

# 4<sup>th</sup> ICITB

## POTENTIAL TOURISM OF KAMBAS NATIONAL PARK IN SUKADANA, LAMPUNG TIMUR REGENCY TOWARDS REGIONAL INDEPENDENCE

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### ABSTRACT

*Indonesia is an archipelagic country that has natural resources that consist of oceans, sun, beaches and countries that allow it to be used as a source of foreign exchange. For regions that are blessed with exotic natural resources are expected to be able to contribute in providing foreign exchange for the region in order to achieve regional independence. The problems that occur how to market natural resources that consist of oceans, sun, beaches and abundant countries are assets that can provide a vision for local development. One effort that can be done is to make it a place. Market-driven sectors and industries. To market the items needed for all parties involved in management, government and society. This study aims to describe the tourism potential of the Way Kambas National Park in Sukadana, East Lampung Regency. The method used is descriptive method. The subject of the management research was set by 10 respondents. Techniques for exporting data, documentation and interviews. Data analysis uses a percentage table. The results showed that the Way Kambas National Park Tourism Object has a natural panoramic potential and socio-cultural potential. The total potential is 10 of the potential that there are 6 potentials that have been optimally developed and 4 potentials that have not been optimally optimized.*

***Keywords: Potential, Tourism, Resources, Regional Independence***

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### INTRODUCTION

Indonesia which is located on the equator has abundant diversity. This location causes Indonesia to have high biodiversity. Indonesia also has various types of ecosystems, such as aquatic ecosystems, freshwater ecosystems, peat swamps, mangrove forests, coral reefs, and coastal ecosystems. This wealth extends from the west to the east of Indonesia. Lampung Province is one of the tourist destinations because it has a variety of physical conditions that have the potential to be developed into a tourist attraction of an area. One area that has the potential is East Lampung



Regency.

The development of the tourism industry is one of the means to develop regional development. The Regional Government seeks to explore various natural potentials, both in the form of natural panoramas and cultural distinctions so as to attract tourists to visit these attractions.

East Lampung's topographic conditions vary widely and have tourism potential that can be developed, a variety of physical conditions that have the potential to become regional attractions so that the tourism sector is a hope of economic growth.

One of the natural resources used as a tourist attraction in East Lampung Regency is the Tourism Object of the Way Kambas National Park in Sukadana, East Lampung Regency. The Tourism Object Way Kambas National Park is a conservation area managed by the Nature Conservation Sub-Center (SBKPA) which has the potential of panoramic tourism in nature and cultural arts. The purpose of establishing the area as a nature conservation area is to protect areas rich in various wildlife such as Tapir, Sumatran Elephants, Deer and various other animals.

Potential is a series of abilities, abilities, strengths, or forces that have the possibility to be developed into a larger form. This form is usually obtained through development for welfare in people's lives (Majdi. 2007). Tourism potential can be in the form of everything that is found in good tourism objects in the form of natural beauty and culture that can support the development of tourist attractions so that it can be enjoyed by tourists. The beauty of nature is one of the tourist attractions that drive tourists to visit a tourist attraction, in a position that determines everything, the attraction must be designed and built and managed professionally, so that it can attract tourists to come, in general tourist attraction is based on resources which can cause a sense of pleasure, beauty, comfort, and cleanliness, and has special characteristics that are unique.

The potential found in the Way Kambas National Park Tourism Object has not been fully developed optimally because the facilities and accessibility contained in the Way Kambas National Park Tourism Object are inadequate, this is due to the many tourism potentials that can be developed. The manager of the Way Kambas National Park Tourism Object by the East Lampung Regency Tourism Office is quite difficult in setting priorities to explore the tourism potential in the Way Kambas National Park Tourism Object. It is necessary to identify the potential in Way Kambas National Park Tourism Object, so that it can be seen which tourism potential has been developed and tourism potential that has not been optimally developed by managers in the framework of planning and



developing Way kambas National Park in the future so that tourists visit will increase.

## **RESEARCH METHOD**

The method used in this research is descriptive method. Descriptive method is a method in the research of a group of people, an object, a condition, a system of thought, or a tourism class in the present. The purpose of this descriptive study is to make a systematic, factual and accurate description, description, or painting of the facts, characteristics and relationships between the phenomena studied.

The object of research in this study is the Tourism Potential of Way Kambas National Park in Sukadana, East Lampung Regency, Lampung Province. The research subjects in this study were Way Kambas National Park. To complete the data in this study requested the opinion of the manager of the Way Kambas National Park Tourism Object. The method of taking respondents is determined by quota sampling (quota sampling), which is a sampling method that has certain characteristics in accordance with the desired amount or quota (Sugiono, 2010). Variables in this study include: (1) natural panorama tourism potential. (2) Potential tourism that is social and cultural. Data collection uses observation, documentation, and interview techniques. Data analysis used is percentage analysis.

## **FINDINGS AND DISCUSSION**

### **A. State of Geographical Research Area**







- c. The South is bordered by Tanjung Bintang, Ketibung, Palas and Sidomulyo Districts, South Lampung Regency
- d. West is bordered by Bantul and Metro Raya Subdistricts, Metro City, and Seputih Raman District, Central Lampung Regency

Tourism Object Way Kambas National Park Labuhan Ratu District East Lampung Regency, with an astronomical location the Way Kambas National Park tourist attraction stretches at  $40^{\circ} 37' \text{LS} - 50^{\circ} 16' \text{LS}$  and  $105^{\circ} 33' \text{BT} - 105^{\circ} 54' \text{BT}$ . With an area of approximately 125,631.31 ha. Based on the Decree of the Minister of Forestry Number 144 / Kpts.II / 1991 dated March 13, 1991 declared as Way Kambas National Park. Distance from Labuhan Ratu Subdistrict with the entrance (plang ijo) which is around 5 km.

## 2. Physical Conditions of the Research Area

### 1. *Land Conditions*

Soil is the top layer of the earth which is a mixture of weathering of rocks and the bodies of living things that have died and decayed by the influence of weather, the remains of living things become weathered, their minerals decompose or release and then form fertile soil.

Way Kambas National Park attractions have soil types in class I with less sensitive classification Alluvial soil types, namely soil shaped from river deposits, swamp deposits and alluviated sediments resulting in soil fertility is very dependent on the surrounding area. (TNWK documentation).

### 2. *Topography*

Topography is one important aspect that must be considered in establishing a tourist attraction. Topography will affect accessibility. Flat topography conditions have a high level of accessibility compared to hilly and bumpy topographic conditions. If a tourist object has a high level of accessibility, it can provide transportation facilities to the location of the tourist attraction.

Good road conditions, paved and not bumpy and strategic location will make tourists happy to visit these attractions. The more tourists visiting, the faster the development of tourist attractions.

Therefore, the Way Kambas National Park Tourism Object is in great demand of tourists, because of its strategic location and high accessibility, making it easier for tourists to visit.

### 3. *Hydrological state*

In general, the condition of a hydrological system in an area can be reviewed and reviewed by looking at the watershed area.



The Watershed is an area bounded by ridges that hold rainwater and drain it through water channels, and then gather towards an estuary of rivers, seas, lakes or reservoirs.

In watershed management, the Way Kambas National Park area belongs to two watershed groups namely Abar-Kambas Watershed and Way Seputih Watershed. The rivers contained in the surrounding area are generally of slow flow and meander form, this is possible because of the height difference between the sea level and the low enough terrain. Based on the analysis of the National Land Agency (BPN), it is known that river bodies and swamps in Way Kambas National Park are approximately 4500 ha.

### 3. Socio-Economic Conditions of Population

#### a. Number and Population Density

Labuhan Ratu Subdistrict has a population of 44,344 people consisting of 22,935 men and 21,409 women with a total of 12,167 households (BPS East Lampung Regency 2015).

There are 11 villages in the sub-district of Pelabuhan Ratu. The most populous village is Rajabasa Lama Village, which has a population of 12,188 people or 26.86% of the entire population of Labuhan Ratu Subdistrict, with a density of 802.51 people / km<sup>2</sup>. This is because the location of Rajabasa Lama Village is active in activities.

#### b. Population Composition

The composition of the population is the depiction of population structure based on population grouping according to the same characteristics. (Ida Bagus Mantra, 2003: 23).

The composition of the population according to age group and gender of the population in Labuhan Ratu Subdistrict is dominated by the age group 15-19 years and 20-24 years, respectively 13.34% and 12.17%, the rest in the other age groups are relatively. The state of the population according to the level of education is the condition of the population based on the level of formal education taken. The level of formal education of the population is divided into elementary school (equivalent), junior high school (equivalent), high school (equivalent), Higher Education (Diploma and Bachelor).

The education level of the population in Labuhan Ratu Subdistrict, East Lampung Regency is dominated by the high school education level of 31.90%, but at the level of academic education (diplomma) and undergraduate namely 4,676 or



14.41% and 3,552 or 10.94% only a small percentage. The highest livelihoods are as farmers, namely 9,773 people or 41.86%. The large number of people who work as farmers is because in the area there are many rice fields or large plantations with types of rice, vegetables, and coffee and rubber plantations. The large number of people who make a living as farmers, directly residents of Labuhan Ratu Subdistrict participate in greening by planting various types of rice or other crops in the area

## **B. Tourism Potential of Way Kambas National Park**

In the utilization zone of existing potential is a natural tourist attraction such as wildlife management, lowland forest ecosystem, swamp ecosystem, and mangrove ecosystem, the area of utilization zone is 7,133,293 ha (5.7%). The utilization zone is a recreational place for tourists in the form of natural panorama tourism potential, and tourism potential that is social and cultural.

### **1. Natural Panorama Tourism Potential**

#### **1) *Elephant Conservation Center (PKG)***

The Elephant Conservation Center (PKG) is one of the attractions in Way Kambas National Park. The Elephant Conservation Center (PKG) is the most tourist-friendly destination, because PKG has interesting potential. The beauty of natural scenery, cool place makes tourists feel comfortable at the tourist attraction. The Elephant Conservation Center is located 9 km from the entrance to the signpost, with a 20-minute journey to use a 2-wheeled vehicle to a large bus.

Elephant Conservation Center (PKG) with trained elephants divided into Gajah Tangkap, Elephant Trainer, Elephant Attraction, Gajah Gajah, Elephant Patrol, Animal Rescue Elephant, and transportation equipment in the framework of Elephant Helper for Forest Fire Control. Several types of natural attractions with elephant main objects that can be enjoyed by tourists are:

Jungle tracking and safari night by tracing the location of the Elephant Conservation Center (PKG) by riding an elephant or by riding an elephant train, tourists can also see various skills possessed by elephants such as elephant joget, parade, kicking the ball, stepping over a row of humans lying and seeing elephants swim.

#### **2) *Sumatra Rhino Sanctuary (SRS)***

With a cage of 100 ha, divided into 10 plots surrounded by



electric fence to prevent disturbance of wildlife or to secure rhinos in the region. To facilitate access to rhino observations directly in their original habitat around the fence, a circular road has been made that can be passed by four-wheeled vehicles.

In 2012 there were 5 rhinos, which were rhino, namely Rhinoceros Bina (male rhino aged 27 years), Rhinoceros Rosa (female rhino aged 12 years), Badak Andalas (male rhino aged 12 years), Rhinoceros Queen (female rhino aged 13 years) , and Badak Andatu (male rhino aged 8 months). To be able to observe or see directly the activity of the rhinoceros must carry out a series of fairly rigorous processes established by the management because the Sumatra Rhino Asylum (SRS) is not open to the public. The goal is to maintain Sumatran Rhinos with their natural habitat.

3). *Way Kanan Resort*

The trip to the Way Kanan Resort tour will be accompanied by the manager on guard (picket) to keep things that are not wishing to be like attacks from wild animals. Tourism activities that can be enjoyed include research, forest exploration, observing flora and fauna, staying in the forest with officers. Tourists can also enjoy the trip by tongue boat / speedboat along the swamp takes 5-5 minutes to go to the elephant swamp, the tour activities carried out are observing wildlife.

4). *Kuala Kambas Beach*

According to Salihuddin Djalal Tandjung (1999: 09) "The beach is an area that is only a few tens or several hundred meters from the sea level during high tide, marked by sandy or entirely sandy land. Kuala Kambas Beach is one of the beaches that has a panoramic view of nature and an atmosphere worthy of being visited by tourists. The scenery presented by Kuala Kambas beach is still natural with a stretch of white sand around Kuala Kambas beach.

This beach is the boundary of the Way Kambas National Park. This location can be reached through two inner lanes and an outer lane.

- ❖ The path along the Way Kanan river from the pier to Kuala Kambas with a 2.5 hour journey.
- ❖ An outside route can be reached via Kuala Penet by boat or speed boat. The time taken is quite long, about 3 hours.

Tourists who will visit Kuala Kambas are charged with a relatively expensive fee of around Rp. 750,000 per ship. On the way to Kuala Kambas tourists can see the natural scenery



along the way, tourists will find wild animals that are still maintained by the ecosystem and along the way tourists will enjoy the beautiful and beautiful stretch of mangrove forest, the view of the open sea, small waves accompanied by wind the sea is so gentle that it adds to the beauty of the beach, swimming, and at the same time is involved in fishing activities.

5). *Resort Totoprojo*

Toto Projo Resort is one of the natural potentials located east of Way Kambas National Park, the Toto Projo Resort area is in Way Bungur Subdistrict, the accessibility to Toto Projo Resort is relatively easy from Way Bungur District about 13 km or 30 minutes journey to get to the office section II Way Bungur.

On the way tourists will pass through residential areas because this resort is close to the Way Bungur population. Because of its location adjacent to the population, Toto Projo Resort has conflicts or problems with the surrounding community, the problem is that wild animals such as Sumatran Elephants often enter community-owned agricultural areas and damage agricultural land such as rice, corn and cassava, this is very disturbing for the community. The role of the Forestry Police or Forest Police is very helpful for the community by conducting patrols around the border area.

6). *Flora and Fauna Way Kambas National Park*

Way Kambas National Park has a variety of biodiversity including its flora wealth. The types of plants that exist in the way of Kambas National Park can be grouped into three, namely:

- a) Lowland tropical rainforest
- b) Raw ecosystem
- c) Mangrove ecosystem

Keanekaragaman fauna kawasan Taman Nasional Way Kambas dikelompokkan menjadi empat yaitu:

- a) Mammals
- b) Primates
- c) Bird (aves)
- d) Fish

2. Tourism Potential that is Social and Cultural

a) *Performing Arts*

Regional art displayed at Way Kambas National Park attractions is a prayer dance and a bende musical instrument



or a kind of small gong musical instrument. The prayer dance is a typical Lampung dance used to welcome honored guests who visit at an event.

Sources of information from the management of Way Kambas National Park attractions, worship dance performances and *bende* or *canang* musical instruments in the Way Kambas National Park Tourism Object are still very rarely displayed, because this art performance is usually held when there are events or events. The big event was held in Way Kambas National Park, because this show was only used to welcome honored guests who visited an event held by Way Kambas National Park manager.

Modern art has been displayed at Way Kambas National Park attractions, namely music festivals such as *dangdut* and single *orogen* music. Modern performances are often displayed in the Way Kambas National Park Tourism Object, the *dangdut* music festival. Sources of information from the management of the Way Kambas National Park tourism object stated that modern art was held in certain ways such as the commemoration of Indonesia's independence day, and the welcome of the new year

b) *Handycrafts*

Handicrafts displayed on souvenirs are miniature elephants as a hallmark of Way Kambas National Park attractions. The source of information on the management of the Way Kambas National Park handicraft object is not only in the form of miniature elephants but there are also handicrafts such as filter cloth which is often used for traditional events, and typical batik in Lampung. This is very petrifying the development of tourism objects, because in addition to opening jobs for the community is also a characteristic of Way Kambas National Park attractions.

c) *Lampung Traditional House*

Other cultural potential that is quite interesting is the building or facilities that exist in Way Kambas National Park attractions with architecture

Lampung traditional house (*Nuwo Sesar*) and is often referred to by the community as a stilt house. The building functions for prayer rooms, lodging places, security posts and so on that are built using wood by utilizing the surrounding area. Lodging in the Way Kambas National Park is an accommodation facility that is built with the architecture of the traditional house of Lampung (*Nuwo Sesar*), in addition to preserving the typical culture of Lampung that is commonly called a community around the house on stilts. The aim is to



prevent unwanted things like the arrival of wildlife at the inn.

### C. Description of Primary Data of Research Results

#### 1. Age and Gender of the Manager

The results of the study, the age of the Way Kambas National Park tourism object manager is 18-64 years. All managers, as many as 10 respondents, are in the productive age group. The highest number of respondents is in the age group 34-49 years, which is numbered 7 respondents or 70%. This shows that Way Kambas National Park attractions have strong work both in the field or at the Way Kambas National Park (TNWK) hall.

#### 2. Management Education

Most managers have the last level of education graduated from high school / equivalent that is 4 respondents (26.67%) and graduated from Higher Education that is 11 respondents (73.33%), from these data the level of education of managers is very high because the management graduated from college was hired at Way Kambas National Park hall in accordance with the position of the manager.

### D. Tourism Potentials that have been Developed and that have not been Optimally Developed.

To find out the tourism potential that has been developed and which has not been developed by the manager, can be seen in the following table:

No	Type of Potential Tourism	Tourism Potential that Has Been Developed Optimal	Tourism Potential is not Yet Developed Optimal
1.	Nature Panorama Tourism Potential	<ul style="list-style-type: none"> <li>➤ Elephant Conservation Center (ECC).</li> <li>➤ Sumatra Rhino Sanctuary (SRS).</li> <li>➤ Way Kanan Resort.</li> <li>➤ Preservation of flora and fauna.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Kuala Kambas Beach.</li> <li>➤ Resort Toto Projo.</li> </ul>
2.		<ul style="list-style-type: none"> <li>➤ The building /</li> </ul>	



Characteristic Tourism Potential Social and Culture	<p>facade is in the form of a traditional house.</p> <p>➤ Souvenirs in the form of miniature elephants</p>	<p>➤ Regional art performances.</p> <p>➤ Handicraft exhibition.</p>
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**Table 1.** *Tourism Potentials that have been developed and that have not been optimally developed.*

## CONCLUSION

Based on the results of research on the Tourism Potential of the Way Kambas National Park Sukadana, East Lampung Regency, Lampung Province, there are several things that can be concluded by the author as follows:

1. Tourism Object Way Kambas National Park has two types of tourism potential namely:
  - 1) Natural panorama tourism potential consisting of Elephant Conservation Center (PKG), Sumatra Rhino Sanctuary (SRS), Way Kanan Resort, Kuala Kambas, Sesort Totoprojo, and types of flora and fauna diversity.
  - 2) Social and cultural tourism potential consisting of traditional art performances and modern arts, handicrafts in the form of miniature elephants, songket cloths and traditional Lampung houses.
2. The tourism potential that has been developed by the manager to attract tourists to visit the Way Kambas National Park tourist attraction which is all tourism potential or 10 tourism potentials found in Way Kambas National Park attractions. There are 10 tourism potentials, there are 6 tourism potentials that have been optimally developed, namely PKG, SRS, Way Kanan Resort, Flora and Fauna Preservation, traditional house building, and miniature elephant souvenirs. However, there are 4 tourism potentials that have not been optimally developed by the manager, Kuala Kambas Beach, Toto Projo Resort, regional art performances and modern arts that have not been routinely displayed to attract tourists to visit the Way Kambas National Park attractions, and handicraft exhibitions. still very rarely displayed



## RECOMMENDATIONS

Based on the results of the research that has been done, the following are suggested:

- 1) It is recommended to the manager to improve the development of natural panorama tourism potential in the Way Kambas National Park tourism object optimally, namely with efforts to improve the existing potential.
- 2) It is recommended for managers to cooperate with other parties to hold art shows and handicraft exhibitions.
- 3) It is recommended to the manager, the government of East Lampung Regency and the Tourism Office to be able to work together in increasing promotion on the mass media, both print media and electronic media

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