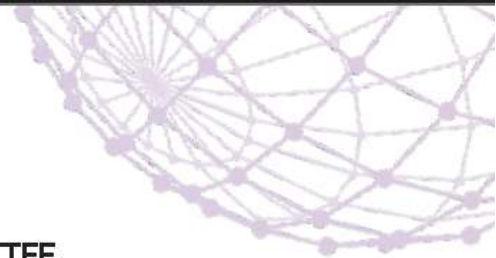
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The 7th ICISPE International Conference on Indonesian Social and Political Enquiries

"Embracing Global Transformation: Collaborative Innovations through Social and Political
Research
September 7th- 8th 2022


FOREWORD



Research should be a valuable tool for finding solutions to existing problems faced by a country. This belief is reflected to ICISPE 2022 conference. Our world is constantly being challenged by global, massive, and fast changes, starting from the development of the digital era which causes disruption in all aspects of the industry until the world suddenly stops due to the Covid-19 pandemic. But humans continue to show their ability to overcome all these problems by implementing new ideas so that problems can become opportunities. Collaboration in innovation is the key to success in the connected era. We realize that we cannot work alone, we need help from others to achieve the objectives quickly and effectively. Therefore this year's ICISPE is here to accommodate collaborative innovation ideas from various parties to accept the ongoing global transformation.

The 7th ICISPE Proceeding is a summary of the research results presented at the 2022 ICISPE Conference by academics and researchers. This activity was carried out with the cooperation of all committee members at the Faculty of Social and Political Sciences, Universitas Diponegoro. Carrying the theme "*Embracing Global Transformation: Collaborative Innovations through Social and Political Research*", this conference was held on 7th-8th September 2022 at the Orange Faculty of Social Sciences Campus.

Over 50 articles were submitted, this year we received some collaborative works of Indonesian authors and some authors from Russia, The Philippines, Germany, Malaysia and China. All were reviewed and refined to meet scientific work standards. We hope that the articles published through this conference will contribute to the improvement and development of society in various social aspects. We would like to thank all the speakers, writers, participants, reviewers, and committee members for their contributions to this conference.



On behalf of the Faculty of Social and Political Sciences, Universitas Diponegoro, we would like to thank all speakers, writers, participants, reviewers, and committee members for this conference.

Semarang, 8 September 2022
Dean of Social and Political Sciences Faculty
Universitas Diponegoro

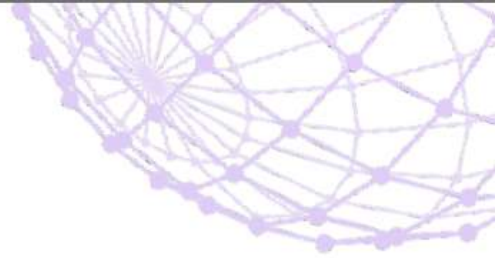
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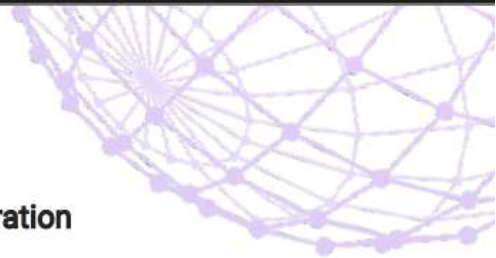
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Business and Innovation: Revision and Redefinition

Eco-Tourism Development Strategies to Achieve Sustainable Development Goals in Mangrove Park Pekalongan

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Abstract. Ecotourism Mangrove Park Pekalongan was established in 2013 by the city of Pekalongan, which also serves as the park's owner. The Ministry of Tourism, the Ministry of Fisheries and Marine Affairs, and the Pekalongan Ministry of the Environment are the three separate but interconnected authorities that deal with tourism-related issues. The general population and the community at large commonly visit tourism attractions such as cooking facilities, prayer rooms, museums, and fishermen's shelters. The typical amount of people who come is twenty. Visitors from outside Pekalongan are common on special days and holidays such as Christmas and New Year's. The number of construction workers working on this tourist attraction has declined during the past five years or begun in 2017. The decrease in the number of visitors is due to unattractive facilities, the introduction of garbage into tourist attraction facilities as a result of rising sea levels, and the high cost of admission tickets that are not in accordance with storage facilities. Additionally, the number of visitors has decreased because the sea level has risen. The majority of tourists also come from schools or students in Pekalongan who wish to plant mangrove trees; however, there are not enough tourists to plant land. Often times, the community and the students will provide a hand when seedlings for mangroves are being provided or when seedlings are being planted on the beach.

Keywords: ecotourism, mangrove, SDGs, strategies

1 Introduction

Mangroves are defined as "plants that grow along tropical and subtropical shorelines and have both economic and environmental benefits," according to the Food and Agriculture Organization [6]. The mangrove forest is one of the potential sources that has the potential to be employed as a major concern. In reference to Article 33, paragraph 3, of the Constitution of 1945, which states that "the earth, water, and natural resources contained therein are controlled by the state and used for the greatest prosperity of the people," this means that the wealth of natural resources in coastal areas is fully controlled and managed by the state in order to prosper the people and to benefit both the current generation and the generations to come (Article 4 of Law No. 23 of 1997 on Environmental Management).

The mangrove forests are discussed in regulation number P.03/MENHUT/V/2004 that was issued by the Minister of Forestry. It is stated there that a mangrove forest is a green belt that runs down the shore and that it serves ecological, social, and economic benefits. The law states that the region along the shore that extends 140 meters inland from the water's edge is off limits to fishing activities. This distance is measured from the water's edge to the mainland.

There are three functions that mangroves provide, and they are the physical function, the ecological function, and the economic function [11]. The presence of mangroves along the coast and in rivers can serve to physically stabilize these areas. The presence of mangroves helps to prevent coastal erosion, preserves the stability of sediment, and contributes to the expansion of land in the surrounding area. The ability of mangroves to foster the growth of other ecosystems is one of the ecological services they provide. Many different kinds of marine species, such as clams, crabs, shrimp, and others, use mangroves as a location to feed, reproduce, and breed. Moreover, migratory birds use mangroves as a place to stop and find protection from the elements. In addition to this, mangroves contribute to the successful operation of ecosystems such as coastal wetlands, coral reefs, and

seagrass beds. Both types of economically important mangroves are capable of producing a wide range of natural goods, including timber, honey, drinks, edibles, charcoal, and wood roots [11].

The destruction of many mangrove ecosystems can be directly attributed to human activity. The quantity of mangroves that are converted into aquaculture, residential areas, and industrial zones reduces the ability of these ecosystems to shield inland areas from the eroding effects of marine organisms and water [8]. The government has passed a few regulations, but they are unable to provide any further safeguards to ensure the survival of mangrove forests. This government legislation is considered to be nothing more than a formality, and its implementation is shoddy at best. Numerous activities, many of which do not adhere to the standards pertaining to mangrove forests, are responsible for the ongoing erosion of coastal areas. If this is not taken into consideration, the surrounding area will see the collapse of a great number of communities and industries. As a result, mangrove forest areas have the potential to be managed as tourist zones, which calls for the involvement of both the government and the local population [9].

In Central Java, the area along the coast of Pekalongan City has the most people living there than any other place. Pekalongan City is located on the northern coast of Pekalongan, which is 6.15 kilometers in length, and it has a total land area of 4,525 hectares. Pekalongan Regency may be found on its western and southern boundaries, while Batang Regency can be found on its eastern boundary. Batik and fishing are Pekalongan's two most promising economic activities.

The researchers in this study came up with the challenge of how to grow ecotourism in order to accomplish Sustainable Development Goals (SDGs) in Mangrove Park, Pekalongan, based on what was written above about the background. The goal of this study is to look into the ways in which ecotourism might help Pekalongan's Mangrove Park achieve its objectives for sustainable development.

Literature Review

Concepts of Ecotourism

Ecotourism is an alternative form of tourism that aims to create sustainable tourism that is moral, offers financial and social benefits, and can assist in overcoming the damage that threatens the environmental sustainability. [12] Ecotourism can help overcome the damage that threatens environmental sustainability (Tuwo, 11; Rajab, 2021). Five factors—conservation, participation, tourism recreation education, economy, and control—were considered in the formulation of the ecotourism industry [1]. According to Yoeti, in order to successfully attract tourists, tourist attractions need to be able to meet three criteria. (1) An attraction that guests can actually take in is required for a location to be considered a tourist destination. A second interpretation of this phrase is that a tourist destination should be able to provide visitors with a view that piques their curiosity. (2) One thing to take into consideration is the fact that tourism can offer customers a pleasant experience. The tourism industry has the potential to offer a wide variety of amenities, including recreation spaces, dining establishments, and spots to simply kick back and relax. (3) You can take home a memento by shopping at one of the many gift shops that are available thanks to the tourism industry.

According to the findings of Zareba's (2017) study, ecotourism is comprised of a number of components, the most important of which are as follows: (1) natural and cultural resources; (2) environmental sustainability; (3) the availability of environmental education for stakeholders; (4) benefits and participation for the local economy; and (5) resident satisfaction with ecotourism. For tourism to be considered sustainable, it is essential that careful consideration be given to the most efficient use of the earth's natural resources, that the social traditions of the local community be honored, that benefits be distributed to all parties involved, and that the living biota of the planet be preserved for future generations [15].

Definition of Mangrove

Ecotourism in mangroves is one of the options available for people who want to do their part to protect the natural world. Mangroves have been described by numerous experts: In the guidebook introduction of mangroves in Indonesia by Rusila et al., MacNae (1968) mentioned the word "mangrove" as "a collaboration between Portuguese mangrove and English grove." The term "mangal" is used when referring to forest communities, and the term "mangrove" is used when referring to individual plants. Bengen, on the other hand, refers to "mangrove forests" as "tropical coastal vegetation communities, dominated by several species of mangrove trees that are able to grow and develop in the tidal areas of muddy beaches." Mangrove forests are characterized by their ability to grow and develop in muddy areas that are affected by tides. The term "mangrove forest" is defined by Nontji as "a form of forest that is typical along the shore or estuary of the river that is impacted by sea tides." Mangrove forests are found in coastal areas and estuaries. Mangroves and mangroves are not the same things.

Mangroves and mangrove forests are two distinct ecosystems, despite the common misconception that the two are identical to one another. Mangroves are only for particular types of plants, such as *Rhizophora*, while mangroves are utilized for all plants that reside in coastal locations. According to Mulyadi et al. (2011), human activity and natural processes are both elements that contribute to the degradation of natural environments. The clearing of land by humans for the purpose of constructing ponds, villages, industries, mines, etc. is an example of human activity. The process of aberration that is induced by seawater itself is one example of a natural component.

2 Method

The research method is a strategy for gathering data that will assist the researcher in accomplishing their objectives. The approach taken is qualitative, and the method that is used is descriptive. The purpose of using the description approach is to provide a comprehensive explanation of an actual phenomena seen in the field. The idea of quality is where the word qualitative originates. Researchers can study data and information about a phenomenon or location using this strategy. This method also allows researchers to develop categories or locate facts that contradicts one another.

The qualitative descriptive method was selected after taking into account the fact that this technique has seen a lot of application and can investigate a greater number of facets. Another advantage is that it has the potential to establish a condition that might appear under particular circumstances. Because the researchers intend to depict the actual situation of mangrove ecotourism in Pekalongan Park, including the vegetation, marine life, and social aspects of the park, they employ this method. Following the collection of the necessary data, a SWOT analysis is performed in order to derive a number of different approaches to the expansion of ecotourism.

The data for this qualitative study came from the social context, which consists of three components: the interaction between place, stakeholders, and activities. The research was carried out in the United Kingdom. The chosen social context is ecotourism in Pekalongan Park, and researchers will conduct preliminary research to determine the potential for tourism as well as the feasibility of mangrove ecotourism in that location. After finishing the SWOT analysis, the researcher can decide on an ecotourism development strategy to implement depending on the results of the analysis.

3 Result and Discussion

Ecotourism Mangrove Park Pekalongan

The local government of Pekalongan took ownership of the land in 2013 when it was created as Mangrove Park Pekalongan. The Kelurahan Kandang Panjang, North Pekalongan, and Pekalongan city areas of Central Java are home to a number of popular tourist spots, including Mangrove Park Pekalongan. The ecotourism area spans 5.7 acres and is accessible beginning at 06:00 WIB and continuing through the afternoon. There is also the availability of other supporting facilities.

The Ecotourism Mangrove Park Pekalongan includes sufficient facilities, such as a mosque, a rest area, a bridge to enjoy the mangroves, parking for cars and motorcycles, and boat facilities to get about the mangroves. Moreover, the park features a bridge to enjoy the mangroves. It is extremely popular during the vacation season, when families and young couples come to enjoy ecotourism Mangrove Park Pekalongan. The majority of visitors to ecotourism Mangrove Park Pekalongan are from Central Java, and this park is visited by Central Java residents the most. Tickets to visit the ecotourism Mangrove Park Pekalongan cost Rp 10,000 per person, which is a price that is pretty reasonable. You are welcome to take advantage of the mangrove landscape and the other amenities.

There are 3 departments responsible: the Department of Tourism, the Department of Fisheries and Marine Affairs, and the Department of Environment (Pekalongan) (Pekalongan). Facilities at attractions can include things like prayer rooms, gazebos, museums, and fishing shelters that are open to the general public and can be used by members of the local community or tourists. Attractions can also contain locations for food and drink. The typical amount of people who come is twenty. The city of Pekalongan sees a significant influx of visitors from neighboring cities and towns on significant days and on national holidays. The key to the museum is kept by the local Marine and Fisheries Office, and the museum is only opened when there is an event that is organized by the general public or by agencies that are associated with it and have obtained a permit from the Tourist Office.

Students, community environmentalists, and members of neighboring communities as well as members of the general public are given the opportunity to plant mangroves in the park as part of the ecotourism program at Ecotourism Mangrove Park Pekalongan. The majority of planting efforts are carried out by members of the

environmental community as well as students. The high tide caused by the breakdown of the wave barrier on the beach causes the sea water to pool higher and causes harm to the mangrove plants. It is necessary to create a mangrove planting area so that many people will consider planting mangroves. The cost for each plot where mangroves can be planted is prohibitively expensive, so it is necessary for the community that wants to plant mangroves to pay for any additional supports and soil that is required to grow some mangrove plants.

The cost that must be paid is necessary because it is necessary to create a mangrove planting area. For the previous five years, or beginning in 2017, the expansion of ecotourism in Mangrove Park Pekalongan has resulted in a decline in the park's overall efficacy. The price of admission didn't match what people got, the attractions weren't as interesting as they used to be, more trash got into the attractions because the sea level rose, and the number of visitors decreased. The majority of tourists who come from schools want to plant mangrove trees, but the planting land is insufficient. One of the supervisors of the nursery was Mr. Tarsono. Help from the local community or students are frequently provided for the distribution of mangrove seeds or the planting of seeds on the beach, specifically on the private property of local inhabitants. Although though it is impossible to use the property controlled by the municipal government because of the deep water, land owned by the community used to be used as jasmine farms in the past, but that land no longer exists. If the proprietor wants to make use of the property, the mangrove trees that are already there will need to be removed. There is a correlation between the severity of natural disasters and the number of destroyed tourist destinations. The coastal belt was destroyed in 2021 as a result of floods and high waves, although in 2019 the mangroves were still strong and tall enough to deflect large waves.

In 2021, however, the coastal belt was devastated. Prior to the month of May in 2022, there was still no government support for dealing with this issue or the creation of tourism attractions. Many mangrove plants perish when there is a one-meter rise in the level of the surrounding saltwater. One of the things that managers do to try to reduce the number of mangrove trees that die is to make mangrove "guludan." However, making mangrove "guludan" requires a significant amount of money—about \$20 million for a length of 10 meters and a width of 5 meters.

This tourist destination has a lot of untapped potential. The expectation of the manager is that relevant agencies would provide the necessary support in its development, as planned by the Department of Tourism, by contributing to the creation of children's play facilities. This is the expectation that the manager has. In addition, the development is essential in order to provide support for the establishment of infrastructure for tourism-related activities, specifically the production of mangrove "guludan." Constraints The Rise of Ecotourism The water levels have risen by more over one meter since this time last year, which has caused flooding in the Mangrove Park Pekalongan area. The more the rise in sea level, the greater the loss of mangroves; hence, the local DLHK is increasing its planting efforts for mangroves. The coastal belt that was constructed in 2019 has already been eroded away because of the strong waves.

Reforming the coastal belt is the only viable option for growth. Bags stuffed with sand are used to create the coastal belt that runs down the coast. Boat facilities are nonexistent. To this point, the government has not made any significant investments in capital, and therefore does not face any significant development constraints. and amenities for boats You should make it possible for local locals who make their living as fisherman to hire boats so they can travel about the Mangrove Park ecotourism Pekalongan by boat. Even if the government already has possession of the cash, they continue to be a barrier. The purpose of an ecotourism trip The Department of Tourism, Fisheries and Marine Service as well as the Department of Land and Housing and Urban Development hold title to the Mangrove Park Pekalongan.

As a result of the fact that every division has its own priorities when it comes to ecotourism at Mangrove Park and Pekalongan, coordination is extremely challenging, and asynchronous cause management is less effective than it could be. For instance, the museum was not opened since the CTF Office was the only place where the key accesses could be obtained. The opening of the museum in conjunction with a formal gathering or a specific event hosted by the agency. Due to the fact that the building is owned by the CTF, the tourism office is unable to provide museum facilities. The rise in sea level has resulted in an increase in the amount of waste that is washing up on the shores of popular tourist destinations. Potential visitors are more likely to feel bored in establishments that have not undergone any development. In the event that there is an enhancement, there is the possibility that it may attract the attention of tourists. One example of this would be the provision of children's play facilities.

Ecotourism in Mangrove Park Pekalongan has a lot of untapped potential for the tourism industry. The significance of the three organizations working together under the auspices of the government of Pekalongan to reorganize the ecotourism development strategy in Mangrove Park, which is located in Pekalongan, For the purpose of developing professional tourism attractions and enhancing one's ability to draw in visitors, it is

essential to consolidate management. It will be difficult to develop ecotourism at Mangrove Park Pekalongan and compete with other tourist attractions due to the separation of powers that exists in our government.

The facilities that are owned are extremely comprehensive and include a mosque, gazebo, fishing shelter, museum, pavilion, and boat for traveling around the mangrove. In addition, there needs to be a variety of extra amenities, such as picture ops and rides, in order to entice tourists from the surrounding area. Ecotourism Mangrove Park Pekalongan can also revive fishing by holding a paid fishing event. This will ensure that there is a reason to visit other than just seeing the mangroves, which is especially important now that many mangroves have died, which makes ecotourism Mangrove Park Pekalongan less appealing. It is important for coordination, especially in the improvement of the coastal belt, to prevent sea water from entering too much into the ecotourism Mangrove Park Pekalongan. This is because it causes the depth of the sea water to increase, and it can even reach 2 meters, which ultimately results in the death of mangroves. Even when they reach huge sizes, many mangrove plants still perish. Due to the intrusion of sea water into the ecotourism Mangrove Park Pekalongan, an increasing number of mangroves are passing away. This will lead to a further decline in visitor interest because, in addition to the extremely limited facilities that are available, mangrove plants are becoming increasingly rare.

It is essential to market ecotourism at Mangrove Park Pekalongan as one of the tourist icons in the city of Pekalongan. This will allow the park to be used as one of the favorite locations for families and tourists, particularly those in Central Java. It is vital to enhance social media in order to advertise the fact that ecotourism at Mangrove Park Pekalongan has a new face, which can be enjoyed by tourists with a variety of new facilities. This is in addition to improving the facilities that are already there. If proactive measures are not made to help the rescue of mangrove plants and the installation of infrastructure, Ecotourism Mangrove Park Pekalongan faces the possibility of being closed for good. Because it is a tool to hold seawater for ecotourism at Mangrove Park Pekalongan, the busy development of the beach becomes a very necessary thing to do.

The reputation of tourist attractions will be hurt if mangrove tourist areas that have been visited suffer considerable damage. In order to make major strides toward bettering all of the plants and facilities in the ecotourism destination of Mangrove Park Pekalongan, the players in plant development will need to restructure their efforts. Enhancement of environmental tourism More people will visit Mangrove Park Pekalongan, which will allow for the creation of new job opportunities in the community that surrounds the park and the revitalization of businesses that revolve on ecotourism in the park. In addition to the growth of tourist attractions, the economy of the neighborhood that surrounds these sites is also flourishing.

4 Conclusions

1. Pekalongan City was founded in 2013, and it currently owns the Ecotourism Mangrove Park that was formed in the same year. The Ministry of Tourism, the Ministry of Fisheries and Marine Affairs, and the Ministry of Environment Pekalongan are the three key agencies in this matter. Locals and members of the general public frequently make use of the amenities that are located at tourist destinations.
2. These facilities include mosques, museums, shelters for fishermen, and places to cook. The typical amount of people who come is twenty. The holidays and the weekends are typically times when people from outside Pekalongan come to visit.
3. This tourist attraction's development has slowed down significantly during the past five years, or it started up again in 2017. The facilities themselves aren't as fascinating, waste is getting into tourist attractions because the sea level is rising, and the price of entrance tickets is too costly for the storage facilities.
4. All of these factors are contributing to a decline in the number of visitors. The majority of visitors come from the local population, particularly students. These visitors always wish to lend a helping hand by bringing mangrove seeds and planting them on the beach; nevertheless, this endeavor is still hampered by the fact that there is insufficient acreage.
5. Many mangroves are susceptible to extinction if the sea level rises by more than 1 meter. The creation of mangrove mounds is one of the approaches that managers take to reduce the wilting of mangrove trees. However, the creation of mangrove mounds requires a significant investment of capital, specifically twenty million dollars for a structure that is ten meters in length and five meters in width.

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