

Portrait of Tourism Based on River Tourism in Banjarmasin

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Abstrak

Pariwisata berbasis *river tourism* di bantaran sungai Kota Banjarmasin terus ditumbuhkembangkan. Wisata tersebut didesain sedemikian rupa sehingga menjadi satu rangkaian perjalanan wisata. Penelitian ini bertujuan untuk mengidentifikasi potret pariwisata berbasis *river tourism* di bantaran sungai kota Banjarmasin. Pendekatan kualitatif dengan metode deskriptif digunakan dalam penelitian ini. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Analisis data dilakukan dengan reduksi data, penyajian dan penarikan kesimpulan. Analisis data dilakukan dengan melakukan triangulasi teknik, sumber dan waktu. Hasil penelitian dideskripsikan bahwa pariwisata berbasis *river tourism* di bantaran sungai kota Banjarmasin dikemas dalam bentuk *susur sungai* dengan titik focus perjalanan wisata dimulai di Siring Tende. Terdapat 24 obyek wisata yang dapat dikunjungi oleh wisatawan dan terbagi menjadi beberapa aspek yakni religi, sejarah, budaya dan kuliner. Berbagai obyek wisata tersebut merupakan gambaran berkembangnya pariwisata di Kota Banjarmasin dengan berbasis *river tourism*.

Kata Kunci: Pariwisata, River Tourism, dan Banjarmasin.

Abstract

River tourism-based tourism on the riverbanks of Banjarmasin continues to be developed. The tour is designed in such a way that it becomes a series of tourist trips. This study aims to identify a portrait of river tourism-based tourism on the riverbanks of the city of Banjarmasin. A qualitative approach with descriptive method is used in this study. Data collection techniques were carried out through observation, interviews and documentation. Data analysis was carried out by data reduction, presentation and conclusion drawing. Data analysis was carried out by triangulating techniques, sources and time. The results of the study describe that tourism based on river tourism on the riverbanks of the city of Banjarmasin is packaged in the form of a riverbank with the focal point of the tour starting at Siring Tende. There are 24 attractions that can be visited by tourists and are divided into several aspects, namely religion, history, culture and culinary. These various tourism objects are an illustration of the development of tourism in the city of Banjarmasin based on river tourism.

Keywords: Tourism, River Tourism, and Banjarmasin.

PRELIMINARY

Regional potential must be utilized optimally by implementing tourism, which can increase national income and even make a sizeable contribution to the economy. Tourism plays

a role in national development because it can function as a foreign exchange earner. Tourism can also be said as an industry closely related to the production, marketing, and development of a service to meet the needs of individuals and groups when they travel (Zhang et al., 2021). The tourism sector owned by each region in Indonesia varies according to the tourist attraction (Ajidayanti & Abbas, 2019; Noerkhalishah et al., 2020).

The current tourism development is not only aimed at improving the regional economy. However, at the same time, the tourism activities carried out can positively contribute to the environment and the surrounding nature. Therefore, a tourist destination must be managed and appropriately developed to cope with the impacts or even vice versa; the tourism activities carried out can support the beauty of the environment for the sustainability of the environmental ecosystem in the future (Handy & Maulana, 2021; Subiyakto et al., 2021).

The tourism development of an area can be adapted to the local government by taking into account the potential and uniqueness of each (Lestari & Abbas, 2021). In Banjarmasin, the tourism sector has become an aspect that the government continuously develops. As written in the Mayor's Regulation Banjarmasin, Number 25 of 2016, one tourism sector developed in Banjarmasin City is river-based tourism. In the tourism concept, it is called river tourism. Banjarmasin City is a tourist destination in South Kalimantan.

The riverside area is an area that is very vulnerable to environmental damage and garbage because most of the population has a habit of throwing garbage into the river. In addition, the riverbank is a strategic area for the community to live (Husain, 2020; Mutiani et al., 2020). The existence of demands for the fulfillment of city facilities and the high needs of the population and limited urban land has led to many people in urban areas, especially in the city of Banjarmasin, who have built buildings/lived on the banks of the river (Syahrin et al., 2020; Handy & Maulana, 2021; Putra & Subiyakto, 2021).

An alternative to creating awareness and concern for the surrounding community for the environment around the riverbanks that have been carried out by the Banjarmasin city government through a riverbank arrangement program as a tourism object, so that the riverbank area in Banjarmasin city can be used as a tourist attraction or recreation for tourists. As for the tourism objects in Banjarmasin, Abbas and Jumriani (2020) have done it, entitled Culinary Identification in the Banua Anyar Culinary Tourism Area; a Contribution for Tourism in Banjarmasin City. The study results describe that the culinary area of Banua Anyar consists of staple foods, side dishes, and traditional cakes. These various types of culinary are available at 14 culinary business stands in the Banua Anyar culinary area to support tourism development in Banjarmasin City. Another study was also conducted by Putro and Jumriani (2020) with the

title Impact of Tourism for Economic Activities of Riverbank Communities in the Jingah River District, Banjarmasin City. The study results describe three main economic activities that take place in Sungai Jingah District from tourism in the City of Banjarmasin, namely the Sasirangan cloth industry, transportation trips, and the sale of traditional food and cakes.

In contrast to the two studies, this research focuses on tourism in the city of Banjarmasin which is packaged with river tourism-based tourism. The purpose of the research is to identify how the tourism portrait is seen from the tourism aspect. The tourism portrait includes several aspects including profiles and tourist objects available on the riverbanks of Banjarmasin City. Through this information, this research is expected to become information material about portraits and available tourist objects. This is expected to be information and evaluation material for tourism development on the riverbanks of Banjarmasin City.

METHOD

This study uses a qualitative approach. The study aims to describe portraits tourism based on river tourism between the rivers of Banjarmasin City in the research approach uses a qualitative descriptive method. The research was conducted in the city of Banjarmasin, South Kalimantan, Indonesia. Data collection is done by interview, observation, and documentation. Interviews, observations, and documentation were carried out on research activities to obtain data relevant to the research (Bungin, 2011; Sugiyono, 2010). The informants of this research are as follows:

Table 1. Informant List

No	Name	Age
1	Muliawan	38 years
2	Muhammad Shaleh	45 years
3	Hatmawati	30 years
4	Supmawati	40 Years
5	Nasrullah	50 years
6	M. Rosidi	53 years
7	Ahmad Tholib	27 years
8	Armawati	32 years
9	Sapnah	51 years
10	Yandi Gunawan	41 years
11	Hj. Mursida	49 years
12	Karimullah	35 years
13	Muhammad	45 years
14	Sukmawati	40 Years

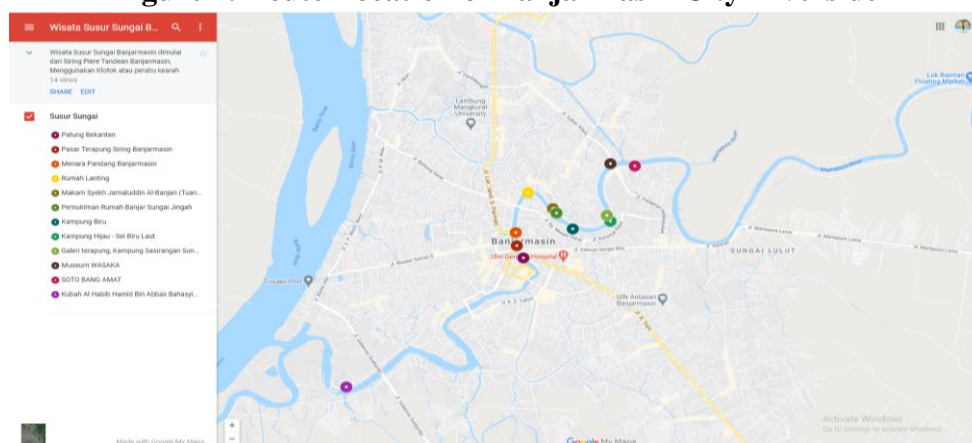
Source: Data processed, 2021

Secondary data was obtained from several literature studies and information relevant to the research, namely data related to tourism on the banks of the river, river tourism, and tourism objects in Banjarmasin. The data analysis technique carried out follows the pattern of Miles and Huberman, which begins with data reduction, data presentation, then verification (Moleong, 2015). In analyzing the data, it is done by selecting data relevant to the research focus, and then the data is presented in a narrative form to get a conclusion. In analyzing the data until it reaches the verification stage, the researcher also continues to test the validity of the data. In this study, researchers used extended observations and triangulation of sources, techniques, and time to test the validity of the data. Source triangulation is carried out by utilizing informants from several parties including tourists, tourism managers and the government. Technical triangulation is done by checking the data with different techniques, namely interviews, observation and documentation. While time triangulation is done by using the morning, afternoon and evening in conducting research.

RESULTS AND DISCUSSION

In the perspective of tourism, Banjarmasin continues to be developed in every area by utilizing the potential of nature, culture, and human resources that are packaged into one tourist attraction that tourists can enjoy. As the city of Banjarmasin is known as the city of a thousand rivers. Banjarmasin is a tourist destination in Indonesia. In this city, to support the tourism sector, the city government has formed river crossing tours (Abbas, 2021; Ramadhanti et al., 2020). This is considering the number of tourists in Banjarmasin City in the last three years has continued to increase, namely in 2016 as many as 681,752 people, in 2017 as many as 733,816 people, in 2018 as many as 783,837 people, and in 2019 as many as 840,587 people (Data from the Banjarmasin City Culture and Tourism Office, 2020).

Figure 1. Route Location of Banjarmasin City Riverside



Source: <https://www.google.com/maps/search/rute+susur+sungai+banjarmasin/@-3.3182264,114.5908357,17z>, 2021.

With such empowerment and utilization, rivers can create independent communities, improve the economy and community welfare, and preserve rivers (Dianawati, 2021; Abbas, 2020; Juliana, 2019; Handy et al., 2021; Ahya et al., 2020). Genuine efforts What the Banjarmasin City government has done in realizing the benefits of the river towards an independent and prosperous society is by issuing various legal products such as policies on river management and management as outlined in Regional Regulation (Perda) Number 5 of 2016 concerning Efforts to Improve River Management. The aim is to utilize the river's potential optimally for welfare, prosperity, and environmental sustainability.

Meanwhile, legal products that focus on the use of rivers for tourism development are outlined in a policy in the form of Mayor Regulation (Perwali) Number 25 of 2016 concerning Management and Development of River-Based Tourism. The issuance of the Perwali indicates that the Banjarmasin City Government has a solid commitment to exploit the river's potential for the tourism sector. Moreover, river tourism destinations (river ridges) are one of the characteristics of the City of Banjarmasin, which has been developed in the last 3 (three) years (Jumriani et al., 2019; Putri et al., 2021). Therefore, the basis and purpose of the issuance of Perwali Number 25 of 2016 concerning the Management and Development of River-Based Tourism is none other than to determine the direction and policy of managing and developing river-based tourism in the City of Banjarmasin (Handy et al., 2021).

Another form that indicates the seriousness of the Banjarmasin City government towards river or river management as a tourist destination is listed in the vision and mission of the City of Banjarmasin and the RPJMD Banjarmasin City in 2016-2021, which in strategy 4 reads revitalization for people's lives. The arrangement and management of the river as a tourism base is nothing but a manifestation of the promise of the current government leaders during the 2014 regional head election (Mayor) (Putro et al., 2021)

Specifically, the development of river tourism-based tourism in the Banjarmasin City Riverbanks is as follows:

Table 2. Tourist Attractions on the Riverbanks of Banjarmasin City

No	Aspect	Tourism site
1	Religion	Sultan Suriansyah Mosque
		Tomb of Sultan Suriansyah
		Sabilal Muhtadin Great Mosque
		Tomb of Habib Basirih
		Tomb of Surgi Mufti
		Soetji Conscience Temple

	Po An Kiong Temple
	Anno's house 1925
	Banjar Kuin Village
	Jingah River Banjar Village
	Wasaka Museum
	Tomb of Prince Antasari
	Sasirangan Village
2	History and Culture
	Quinn floating market
	Siring Tendean floating market
	Tower of view
	Ketupat Village
	Blue Village
	Siring 0 KM
	Green Village
	Bromo island
3	Culinary
	Banua Anyar Culinary
	Mawarung Baimbai
	Siring Tendean floating market

Source: Researcher Identification, October 25, 2021.

Tourism on the banks of the Banjarmasin river contains three aspects from a tourism perspective, including religious history and culture, as well as culinary. These various tourism objects are a series of river tours in Banjarmasin which can be accessed via river transportation. Based on the results of observations of researchers in the field, river tours in Banjarmasin can be reached for 130 minutes, with the focal point at Siring Piere Tendean. The details are as follows:

1. Travel from Siring Piere Tendean to Lanting House (6 Minutes)
2. Travel from Lanting House to Tomb of Sheikh Jamaluddin Al-Banjari Tuan Guru Surgi Mufti (4 Minutes)
3. A journey from the grave of Sheikh Jamaluddin Al-Banjari Tuan Guru Surgi Mufti to the Banjar Village of Sungai Jingah (2 Minutes)
4. Travel from Banjar Sungai Jingah Village to Kampung Biru (3 Minutes)
5. Travel from Kampung Biru to Kampung Hijau (6 Minutes)
6. Travel from Kampung Hijau to Sungai Jingah Sasirangan Craftsman (3 Minutes)
7. Travel from Sungai Jingah Sasirangan Craftsmen to Wasaka Museum (8 Minutes)
8. Travel from Wasaka Museum to Soto Bang Amat (5 Minutes)
9. Travel from Soto Bang Amat to Habib Basirih's Tomb (57 Minutes)
10. Travel from Habib Basirih to Siring Piere Tendean (36 Minutes)

From an institutional perspective, the steps of the Banjarmasin City government to manage and organize rivers or streams as tourist destinations is a significant breakthrough. The river that surrounds the city of Banjarmasin has artistic value and uniqueness (Abbas et al., 2020, 2021; Putro et al., 2021). The culture is quite interesting, which not all cities have the

contours and culture of Banjarmasin. The city government carries out various strategies to develop this potential. On the Martapura River, in addition to the Siring Pierre Tendean destination, the Old Harbor, located in front of the Banjarmasin Mayor's Office, was developed as a city tourist destination by completing various park facilities as a relaxing and diverse place. When looking at the future, tourists can enjoy the splendor of the City Hall Office (Mutiani et al., 2020).

CONCLUSION

River tourism-based tourism on the riverbanks of the City of Banjarmasin through river crossing activities continues to be developed. The river has functioned and encompassed all transportation activities, the center of the public tourism area, the point of communication, economic activity, and political practice. Tourism on the riverbanks of Banjarmasin City, which is packaged in the form of a riverbank, offers various tourism objects that contain aspects of religion, cultural history, and culinary. The tour is designed so that it becomes a series of tourist trips with the initial focal point of the trip being at siring 0 KM. Thus, a series of tourist trips that can be done on the banks of the river in the city of Banjarmasin can make these destinations a place to travel.

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