

## **Mentaos Pine Forest Tourism Strategy in Banjarbaru as an Educational Nature Tourism Area**

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### **Abstrak**

Penelitian ini memiliki tujuan guna mendeskripsikan mengenai strategi kepariwisataan hutan pinus mentaos sebagai kawasan wisata alam edukasi. Penelitian ini menggunakan pendekatan deskriptif. Teknik pengumpulan data seperti observasi, wawancara serta dokumen yang diperlukan. Hasil penelitian ini bertujuan untuk menjadikan sebagai kawasan rekreasi dan belajar bagi masyarakat umum untuk melepas penat atau hanya untuk bersantai. Letak wisata hutan pinus mentaos I Banjarbaru terletak di tengah kota Banjarbaru sangat strategis untuk masyarakat yang ingin berkunjung ke wisata hutan pinus, wisata hutan pinus mentaos terletak di jalan suriansyah ujung, kelurahan mentaos kecamatan banjarbaru utara, Kota Banjarbaru Kalimantan Selatan. Dinas Pemuda Olahraga Kebudayaan dan Pariwisata juga memiliki strategi agar hutan pinus mentaos I Banjarbaru dapat bersaing dengan wisata lainnya atau dapat dikenal lebih luas dengan cara mempromosikan wisata hutan pinus ke sekolah-sekolah, perusahaan dan membagikan brosur ke masyarakat dan mempromosikan wisata juga lewat media sosial.

**Kata Kunci:** Strategi Kepariwisataan dan Wisata Alam Edukasi.

### **Abstract**

This study aims to describe the tourism strategy of Mentaos pine forest as an educational nature tourism area. This research uses a descriptive approach. Data collection techniques such as observation, interviews and the required documents. The results of this study aim to make it a recreation and learning area for the general public to unwind or just to relax. The location of Mentaos I Banjarbaru pine forest tourism is located in the middle of Banjarbaru city, very strategic for people who want to visit pine forest tourism, Mentaos pine forest tourism is located on Jalan Suriansyah Ujung, Mentaos Village, Banjarbaru Utara District, Banjarbaru City, South Kalimantan. The Youth Sport, Culture and Tourism Office also has a strategy so that the Mentaos I Banjarbaru pine forest can compete with other tourism or can be known more widely by promoting pine forest tourism to schools, companies and distributing brochures to the community and promoting tourism also through social media.

**Keywords:** Tourism Strategy and Educational Nature Tourism.

## **INTRODUCTION**

Along with the development of the world of tourism, it is also directly proportional to the public's interest in tourism objects, from the closest to the farthest distances taken for tourist purposes. Therefore, increasing tourism certainly does not only have implications for individuals or a tourism developer somewhere but also has a contribution to the country, namely a contribution to the country's foreign exchange. Furthermore, tourism is one of the contributing sectors as a source of local revenue (PAD). In general, tourist spots can become a community income field so that they can be an alternative effort to reduce unemployment and a source of government income as well (Putra, 2019) (Putra et al., 2021); (Aulia & Hakim, 2017).

Since tourism is a regional attraction that makes a significant contribution, it is necessary to have a development strategy for the sustainability of this tourism. Ahmadi & Prasetya (Satria, 2009) revealed that strategy is often used in terms of scientific fields, especially in education. The strategy itself is defined as a point of action that contains steps toward the goals or targets that have been formulated. When associated with learning, strategy is expressed as a general pattern in the interaction of students and teachers to achieve learning goals (Amirullah, 2015); (Alpopi et al., 2020).

Further development related to tourism is inseparable from certain principles. This aligns with Law no. 5 of 1990, article 5, related to efforts to conserve living natural resources and all their ecosystems. Developing environmentally friendly tourism in nature conservation areas such as national parks or protected forests must refer to certain principles. It is, first, ensuring efforts to protect life support systems. The second principle is to maintain the continuity and sustainability of the various biological and animal species and the ecosystems that build them. The third principle relates to the wise and sustainable use of biological resources. The existence of the tourism sector should have been coupled with the efforts of the government and various parties. Ecotourism is the same as ecotourism, a trip or visits to the natural or artificial environment and the surrounding culture. The environment accommodates information and inspiration while maintaining natural, social, and cultural sustainability.

Speaking of ecotourism, it focuses on three keys, ecological sustainability, and economic benefits, and can be accommodated by society psychologically. Thus, ecotourism is an activity that provides access for people to enjoy various places with all the information and experiences that exist, both related to nature, intellectuals, to local culture (Satria, 2009); (Wijayanti, 2019). social and cultural. Speaking of ecotourism, it focuses on three keys, ecological sustainability, and economic benefits, and can be accommodated by society psychologically. Thus,

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Tourism is a visit or trip within a specific time to a place according to the plan that is not the person's residence concerned with recreational purposes and specific interests. Tourism is also defined as traveling to a place for recreation, then returning to the starting point (Putra, 2019). Tourism in Law no. 10 of 2009 concerning tourism states that tourism is a variety of tourism activities with all facilities and services accommodated by the community, business actors, government, and local governments (Abbas & Jumriani, 2021).

The contribution of tourism has a significant role in the economy, especially in the regions, namely as a source of taxes, parking fees, and entry fees on a global scale; it also contribution to foreign exchange at the international tourism level. Medium-sized businesses also feel an impact that is no less important in fulfilling the opinions of the community around the tourist area. The Mentaos Pine Forest not only plays a role in recreational tourism but also provides a wealth of scientific information regarding the environment and the richness of flora to educate tourist visitors (Aransha, 2019); (Risman et al., 2016).

Regarding tourism and education or education, education is an effort to acquire knowledge, form attitudes, and develop skills deliberately and planned in a specific environment to achieve the desired goals. Learning can be in a specific room and can directly learn in the open. Education is not just in schools; games and playing activities are part of learning because one of the goals of education is to add insight (Irdana & Kumarawarman, 2018; Juwita et al., 2020; Maesari et al., 2019).

Educational tourism fulfills the need to learn many things directly or indirectly. Therefore, educational tourism is special interest tourism to gain learning experiences. Educational tourism is influenced by two elements, namely, the attractiveness of the destination and the driving factors from the region of origin (Wijayanti, 2019, p. 38).

## **METHOD**

The approach in this study is to use qualitative. Researchers obtained data through observation, interviews, and documentation. Researchers collect, classify, and analyze data. Dataanalyzeddescriptively, namely the Mentaos pine forest tourism strategy in Banjarbaru as

an educational natural tourism area. Qualitative research is a research approach that obtains findings not from statistical steps or calculations. However, it collects findings based on comprehensive contextual facts by placing the researcher as the primary or critical instrument. The nature of this research is descriptive, which emphasizes inductive analysis and interpreting phenomena or data from a subject perspective. About the method, this research is often said to be a natural or natural research method according to the reality on the ground. The findings in qualitative research are the conditions and symptoms found in the field and are relatively unchanged (Abdussamad & SIK, 2021).

This study obtained data sources through interviews with Mentaos pine forest managers in Banjarbaru, tour guides from the youth service, sports, culture, and tourism of the city of Banjarbaru, the surrounding community, and visitors—furthermore, documents, photos, and field notes during the observation. This research focuses on the Mentaos pine forest tourism strategy in Banjarbaru as an educational natural tourism area. Study located on Jalan Pangeran Suriansyah Ujung, Komet Village, Banjarbaru City, South Kalimantan Province (Rijali, 2019).

## **RESULTS AND DISCUSSION**

Located on Jalan Pangeran Suriansyah Ujung, Comet Village, Banjarbaru City, Pinus Mentaos I City Forest. The Banjarbaru City Government beautified the appearance of the Mentaos Pine City Forest since the Pinus merkusii Festival, which was held by the Banjarbaru City Youth Sports, Culture and Tourism Service (Disporabudpar) in 2017 ago. As a result, the Mentaos Pine Forest, from the following days until now, continues to be lively with various colorful decorations but does not leave its natural beauty. Previously, this place was used as a pilot area for pine tree cultivation.

Based on the results of observations, the Pinus Mentaos I Urban Forest is located on Jalan Pangeran Suriansyah Ujung, Komet Village, Banjarbaru City. As discussed by Mr. AY (50), head of the Mentaos I pine forest management (Interview, 15 June 2020).

"This pine forest has existed since the 70s, then was taken over by the tourism agency to be developed. In 2016 it began to be developed by making hanging umbrella decorations complete with gazebos and hammock rental places; after that, the following year, it was rebuilt to build several gazebos, culinary plazas, art stages, toilets, and prayer rooms. The next year, the government began beautifying it by building pedestrians, garden lights, and fences around the Pine Forest."

In addition, based on information from Mr. MAH (45) and Mrs. ND (40) as tour guides from the Banjarbaru Dispora said:

"For Banjarbaru mentaos pine forest tourism it was inaugurated in 2016 because previously, no one managed this area, so it was the tourism agency that started to manage and develop assisted by the surrounding community where there are tourism awareness

groups; this is to support the surrounding community unwind or relax. (Result of the interview on 1 October)."

Regarding what was said by Mrs. ND (40), a tour guide from the Banjarbaru Dispora said:

"The Mentaos Pine Forest was developed for people interested in traveling to the area; decorations such as hanging umbrellas, gazebos, hammocks, art stage toilets, and culinary spots have been provided in pine forest tourist spots to attract people to visit. (Results of the interview on 1 October).

The Mentaos I pine forest in Banjarbaru, located on Jalan Suriansyah Ujung, Mentaos Village, North Banjarbaru District, Banjarbaru City, South Kalimantan, is a nature tourism area for recreation and learning for the general public—an attractive tourist area to visit.

#### **Picture of Mentaos I Pine Forest in Banjarbaru**



(Source: Personal Documents, photo taken on 7 November 2017)

The Mentaos pine forest area is +1 HA, widely used for various recreational and learning activities or for surrounding schools in Banjarbaru. The incredible atmosphere of the pine forest is also used as a meeting place for local offices and women's social gatherings.

According to AY (50), head of the Mentaos pine forest tourism awareness group in Banjarbaru (Interview on 1 June 2020):

"The Mentaos pine forest area is usually used as a relaxing place to unwind because of the cool atmosphere of the Mentaos trees. For activities related to education or learning here, we only provide that place or area, but elementary and junior high schools come here for activities; every afternoon, there are usually children doing recitation with their teachers here."

Based on the information provided by Mr. AY (50) for the Mentaos Pine Forest tourist area, it only provides a place for the community to develop facilities that did not previously exist, such as gazebos, hammocks, stages for prayer rooms, toilets, and culinary places. The same is the opinion of Mr. Abdul Marwan (60) as a representative of the Banjarbaru pine forest tourism awareness group (Interview 15 June 2020):

"We are here only to provide a place and develop facilities to beautify the atmosphere to make it more beautiful, and this is a mandate from the tourism office to be able to maintain or develop, for each place such as gazebos, hammocks, and art stages have different rental prices."

Regarding tourism and education or education, education is an effort to acquire knowledge, form attitudes, and develop skills deliberately and planned in a specific environment to achieve the desired goals. Learning can be in a specific room and can directly learn in the open. Education is not just in schools; games and playing activities are part of learning because one of the goals of education is to add insight ('Ulum, 2014).

#### **Pictures of Leisure Activities while Learning**



(Source from Mentaos Village, Banjarbaru)

Ahmadi & Prasetya (Satria, 2009) revealed that strategy is often used in terms of scientific fields, especially in education. The strategy itself is defined as a point of action that contains steps toward the goals or targets that have been formulated. When associated with learning, strategy is expressed as a general pattern in the interaction of students and teachers to achieve learning objectives (Wijayanti, 2019).

#### **CONCLUSION**

Mentaos pine forest tourism in Banjarbaru was developed to make it a recreational and learning area for the general public to unwind or relax. The location of mentaos pine forest tour in Banjarbaru is located in the center of the city of Banjarbaru, which is very strategic for people who want to visit pine forest tours; the Mentaos pine forest tour is located on Jalan Suriansyah Ujung, Mentaos Village, North Banjarbaru District, Banjarbaru City, South Kalimantan. In the Mentaos pine forest area, DI Banjarbaru has facilities such as gazebos, hammocks, art stages for various activities, culinary spots, toilets, and prayer rooms, to further attract the interest of the community, the Youth, Sports, Culture, and Tourism Service and

Banjarbaru tourism awareness groups and the surrounding community make decorations. - Interesting decoration.

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