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THE FEASIBILITY OF THE CUKU NYINYI MANGROVE FOREST TOURIST ATTRACTION OBJECT IN SIDODADI VILLAGE, PESAWARAN DISTRICT

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ABSTRACT

The feasibility of tourist attractions in mangrove forests can create good economic opportunities, increase regional income and expand employment opportunities for surrounding residents. This study aims to analyze the feasibility of tourist attractions in the Cuku Nyinyi Mangrove Forest. Data collection is in the form of a survey by distributing questionnaires to tourists. Data analysis uses a scoring method based on the Guidelines for Analysis of Operational Areas of Natural Tourism Objects and Attractions of the Directorate General of PHKA in 2003. The results of the study showed that the attraction received a feasibility index of 78%, accessibility 86%, amenities 75% and additional services 85% so that the overall average is 81% which is included in the category of feasible to be developed. The level of feasibility of the four components shows that it is feasible to be developed, but there are still some shortcomings that need to be further developed in each component.

Keywords: *tourism, mangroves, attractiveness, traveler*

INTRODUCTION

Mangrove forests are a type of flora that thrive in muddy, humid places, and are affected by the ebb and flow of sea water, such as in river estuaries or on the coast (Saptutyningsih, 2023). The shape of the roots that emerge from the soil is one of the characteristics that distinguishes mangrove forests from other types of forests and gives them their own appeal (Husien and Junaidinsyah, 2024). This forest is one of the biodiversity areas that has many potential benefits, especially for human life (Harefa et al., 2024). When viewed from various broad aspects, mangrove forests offer various ecological and economic benefits that are very potential to be developed (Nanlohy and Masniar, 2020).

From an economic perspective, the beauty of mangrove forests makes them suitable for use as tourist attractions. For a tourist attraction, beauty alone is not enough because it also requires an attraction in it which is very important for future development. This attraction cannot run by itself without additional components, such as easy access and facilities that are suitable for use (Lebu et al., 2019). One of the keys to success in increasing the number of visitors is the existence of tourist attractions (ODTW). A visitor will be motivated to visit a tour if they are presented or offered the attractions in it (Ardiansyah and Ratnawili, 2021).

Tourist attractions can be said to be unattractive if only a few visitors visit (Sugiarto and Prasetyo, 2023). This is in line with the results of research (Susianto et al., 2022) which states that tourists' decisions to visit a tourist destination are influenced by its attractions, the more attractions there are, the greater the likelihood of visits. Analysis of the feasibility of tourist attractions, especially in mangrove forests, is considered to be able to create good economic opportunities and increase regional income and expand employment opportunities for

residents in the mangrove area (Fausiah, 2018). The purpose of this study was to analyze the feasibility of tourist attractions in the Cuku Nyinyi Mangrove Forest.

METHOD

This research was conducted in October-December 2024. The location of this research is in the Cuku Nyinyi Mangrove Forest, Sidodadi Village, Teluk Pandan District, Pesawaran Regency, Lampung Province. The tools used were stationery, cellphones, voice recorders and laptops, while the materials used were questionnaires. Data were collected by distributing questionnaires to visitors using the accident sampling technique. The sample was determined by chance, namely anyone who happened to meet the researcher and was considered to meet the required sample criteria (Mapa et al., 2018). The sample criteria used were visitors aged 18-50 years and had visited the Cuku Nyinyi Mangrove Forest. The number of respondents used in the ODTW analysis was determined using the Slovin Formula.

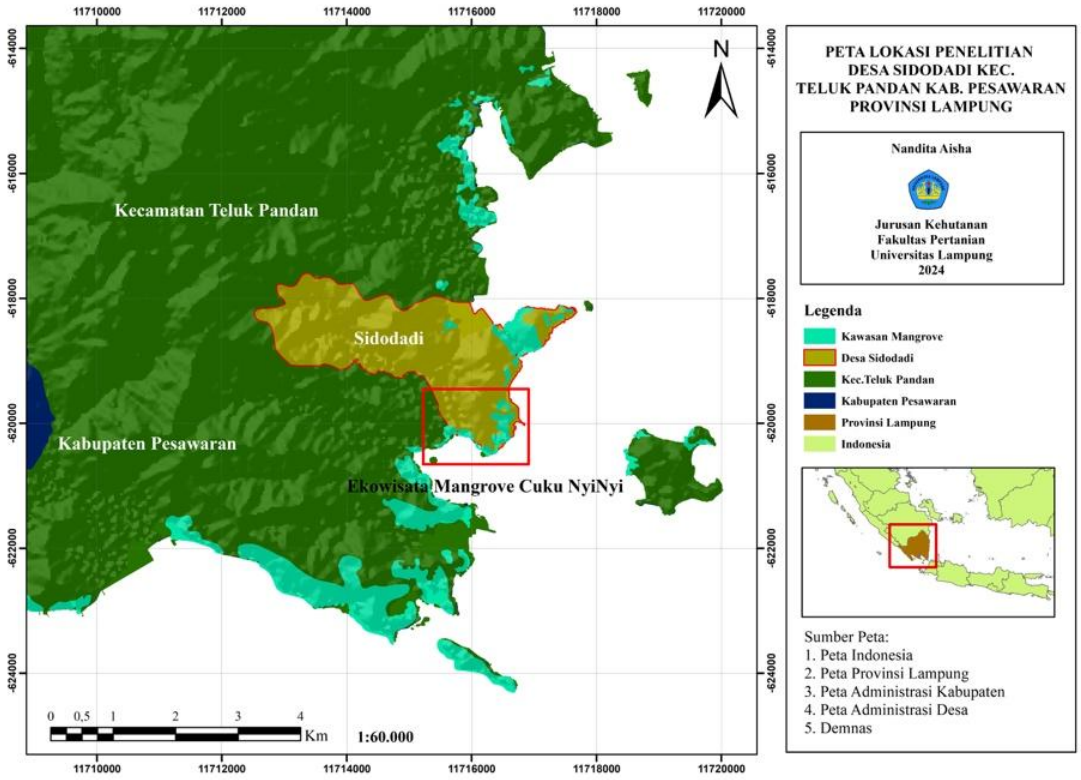

Figure 1. Map of research location.

$$n = \frac{N}{1 + Ne^2}$$

Description:
n = Number of people sampled
N = Number of visitors in the previous year, 2023 (people)
E = Tolerable error rate (10%)

$$n = \frac{441}{1 + (441 \text{ x } 0{,}1^2)} = 82$$

A total of 441 visitors, which is the number of visitors in 2023, were used as the visitor population in calculating the Slovin Formula. From the results of the Slovin Formula calculation, the sample obtained was 82. The method used in the ODTW analysis is the scoring method based on the Guidelines for Analysis of Operational Areas of Natural Tourism Objects and Attractions of the Directorate General of PHKA in 2003. These guidelines are adjusted to the values that have been determined for each criterion in the Cuku Nyinyi Mangrove Forest. Tourist attraction objects (ODTW) are seen from the 4A components of tourist attractions, accessibility, supporting facilities (amenity), and additional services (ancillary). This analysis begins by calculating the total value for one ODTW criterion which can be calculated using the following equation:

$$S = N \times B$$

Description:
S = Score/value of a criterion
N = Number of values in the criterion
B = Weight of value

If the value calculation for each ODTW criterion has been carried out by calculating the level of feasibility of each value or criterion that has been calculated and obtained in the initial step using the formula (Karsudi et al., 2010):

$$\text{Eligibility percentage} = \frac{S \times 100}{S \text{ maximum}}$$

Description:
S = Score/value of a criterion
S maximum = Maximum score for each criterion

The feasibility index of a tourist attraction is divided into three levels as follows (Karsudi et al., 2010):

1. Feasibility level > 66.6% = Feasible for development
2. Feasibility level 33.3% - 66.6% = Not yet feasible for development
3. Feasibility level <33.3% = Not feasible for development

The elements of attraction used are prominent natural resources, variety of tourism activities, cleanliness, comfort, security and sensitivity of natural resources. The attraction criteria has the highest weight of all other criteria variables, namely 6 (Table 1).

Table 1. Elements, values and weights of attraction variables

No.	Element	Value					Weights
1.	SDA stands out	5 points	4 points	3 points	2 points	1 points	
	Flora Fauna Rock Natural symptoms Water	30	25	20	15	10	6
2.	Tourism activities Enjoying the beauty of nature Tracking	30	25	20	15	10	6

	Photography Research/Education Camping						
3.	Cleanliness of tourist attractions (not influenced) by: Settlements Industry Garbage Transportation network Vandalism (graffiti)	30	25	20	15	10	6
4.	Comfort Free from noise Cool air No disturbing public traffic Good service to visitors No garbage	30	25	20	15	10	6
5.	Security No theft No illegal logging No pests No dangerous diseases such as malaria No dangerous sites	30	25	20	15	10	6
6.	Sensitivity of natural resources Knowledge value Cultural values Treatment values Trust value	-	30	25	20	10	6

Source: Modification of the Guidelines for Analysis of Operational Areas and Natural Tourist Attraction Objects (ADO-ODTWA) Directorate General of PHKA (2003)

The elements of accessibility are the condition and distance of land roads, road type and travel time from the city/district center with a weighting of 5 (Table 2).

Table 2. Elements, values and weights of accessibility variables

No.	Element	Value				Weights
1.	Road conditions	Good	Enough	Not enough	Bad	5
		30	25	20	15	
2	Road distance	<5 km	5-10 km	10-15 km	>15km	5
		30	25	20	15	
3.	Road type	Wide asphalt >3m	Wide asphalt <3m	Rocky road	Dirt road	5
		30	25	20	20	
4.	Traveling time	1-2 hours	2-3 hours	3-4 hours	>5 hours	5
		30	25	20	20	

Source: Modification of the Guidelines for Analysis of Operational Areas and Natural Tourist Attraction Objects (ADO-ODTWA) Directorate General of PHKA (2003)

The amenity criteria have a weight of 3 and the facilities section consists of elements such as restaurants, markets, prayer rooms, public transportation and toilets. Then, for the infrastructure section, it consists of the existence of decent roads, electricity, trash bins and good internet connection conditions (Table 3).

Table 3. Elements, values and weights of amenity variables

No.	Element	Value					Weights
1.	Facilities	>4 points	4 points	3 points	2 points	1 points	
	Shops/restaurants Markets Places of worship Public transportation Toilets	30	25	20	15	10	4
2.	Infrastructure						
	Road networks Electricity networks Clean water Telecommunication networks Waste disposal systems	30	25	20	15	10	4

Source: Modification of the Guidelines for Analysis of Operational Areas and Natural Tourist Attraction Objects (ADO-ODTWA) Directorate General of PHKA (2003)

Additional service elements include management, language skills and tourist services with a weighting of 4 (Table 4).

Table 4. Elements, values and weights of additional service variables

No.	Element	Value				Weights
1.	Management	4 points	3 points	2 points	1 point	
	Planning Organizing Implementation Control and utilization	30	20	15	10	4
2.	Language skills Local area Indonesian English Other foreign	30	20	15	10	4
3.	Tourist services Friendliness Readiness Ability Communication skills	30	20	15	10	4

Source: Modification of the Guidelines for Analysis of Operational Areas and Natural Tourist Attraction Objects (ADO-ODTWA) Directorate General of PHKA (2003)

RESULTS AND DISCUSSION

Attraction

Tourist attractions are a very important part to attract visitors to come (Sukadi et al., 2024). The results obtained from the six elements contained in the attraction criteria, in the natural resources element which dominates with a value of 10 and a total score of 60. The natural resources that dominate in this tourist attraction are the flora of 3 types of mangroves, namely Rhizophora stylosa, Rhizophora mucronata and Avicennia alba (Figure 2). The existence of good quality flora has a contribution to the implementation of special interest tourism (Fatimah, 2017). The tourism activity element shows a value of 25 and a total score of 150 which includes several tourism activities such as enjoying the beauty of nature, photography, tracking and research or education. This tour is also equipped with a photo spot in the form of a replica Eiffel Tower which is an attraction for tourists to visit and take pictures (Figure 3).

a b c

Figure 2. Types of mangroves in the Cuku Nyinyi Mangrove Forest (a. *Rhizophora stylosa*; b. *Rhizophora mucronata*; c. *Avicennia alba*).

Figure 3. Eiffel tower replica.

The cleanliness element of the tourist spot shows results with a value of 30 and a total score of 180 because the condition of this tourist attraction is free from the influence of residential

and industrial waste, garbage, vandalism (graffiti) and transportation networks around the tourist attraction. In terms of cleanliness, this tourist attraction is equipped with quite a lot of trash boxes in almost every corner of the place there (Figure 4).

Figure 4. Trash box.

In the tourism comfort section, it gets a score of 30 and a total score of 180. The surrounding environment is free from noise, cool air, no garbage, and no traffic disturbances because it is far from the highway. Because it will affect the decision and motivation of tourists to return, visitor comfort is an aspect that needs to be considered by tourism managers (Marcelina et al., 2018). The tourism security component with a score of 30 and a total score of 180. There is no risk of robbery, illegal logging, pests, deadly diseases such as malaria, or dangerous locations that can endanger the safety of tourists while traveling. Regarding the utilization of natural resources in this tourist area, it is still limited to the value of knowledge, so the element of natural resource sensitivity gets a score of 10 and a total score of 60. In other values such as culture, medicine or beliefs. This is still not optimal because the key to developing tourism products that attract tourists is the diversity of culture and customs of an area (Zulharman et al., 2017).

The calculation of the six elements in the attraction criteria (Table 5) produces an overall value of 140 and a total score of 840. If visitors are not given something that has its own characteristics (unique), beautiful, and original, they may have a negative impression of the place (Wiradiputra and Brahmanto, 2016). The quality offered by natural tourist destinations is one of the elements that influences the pleasure and trust of visitors (Brahmanto and Hamzah, 2017).

Table 5. Results of assessment of attraction variables

No.	Element	Weights	Value	Total score
1	Prominent natural resources	6	20	120
2	Tourism activities	6	25	150
3	Cleanliness of tourist attractions	6	30	180
4	Tourism comfort	6	30	180
5	Tourism safety	6	25	150
6	Natural resource sensitivity	6	10	60
	Total		140	840

Accessibility

Because the road conditions to the tourist destination are in good condition and suitable for various types of vehicles, the road condition component scores 30 out of a possible 150. Because it will affect how easy or difficult it is to find a tourist location, good road conditions and access are very important (Fatmaningtyas et al., 2016). With a total score of 75, the distance component from the city center scores 15 (the lowest) because the distance is -+ 19 kilometers from Bandar Lampung City. This is in line with research conducted at Puncak Tinambung Nature Tourism which also has a distance from the center of Makassar City >15 km, which is 30 km which is included in the lowest group (Molo et al., 2020). When compared to other tourist attractions in Bandar Lampung, Cuku Nyinyi is one of the closest and not too far from the city center. For the type of road, it gets a score of 30 and a total score of 150 because the route used to the tourist attraction is already an asphalt road with a width of >3 m (Figure 5).

Figure 5. Asphalt road to tourism.

For road conditions, especially around the parking lot, it is still in a soil condition where when it rains it will be quite disturbing to the comfort of tourists. The travel time element gets a value of 30 with a total score of 150 because the travel time required if measured from the center of Bandar Lampung City only takes about 1 hour. Based on the overall results, the total value of the four elements in accessibility is 105 and the total score is 525 (Table 6).

Table 6. Results of assessing accessibility variables

No.	Element	Weights	Value	Total score
1	Road conditions	5	30	150
2	Road distance	5	15	75
3	Road type	5	30	150
4	Traveling time	5	30	150
Total			105	525

Amenities

The facility criteria with a total score of 80, scored 20 because the tourist attraction only has toilets, prayer rooms, and places to eat. In addition, the market is located far from the tourist attraction and there is no local public transportation that passes or surrounds the tourist attraction, so visitors must bring their own vehicles. Toilet facilities are free of charge for visitors who want to urinate/defecate, but visitors who want to use it for bathing must pay IDR 3000 (Figure 6). Food stalls are managed by local residents and are located about 300 meters from the tourist attraction (Figure 7).

Figure 6. Toilet.

Figure 7. Food stall.

In the infrastructure section, it gets a score of 25 out of 100, even though there is no electricity network, it already covers everything from waste or garbage disposal, clean water, road networks, to telecommunications networks. Because the availability of facilities needed by visitors while at a tourist attraction affects their comfort and happiness, the amenity criteria are equally important (Dewanti et al., 2023). Tourists' decisions to visit a tourist destination are positively influenced by the availability of facilities (Mulyantari, 2021). The combined sum of the two elements in this amenity criterion produces a score of 45, and the total score is 180 (Table 7).

Table 7. Results of assessment of amenity variables

No.	Element	Weights	Value	Total score
1	Facilities	4	20	80
2	Infrastructure	4	25	100
	Total		45	180

Ancillary

The management form already includes planning, organizing, implementing, controlling, and utilizing, so the management element gets a score of 26 out of 105. However, several respondent interview results show complaints that the planning aspect has not been fully implemented, especially in the aspect of parking lot planning which is still inadequate for four-wheeled vehicles, especially when the number of visitors is large. (Figure 8).

Figure 8. Parking lot.

Based on interview findings, Pokdarwis and the local community have worked together to plant mangrove seeds for commercial sale, although in limited quantities. Because the management can speak three different languages, namely Indonesian, English, and Javanese, the language ability element scored 20 out of a possible score of 80. Based on respondents' answers, the management's services include friendliness, readiness, ability, and communication skills; thus, the additional service aspect scored 30 with a total score of 120. When viewed from the three components, additional services have a combined score of 76, so that the total score is 305 (Table 8). This additional service element requires more optimal improvement regarding the placement of security officers in the tourist area, so that they are not only on duty at the counter outside the tourist area for the safety and comfort of visitors. Managers who provide excellent service to visitors will give a positive impression, improve the visitor experience, and attract visitors to come back again (Dharta et al., 2021).

Table 8. Results of assessment of additional service variables

No.	Element	Weights	Value	Total score
1	Management	4	26	105
2	Language skills	4	20	80
3	Tourist services	4	30	120
	Total		76	305

Feasibility of Cuku Nyinyi Mangrove Forest Tourist Attraction Object

For the attraction element, the index result is 78% which is included in the category of feasible to be developed. Based on the calculation results with a value of 140, the total score is 840 and the maximum score is 1.080. Four of the six components of tourism objects, namely cleanliness, comfort, tourism activities, and security, are worthy of being improved because the overall value and score are high. In addition, two aspects of natural resource sensitivity, especially the existence of mangroves, need to be further developed. These aspects not only include knowledge values, but also cultural values, medicinal values and belief values. This is a characteristic of the Pesawaran area, especially in Sidodadi Village, to be able to attract more visitors to the Cuku Nyinyi Mangrove in the future. The existence of the mangrove forest in this tour, although it does not contain four values as a whole, has also been equipped with a replica Eiffel Tower surrounded by touches of Lampung Tapis motifs to be used as a photo spot for visitors who want to capture moments while on tour.

In addition to being used for tourism and education purposes, the use of mangroves still needs to be developed and researched further. The active ingredient content in mangroves has the potential to be a traditional medicine for several types of diseases, but has not been widely socialized. Knowledge in the use of mangroves as medicine is very important, especially for the health of coastal communities themselves (Susanti et al., 2022). In addition, in the economic aspect, mangroves are also utilized for non-timber products such as leaves, stems, fruits and flowers (Wulandari et al., 2023). Through optimal utilization of mangrove forest products, it will have a positive impact on the economy of communities around the coast (Naibaho et al., 2023). In terms of visitor safety, security needs to be improved by installing fences on the tracking board. With a total score of 525 and a maximum score of 600, the accessibility criteria scored 105, making it the highest index result of all indexes, namely 87%, making it worthy of being developed. The condition of the paved road and good access to tourist attractions and easy routes, plus a short travel time, are advantages that increase the value and accessibility score of this tourist destination that needs to be developed. However, the development of the road from the residential area to the tourist entrance still requires further improvement, because the current condition is still not suitable because it is still muddy ground.

The amenity criteria scored 45 with a total score of 180 and a maximum score of 240, resulting in an index of 75%, which is feasible to develop. This is because it includes the availability of several facilities, but regarding the provision of homestays around tourist attractions, they have not been provided for tourists until now. The existence of homestays is important to increase the level of visits from both local and foreign tourists who want to vacation for a long time (Tenda et al., 2022). Improvements related to lighting needs are also still absent, both in toilets and in other parts of the tourist area, so it still requires attention from managers to add lights to the tourist area, especially in toilets. The additional service criteria scored 76, so that the total score was 305 with a maximum score of 360, so that the index was 85% which was included in the category of potentially feasible to develop. In terms of additional services, especially regarding management, it is necessary to further improve the planning of tourism that visitors complain about, namely the narrow parking area. Congestion and accumulation of vehicles will arise due to inadequate parking areas to accommodate optimal vehicles (Nenobais and Lada, 2017). Overall, tourism services have achieved good ratings and scores, which of course can increase visitor comfort during their trip and be a consideration for visitors who are planning a visit. The final results of the feasibility of this tourist attraction object show that the feasibility index of Cuku Nyinyi is 325%, with an average of 81%, so it is worthy of being developed (Table 9). Tourist objects that are worthy of being developed have a big influence on both visitors who are on vacation and the community around the tourist attraction (Rosmawati, 2022).

Table 9. The feasibility of the Cuku Nyinyi mangrove forest tourist attraction

No.	Element	Weights	Value	Total score	Max score	Index (%)	Description
1	Attractions	6	140	840	1.080	78	Worth developing
2	Accessibility	5	105	525	600	87	Worth developing
3	Amenities	4	45	180	240	75	Worth developing
4	Additional services	4	76	305	360	85	Worth developing
	Total					325	Worth developing
	Average					81	

CONCLUSION AND SUGGESTIONS

The feasibility assessment of ODTW in Cuku Nyinyi Mangrove Forest resulted in an attraction index value of 78%, accessibility obtained the highest index value among all criteria, which was 87%. Amenities obtained a feasibility index value of 75%, and additional services obtained an index value of 85%. All criteria are included in the category of being feasible to be developed with the final result of the feasibility calculation for the four components being 325%, with an average of 81%. The suggestions given are the need to improve facilities such as repairing the road to the tourist entrance, parking area and adding a guardrail on the tracking board.

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