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## **Development of Bangsring Tourism Destinations, Wongsorejo Sub-District, Banyuwangi Regency (A Toursim Memorphosis Perspective)**

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### **ABSTRACT**

In the last 10 years the development of tourism in Banyuwangi has grown very rapidly under the leadership of Regent Abdullah Azwar Annas. The development strategy has a target

Banyuwangi district which has developed its tourism sector. Starting from public facilities, supporting tourism facilities and encouraging the birth of many new tourist attractions. This includes developing a previously established tourist attraction.

One of the tourist attractions that attracts the attention of tourists in Banyuwangi district is Bangsring Underwater. The tourist attraction of Bangsring Underwater has a unique history, when in the past the people were bombers of fish and severe damage to coral reefs, now visitors who used to come feel a lot of discomfort and get a bad impression when traveling at this Bangsring Underwater destination, are currently enjoying it very much. In fact, apart from visitors, there are already domestic and foreign tourists coming to visit

This study aims to map the development of tourism in Banyuwangi, especially in the Bangsring Underwater tourism destination from the perspective of morphological tourism. This perspective offers a model of the stages of tourism development of a tourist attraction and not its development.

The method used is a qualitative method and the data analysis technique used is a descriptive analysis technique

The results showed that the introduction stage was in 2008-2010, the reaction stage was in 2010-2013 and the institutional stage in 2013-2017 Bangsring underwater was not yet enter the compromise stage yet.

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Keywords: Toursimmemorphosis, Tourism, Bangsring

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### **1. Introduction**

The development of tourism in Indonesia is currently growing rapidly. The tourism sector looks promising and provides benefits to many parties from the government, the community, and the private sector. This is because tourism is a development sector that is considered profitable as a local asset for economic growth and people's welfare (before the Covid 19 Pandemic in early 2020). But there is still very little scientific research on the development of tourism in Indonesia. Tourism research is more directed towards tourism development which is considered more qualified in planning a tourist destination or tourist attraction. Such as the theory of the Tourist Area Life Cycle from Butler (1980) which is considered by many scholars to start from existing conditions to see the position of a tourist destination. Butler deeply regrets that there are still many tourism researchers who neglect the process of development and are unhistorical (Butler, 2015).

Physical and non-physical tourism planning besides measurement is needed, it is noteworthy to note the description, process and interpretation of its existence. The past is important as a lesson and the existence of the present and will determine the direction of development and tourism development in the future. If this can be understood by tourism planners, it will give birth to trends in tourism planning and tourism development based on tourism development. When a tourist destination is about to develop it does not only follow world tourism trends, a very competitive market and a strong role of outside investors influence the formation of tourism products at the local level (where there is sugar there are ants). Tourism resources can be more explicitly and logically seen as having tourism opportunities or potential. Tourism development is in accordance with locality, has resilience, pays

attention to thresholds and is expected to be able to realize harmony as sustainable tourism development which is not only on paper (Mahagangga, et al., 2021).

Tourism development in Indonesia seems to lead to the development of the tourism industry in the service sector which leads to mass tourism. Although efforts have also been made for several tourism developments that pursue quality tourism such as community-based tourism. Such as tourist villages, ecotourism and other types of alternative tourism (although in reality there are often covers of tourism or ecotourism villages, the contents are still mass tourism) (Arida, 2017).

It still has to be acknowledged that mass tourism or alternative tourism as long as it is able to provide direct benefits for local governments, tourism practitioners and local communities, then more efforts will be made to develop it to further attract tourist arrivals. The tourism sector appears to have bright prospects in the future throughout Indonesia because Indonesia is rich in tourism resources and has promising tourism potential starting from cultural tourism potential, natural tourism potential and tourism-made potential.

One area that is actively and admirably doing tourism development is Banyuwangi district, East Java Province. Banyuwangi Regency, which was originally greatly underestimated in East Java in the tourism sector (except for the agricultural, plantation, mining and fisheries-marine sectors Banyuwangi had indeed excelled before), was suddenly able to "steal" the attention of tourists and many parties because of breakthroughs in tourism development. In the last ten years, Banyuwangi district has been able to "change" its image, appearance, cleanliness, infrastructure, service industry, institutions, and the birth of many amazing new tourist attractions (many awards and recognition have been won by Banyuwangi district nationally and internationally).

Increase in tourist visits to Banyuwangi in 2016-2020, the most significant increase occurred in 2016 towards 2017, namely with an increase of 832,381 people or experienced a growth of 24%. With this continuous increase in tourist arrivals, Banyuwangi is increasingly well known in the eyes of national and international. This district has the nickname "The Sunrise of Java" recently won the highest award in tourism at the Southeast Asian level, namely the ASEAN Tourism Standard Award in 2018 (Rachmawati, 2018). This award was obtained because of Banyuwangi's efforts to increase the comfort of visiting for tourists, especially in terms of cleanliness. The destinations that are the point of assessment are Grand Watudodol and Bangsring Underwater beaches.

Bangsring Underwater is a tourist attraction located in the Wongsorejo sub-district, Bangsring Underwater tourist attraction is a natural tourist attraction and water sports activities, namely diving. As well as being a place for conservation of coral reefs and marine biota, its residents who depend on marine products have now turned to tourism as a source of income.

According to the organization The International Ecotourism Society (1990) ecotourism is a form of travel to natural areas that is carried out with the aim of conserving the environment and preserving the life and welfare of the local population. Whereas marine ecotourism is a type of special interest tourism that has activities related to the sea, both carried out under the sea and above sea level (Samiyono in Yulius, 2018). So that it can be interpreted that ecotourism is a solution to prevent or repair environmental pollution. The implementation of ecotourism at Bangsring Underwater has existed since 2014. Since then, local communities have benefited quite a lot economically from the tourism activities that have taken place.

The highest growth in tourist visits occurred in 2018 to 2019 with a growth of 124% or 343,666 people. This is in line with the increase in tourist visits to Banyuwangi. Even though the growth in tourist visits from 2019 to 2020 has decreased, the number of tourist visits to Bangsring Underwater has relatively increased before the Covid-19 pandemic occurred.

The dynamic and unique development of the Bangsring Underwater tourist attraction has prompted this research to be carried out. This development is the focus of research and hopes that the results can be used for the development of this tourist attraction in the future. Using the tourism-morphosis perspective is expected to be able to open up phenomena from the early days of development and development of the Bangsring Underwater tourist attraction.

It can be understood that the development of tourism is a dynamic process of development and development starting in the past to the latest conditions. While development tends to refer to existing conditions to make a tourist attraction better than before.

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## 2. Methodology

The data analysis technique used in this study The data analysis used in this study used qualitative data analysis methods with library research techniques (Library Research). , records and reports related to the problem being solved (Nazir, 2003). In this study utilizing journal sources, reference books and then compared and analyzed so as to produce data according to the topic of the problem, while the stages of data analysis are as follows:

### 1. Data reduction

The process by which data is selected. Data focus, data simplification, abstraction of raw data obtained in field notes. This process takes place continuously as research progresses and in this activity data that is deemed useless for analysis purposes will be discarded.

### 2. Presentation of data

Presentation of data is a combination of information arranged in the form of a complete narrative to further enable research conclusions to be drawn. The data presentation is arranged based on the main points obtained in data reduction, and the data is presented in sentences from researchers that are systematic, logical, so that they can be easily understood by readers.

### 3. Conclusion Drawing

Drawing conclusions, namely systematic component analysis to provide an explanation in accordance with the formulation of the problem that has been raised.

### 3. Results

#### 3.1 Bangsring Underwater Overview

At first the Bangsring Underwater tourist area was a location where there were lots of sea fish ready for consumption and the majority of the surrounding residents worked as fishermen, but because there was a lot of marine life in this area many fishermen ended up doing illegal methods to get more and easier fish. These unscrupulous fishermen search for fish using sea bombs and potassium which damage the marine ecosystem, to overcome this an idea was sparked from the local youth organization to turn this area into a coral reef conservation and tourism area by starting to build an artificial tourist area by building floating houses in near the coastline, since then this area has become a tourism area known as Bangsring Underwater.

Bangsring Underwater Tourism is located on the northern coast of Banyuwangi Regency, located 45 minutes from downtown Banyuwangi to the north or towards Situbondo. The area of Bangsring Underwater is 15 hectares. Bangsring Underwater itself is located in Bangsring village, Wongsorejo and there are 2 hamlets in the village, namely Krajan Hamlet and Paras Putih Hamlet.

Bangsring Underwater is one of the centers of underwater tourism with a sandy beach and water sports, such as snorkeling and swimming with sharks, located on Jl. Situbondo, Bangsring, Banyuwangi, East Java, Open from 07.00 WIB to 18.00 WIB and always open every day.

#### 3.2 Physical Potential of Bangsring Underwater

##### 1. Weather Conditions/Season

Banyuwangi, which is in the easternmost part of the island of Java, has a climate/weather that tends to be tropical, in the rainy season it is usually cloudy and in the dry season it is usually partly cloudy, and it is generally hot throughout the year, temperatures usually vary from 22°C to 34°C and rarely in below 20°C or above 36°C. In Banyuwangi, the average percentage of the sky covered by clouds experiences significant seasonal variations throughout the year. The sunnier season annually in Banyuwangi begins around May 1 and lasts 5.6 months, ending around October 22. The sunniest month of the year in Banyuwangi is August, when the sky is average clear, mostly sunny, or partly cloudy 46% of the time.

The cloudy period begins around 22 October and lasts 6.4 months, ending around 1 May. The cloudiest month of the year in Banyuwangi is January, with an average overcast or mostly cloudy sky 89% of the time. (<https://id.weatherspark.com/y/127580/Cuaca-Rata-rata-pada-bulan-in-Banyuwangi-indonesia-Sepanjang-Tahun>).

##### 2. Undersea Natural Conditions

Bangsring Underwater has a tourist attraction that attracts a lot of tourists to come, namely the floating house. At Bangsring Underwater there is a floating house in the middle of the sea which tourists can visit by taking a boat from Bangsring beach to the floating house. In the floating house there are diving tourism activities provided by the management of Bangsring Underwater with a pool for diving. It is divided into four pools which can be used for diving by tourists, and there is a shark breeding pool. The four ponds contain a variety of beautiful and beautiful ornamental fish with various types and attractive colors.

For tourists who want to try diving in a floating house at Bangsring Underwater, they can order tickets through the counter on Bangsring Underwater beach. At the counter besides serving tickets to go to the floating house, they also serve the rental of buoys, diving goggles, and breathing apparatus. These tools are provided in various sizes that can be used by tourists from children to adults. For the rental of diving equipment, it can be rented at a price of IDR 35,000-50,000 per package for one person.

In the pool for diving, there are lots of very beautiful ornamental fish such as clown fish and there are also small sharks that make a lot of tourists feel curious and want to swim with these sharks. This is the current condition of the underwater world which has been managed properly and is starting to be repaired. Before it became what it is today, the natural conditions under the Bangsring Underwater could be said to be bad due to the frequent use of bombs or trawlers to catch fish. The use of these two items for fishing can result in damage to coral reefs which will affect the underwater natural conditions.

The current underwater natural conditions can be said to have improved because a lot of development has been carried out to improve underwater natural conditions. One of them is the planting of coral reefs which is done to improve the condition of coral reefs. From planting coral reefs, it actually provides benefits to local communities by making coral reef cultivation provide additional economic benefits. With the planting of coral reefs, the current natural conditions have become better.

##### 3. Types of Underwater Flora and Fauna

Flora and fauna can simply be interpreted literally, flora are plants and fauna are animals. In general, the notion of flora is all kinds and types of plants on earth, and fauna are all kinds of animals that grow and live on earth (Bambang, 2016). Underwater flora and fauna in Bangsring Underwater have various types and varieties. Starting from the existing flora to the flora cultivated by local people.

Bangsring Underwater has a large and varied variety of flora and fauna. Underwater flora owned by Bangsring Underwater such as coral reefs with various colors and shapes.

The coral reefs in Bangsring Underwater originate and grow naturally and there are cultivated coral reefs. The cultivation of coral reefs in Bangsring Underwater is carried out by the local community to restore the natural underwater ecosystem that has been damaged by the use of bombs and trawlers to catch fish.

Coral reefs are cultivated by local people by planting them under the sea. The planting of coral reefs by the local community is not only to help restore underwater natural conditions, but also to increase profits for the local community because it is profitable in terms of tourism and people's jobs. Fishermen in the area around Bangsring Underwater quite depend on fisheries on coral reefs, while in terms of tourism they continue to experience development in the Bangsring Underwater area (Asadi, 2017). The coral reefs in Bangsring Underwater are cultivated to maintain the marine ecosystem so that it is maintained.

The cultivation of coral reefs carried out by the local community at Bangsring Underwater has benefits in addition to maintaining marine diversity as well as protecting the diversity of fauna in Bangsring Underwater. The fauna at Bangsring Underwater has various types and variations such as coral ornamental fish, marine invertebrates, and turtles. These fauna are animals that already exist in Bangsring Underwater. Besides there are various marine fauna, there are also various types of sea birds that live in the Bangsring Underwater area.

The existence of various enchanting underwater fauna provides benefits for the surrounding community who work as ornamental fish fishermen. The large number of coral reefs in the Bangsring Underwater area makes the diversity of fauna, especially coral reef ornamental fish, diverse and of various types. This has made many local people become ornamental fish fishermen and become the main source of livelihood for the local community. So that various ways are used to obtain ornamental fish that can be sold by using bombs and trawling which have an impact on the destruction of coral reefs.

The habitat for ornamental fish in Bangsring Underwater comes from the abundant native coral reefs under the sea. Coral reefs are home to ornamental fish such as clown fish and other small ornamental fish. After the massive exploitation that damaged many coral reefs, the population of coral reef ornamental fish decreased. This makes the local community try to restore the coral reef ornamental fish ecosystem so that the population of ornamental fish increases again and can be used by local people who work as ornamental fish fishermen. Therefore, the planting of coral reefs in Bangsring Underwater is intensively carried out to restore and maintain the existing flora and fauna.

### **3.3 Non-Physical Potential of Bangsring Underwater**

#### **1. Marine Culture**

Bangsring Underwater has its own marine culture related to all the potential that can be used to become a tourism resource. Marine culture which can become a tourism resource comes from its natural resources and also from the social community. Bangsring Underwater marine culture is formed from the activities of coastal communities that can make tourism natural resources.

One of the community activities that is currently becoming a marine culture is planting coral reefs. Planting or cultivating coral reefs by local people is often done to maintain and restore underwater ecosystems. Local people practice coral reef cultivation because it is useful as a home for small ornamental fish which can be used to gain economic benefits. In addition, the existence of coral reef cultivation and planting activities can also be used as a tourist attraction to attract tourist visits.

The development of tourism in Bangsring Underwater makes local people's marine culture capable of making attractions and can attract tourists to visit Bangsring Underwater. Apart from that, the existence of these activities makes the local community also benefit from an economic side. The marine culture that has been rooted in the local community and the existence of tourism that is developing in Bangsring Underwater make this benefit the local community.

#### **2. Fishermen Society**

The life of the surrounding community at Bangsring Underwater has a main livelihood as ornamental fish fishermen. Lots of local people in Bangsring Underwater make a living as ornamental fish fishermen because of the abundant underwater natural resources. Communities around Bangsring Underwater make very good use of their underwater natural resources so that they obtain economic benefits to make a living from the community itself. Fishermen who get an economy through ornamental fish, continuously causing damage to coral reefs.

The damage to the coral reefs damaged the underwater natural conditions of Bangsring Underwater due to fishing using trawlers which damaged the coral reefs. This has changed since tourism began to develop at Bangsring Underwater. Tourism began to develop since many tourists started visiting Bangsring Underwater to experience diving with ornamental fish. Tourists are busy visiting with the tourist attractions of swimming with fish in the Floating Houses that have been provided. This brought a change for the local community who previously worked as fishermen also benefited from tourism. From an economic standpoint, tourism also increases income with a variety of new livelihoods.

Tourism at Bangsring Underwater provides benefits for the surrounding community who were previously fishermen, now also get additional income from tourism. New livelihood opportunities with tourism such as food and beverage sellers, buoy rentals, boat rentals for floating houses, coral reef cultivation, and various things that support tourism activities. The existence of tourism has also changed the perception of fishing communities about the importance of the underwater natural beauty of Bangsring Underwater. Initially fishermen could use trawlers to catch fish which could damage coral reefs, but with the existence of tourism, this was later banned and accepted by fishing communities. The community then cares about conditions the underwater world because it is a source of promising tourism potential in the future.

Until finally the fishing community then tried to improve the conditions under the sea by planting coral reefs. The planting of coral reefs is carried out by the local community and fishermen in stages to restore and maintain the coral reefs in Bangsring Underwater. With this, it can also maintain the number of fish populations in Bangsring Underwater and can be used again by fishermen as usual.

#### **3. The Role of Community Figures**

There are various roles of community leaders who create tourism in the Bangsring region. The area which was originally a coastal area with a livelihood as a fisherman. The role of community leaders in Bangsring Underwater is able to make significant changes and develop tourism. The existence of tourism in Bangsring Underwater provides its own benefits, especially new livelihoods for the local community.

Particularly the prominent role of the fishing community and tourism awareness groups in Bangsring Underwater. One of the roles of community leaders who make tourism and benefit from tourism is Pak Ikhwan and Pak Wildan who serve as fishermen leaders and Pokdarwis Bangsring Underwater. These two people were able to make changes for progress in Bangsring Underwater. Every new movement or change always encounters opposition, for that characterization can help more easily in a change.

Fishermen who were previously able to use trawlers or bombs to catch fish and switched to a more environmentally friendly way need a change that is not for a moment. Approaches are needed that can be carried out with the role of community leaders, namely by having a fisherman leader and Pokdarwis. Apart from that, the two organizations need synergy that is synchronous and has the same goal to advance the Bangsring area itself. With this in mind, the fishing community in the Bangsring Underwater area is also supporting tourism in Bangsring Underwater by starting to plant coral reefs again.

Apart from that, the existence of this community characterization is able to make the structural organization of fishermen and Pokdarwis more organized and have a clear direction of purpose. This organization can also become a forum for the people around Bangsring to develop the potential of the Bangsring area. There are many benefits to be gained by having a community characterization role that is able to attract local governments to be able to assist the development of Bangsring Underwater. Demgam adamyta this is able to make Bangsring Underwater can become a tourist attraction that is busy being visited by tourists in the future.

### **3.4 Development of Tourism (Toursimmemorphosis) in Bangsring Underwater**

The development of tourism in Bangsring Underwater is important to advance a coastal area where the majority of the population work as fishermen. The Bangsring Underwater area was previously a fishing village area that sold its sea catches, but the fishing carried out by these fishermen became the main cause of the destruction of the Bangsring underwater ecosystem. Damage to the underwater ecosystem in Bangsring Underwater which houses fish caught by fishermen.

Damage to the underwater ecosystem is caused by illegal activities by fishermen who catch fish using bombs and trawlers. These two objects for catching fish do increase the number of fish you get, but this actually damages coral reefs and causes damage to the underwater ecosystem. This raises the awareness of some fishermen that the actions taken damage the underwater ecosystem.

One of the people who started the movement to improve the Bangsring underwater ecosystem was Mr. Ikhwan Arief as the head of the fishermen group. Mr. Ikhwan Arief's struggle to improve the underwater ecosystem is to turn Bangsring Underwater into a conservation and tourism area, which is not easy. There was a lot of resistance from fishing communities not to use Bombs and Tiger Trawls anymore, but with persistence they socialized it gradually to the community.

Changing the Bangsring Underwater area from a place where fishermen find fish to become a conservation and tourism area is the right decision. The initial development at Bangsring Underwater was also accompanied by a tourism development plan during Banyuwangi Regency at the Regent Abdullah Azwar Anas. With the development of tourism in the Bangsring Underwater area and also the enthusiasm of the Regent Abullah Azwar Anas, the Bangsring Underwater tourist destination has also developed. The existence of these developments should be known about the stages that occurred from the beginning to the development of tourism at Bangsring Underwater.

#### **1. Stages of Introduction to Bangsring Underwater Tourism (2008 – 2010)**

The discussion and determination of the introduction periodization at the Bangsring Underwater tourism destination was based on the initial idea and formation of this place as a tourism destination in 2008-2010. The beginning of the formation of tourism in BangsringUnderwater occurred because of public concern for coral reefs which are the home or habitat for ornamental fish in the sea. Coral reefs in Bangsring Underwater become an ecosystem that must be maintained by all people who take advantage of being ornamental fish fishermen.

The majority of coastal communities in Bangsring Underwater work as fishermen. So that before there was tourism in Bangsring Underwater there were lots of ships that leaned on the property of people who were fishermen. With quite a lot of marine products, many fishermen end up taking dirty methods by destroying the ecosystem.

Fishermen who take advantage of using bombs and trawlers are increasingly making the underwater ecosystem of Bangsring Underwater begin to break down. This damage is a loss for people who work as fishermen because fish yields have begun to decline due to damage to the underwater ecosystem. This made several people and fishermen groups aware of this and started coral reef conservation so that the ecosystem would return and make Bangsring Underwater a tourism destination.

At that time a group of fishermen from Bangsring village headed by Mr. Ikhwan Arief agreed to establish a group of fishermen for the Samudera Bakti ornamental fish (KNIH-SB). This group formed a joint protection zone which was stipulated by Bangsring village regulation (Perdes) No. 2 of 2009 (No. 02/2009) concerning management of the joint protection zone (ZPB) of Bangsring village marine resources, on January 20. The establishment of this zone was a form of protection. the marine area of Bangsring Village from damage to coral reefs and the threat of extinction of marine biota caused by unscrupulous fishermen who use potassium and explosives.

The fishermen group has a function in addition to protecting the community who work as fishermen also has the aim of conserving the underwater ecosystem of Bangsring Underwater. This conservation is carried out by planting coral reefs and prohibiting the use of bombs or trawlers so that the corals are not damaged. This group of fishermen also made Bangsring Underwater realize the existing tourism potential.

One of the figures that changed Bangsring Underwater from being an ornamental fish fishing area trying to catch with bombs or trawling turned into a tourism area that is busy with tourists is Mr Ikhwan Arief. The chairman of the fish fishermen group at Bangsring Underwater was able to make the people of Bangsring aware to better protect the underwater ecosystem. So that makes the Bangsring Underwater area now a tourist destination that is often visited by tourists when they go to Banyuwangi.

The efforts made by Mr. Ikhwan Arief and his fishing group friends bore fruit where Bangsring turned into not only a marine protected area (Marine Protected Areas MPAs) but also a new marine tourism area. This was also appreciated by President Joko Widodo as one of the people who is able to maintain and bring about better changes for the environment or KALPATARU.

Based on the discourse, institutions and figures above, it shows that in the early days of tourism development, Bangsring Underwater had a community empowerment paradigm. The problem is also related to the difficulty of previous customs or culture that paid little attention to the preservation of marine life. The fishermen feel that by using bombs or trawlers they get more results. So that the use of bombs and trawlers by Bangsring Underwater fishermen is very widespread.

the initial process of forming the Bangsring area into a conservation area and tourism area which became the basis for placing the introduction stage period. At this stage, a lot of things happened to accompany the process of forming tourism in the Bangsring area. Previously there were lots of rejections that occurred from the surrounding community, especially the fishermen.

Mr. Ikhwan Arief explained that fishermen often refuse not to use bombs in finding or catching fish. This rejection was also made by the family of Mr. Ikhwan Arief, namely his father, who rejected plans to stop the use of bombs. It takes a struggle to disseminate information to the community slowly so that fishermen stop destroying the Bangsrin underwater ecosystem.

Until finally the realization of the Ikhwan Arief came true. The destruction that was previously caused by irresponsible fishing methods by unscrupulous fishermen since 1970 was successfully saved by Mr. Ikhwan Arief. An innovator which determines the attitude that also continues to socialize fishermen to jointly save the ecosystem in Bangsring to be better in the future.

The realization of Bangsring Underwater has also increased the growth of marine tourism in Banyuwangi. This also adds tourist attractions that are worth visiting by tourists, so that the Banyuwangi Regency tourism office includes Bangsring Underwater in the annual calendar of events. The existence of tourism in Bangsring Underwater creates many new job vacancies in various sectors in the tourism industry and also opens up opportunities for the local Bangsring community itself.

## **2. Stages of Reaction to Bangsring Underwater Tourism (2010 - 2013)**

The existence of tourism that began to appear in the Bangsring area caused various good reactions from the community to the government. Tourism in the Bangsring area is starting to be visited by various tourists because it presents the beauty of the marine ecosystem both from animals and also coral reefs. This reaction occurred from 2010 to 2013, which initially experienced a period of resistance, changed until they started to understand the existence of tourism.

In the beginning, the people of Bangsring had the majority profession as fish fishermen in fulfilling their daily needs. The fishermen make a living by looking for fish in the sea, but the fishing carried out by the fishermen damages the underwater ecosystem in Bangsring. This is of particular concern to some communities to start repairing damaged underwater ecosystems.

Initially, the improvement of the ecosystem received a reaction of rejection by the people of Bangsring, especially the fishermen.

However, with the gradual socialization, the fishermen agreed to stop fishing using fish bombs or trawlers. This makes Bangsring a promising conservation and tourism area with visits from tourists. The existence of tourism in Bangsring has received various reactions from the public. Initially, the community was against the existence of conservation and tourism because fishermen were prohibited from fishing again. However, after seeing the potential that existed, the community agreed because it was also able to bring economic benefits to the surrounding community. So that people are starting to switch from being fishermen to changing their livelihoods in the tourism sector.

The Bangsring Underwater tourism awareness group is a group of several people who have concern for tourism. This appears together with the existence of conservation in Bangsring. Coral reef conservation, which was originally just to improve the underwater ecosystem in the Bangsring area, has also created tourism potential that can benefit the surrounding community.

Bangsring Underwater is managed by the local community under the auspices of their tourism awareness group to make tourism in the Bangsring area more manageable. The management of Bangsring Underwater is going well and tourists are starting to visit it. This attracted the attention of the local government to cooperate with Pokdarwis from Bangsring.

the government is participating to help develop tourism in the Bangsring Underwater destination. The government is rebuilding access to the damaged Bangsring Underwater destination, building facilities, infrastructure to support tourism activities. This government assistance arose because of good cooperation between the government and the people in Bangsring, namely Pokdarwis in Bangsring Underwater itself.

One of the figures that can help create the Bangsring area into a tourist area is none other than the efforts of Mr. Wildan Soekirno. A resident or local community in Bangsring who has concern for their area by making Bangsring a tourist area. Mr. Wildan Soekirno's struggle to make Bangsring a tourist area, there were several pros and cons that accompanied the creation of Bangsring Underwater.

Mr. Wildan Soekirno's persistence and perseverance has paid off in the creation of coral reef conservation in the Bangsring area. Mr. Wildan Soekirno saw this conservation as an opportunity and potential to make Bangsring a tourist area.

With the efforts made by Mr. Wildan in carrying out a lot of outreach and educating the local community to maintain the importance of the underwater ecosystem in Bangsring. Apart from that, he too

served as chairman of Pokdarwis Bangsring to directly manage the Bangsring Underwater tourist area. Management of Underwater Bangsring is able to bring in tourists to cooperate with the government or Banyuwangi Regency tourism office to renew facilities and infrastructure to support tourism activities.

Based on the results regarding the discourses, institutions, and personalities above, it can be seen that there were various reactions in the early days of the formation of Bangsring Underwater tourism having a paradigm of pros and cons from the community. The problem encountered is cons from the community regarding the prohibition to go out to sea or look for fish again because the Bangsring Underwater area is a conservation area that is protected by its underwater ecosystem.

Previously, many unscrupulous fishermen were looking for fish using bombs and tiger trawls in the hope that they would get more results than usual. However, fishing activities with the use of bombs and tiger trawls damaged coral reefs and damaged the underwater ecosystem of Bangsring Underwater. So that the creation of conservation and the prohibition to go to sea has caused a reaction of rejection by most people who work as fishermen.

Several groups concerned with improving ecosystems are trying to support conservation in the Bangsring Underwater area. So that some of these groups are trying to convince the fishermen who refuse conservation with gradual socialization. Until finally conservation is created and from this comes a promising tourism potential. This tourism potential is then managed and becomes a Bangsring Underwater tourism area which makes people no longer reject the existence of conservation and tourism.

## **3. Institutionalization Stage (2010-2017)**

Along with the development of tourism in the Bangsring Underwater area, changes have occurred in the existing management. Bangsring Underwater is managed by local or local people who care about tourism or commonly known as Pokdarwis. The Bangsring Underwater tourism awareness group

developed its tourism from scratch with the various pros and cons experienced so that it was able to become a tourist area that is crowded with tourists. This is due to the success of the local community in managing the Bangsring area in bringing in both local and foreign tourists to Bangsring Underwater. This tourism development provides benefits for the local or surrounding community because it has new land for income. Communities who were previously opposed to conservation and tourism are now starting to realize the benefits to be gained from tourism. So that most local people are now starting to depend on their lives working in the tourism sector. the success of Bangsring Underwater made the Banyuwangi district government and also villages start to come and help with the current management.

The Banyuwangi Regency Government or the Banyuwangi Regency Tourism Office who see the Bangsring Underwater area are starting to offer cooperation with the manager, namely Pokdarwis or the local community. The collaboration aims to develop the Bangsring Underwater area to make it safer and more comfortable for tourists. This cooperation creates management that has its own function or task.

The Government of Banyuwangi Regency provides assistance to the Bangsring Underwater tourist area by providing repairs and development for facilities, access, facilities and infrastructure. This development is the result of collaboration between the Government of Banyuwangi Regency and the local community for better management of the Bangsring Underwater tourist area. In addition, the regional or village government as a regulator or rule maker issues a regulation related to income.

In 2017 the government of Bangsring Village approved regulations governing income from tourism by determining the type and amount of fees from tourists. In this regulation the village government regulates village levies that can be accepted by the village government. This regulation has been regulated in Bangsring village government regulation number 4 which regulates village levies.

These village levies can be used to increase village finances which can be used to develop tourism in Bangsring Underwater. The levies that are regulated are divided into three things, namely levies for company contributions, land leases, and field rental contributions per night. This fee makes it clear about the amount that can be collected from the presence of companies and contributions to carry out tourism development in Bangsring Underwater.

There are various figures who make tourism in the Bangsring area start to work with various institutions, one of which is the local government of Banyuwangi Regency. This collaboration was created from the efforts of Pokdarwis Mr. Wildan Soekirno and the fishermen group of the Ikhwan Arief community who struggled at the start of tourism development by socializing the importance of protecting underwater ecosystems. Before the transformation of Bangsring Underwater into a place of conservation and tourism, it was a fishing area using bombs and trawling.

Thanks to Mr. Wildan Soekirno and Ikhwan Arief, Bangsring Underwater has become a tourist area that is busy with tourists. Apart from that, there is also a regulation from the village head, namely Mr. Turik, who made this regulation to regulate more clearly the fees that can be obtained from the village government. This made the income from the village also increase with the existence of regulations regarding levies from activities carried out in the Bangsring Village area. Apart from the head of Bangsring village, other organizational factors such as fishermen's groups and also Pokdarwis have made tourism in Bangsring village develop. From each of these community organizations moving with the same goal, namely to build Bangsring tourism better in the future.

Based on the results regarding the discourses, institutions and personalities above, it can be seen that there is a paradigm regarding government institutions working with local communities to develop Bangsring Underwater tourism better in the future. The problems encountered are the involvement and benefits that the local community gets by collaborating with the government and the presence of tourism in Bangsring.

Collaboration between the local community and the regional government of Banyuwangi Regency has their respective roles.

the local government provides assistance to the Bangsring Underwater tourist area such as public and supporting facilities in the form of improving access and providing other facilities. The government was present when the Bangsring Underwater tourism area began to develop with the hectic arrival of tourists who wanted to vacation in Banyuwangi. The assistance from the government was welcomed by the management of Bangsring Underwater, namely Pokdarwis and the local community because the facilities provided by the local government can provide convenience and comfort so that more tourists come.

With this collaboration, it is feared that management will be taken over by the government and local communities will find it difficult to take part in the development of the Bangsring Underwater area. However, these concerns did not materialize because many local people played a role in developing tourism in Bangsring Underwater by getting jobs in the Bangsring Underwater tourism sector. almost all workers or employees at Bangsring Underwater are local people who live around Bangsring village.

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