

FINAL PROJECT

**MARINE TOURISM HANDLING BY JUKUNG
TOURISM COMMUNITY AT GILIMANUK BAY
JEMBRANA BALI**



POLITEKNIK NEGERI BALI

Ni Putu Pranitin Jayanthi

**TOURISM DEPARTMENT
BALI STATE POLYTECHNIC
BADUNG
2022**

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POLITEKNIK NEGERI BALI

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**TOUR AND TRAVEL OPERATION
STUDY PROGRAM
TOURISM DEPARTMENT
BALI STATE POLYTECHNIC
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This final project is submitted to fulfill one of the requirement to complete the Degree of Tour and Travel Operation Study Program at Tourism Department, Bali State Polytechnic

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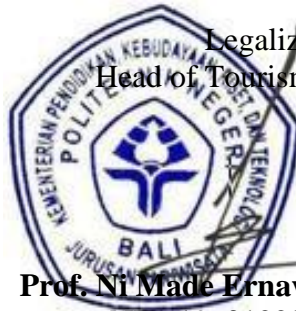
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STATEMENT OF ORIGINALITY

The undersigned below :

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I hereby declare that my final project entitled :

**“MARINE TOURISM HANDLING BY JUKUNG TOURISM
COMMUNITY AT GILIMANUK BAY JEMBRANA BALI”**

thereby free from plagiarism. If these statements are proven untrue, I am ready to bear the risk or any sanctions imposed on me in accordance with regulation.

Hereby I made this statement letter to be used properly.

Badung, September 2022
Who made the statement,



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ACKNOWLEDGMENT

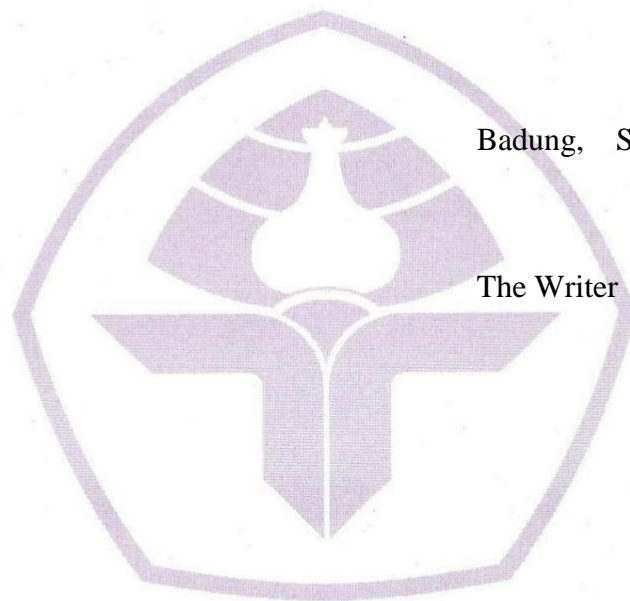
I would like to express my deepest thanks to God for the blessing in completing this final project with the title “Marine Tourism Handling by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali” properly and on time. This final project was made to describe how to handle marine tourism by Jukung Tourism Community at Gilimanuk Bay Jembrana and the obstacles faced by Jukung Tourism Community.

During the preparation of this final project, the writer had some problems. But there are many individuals who have generously supporting the writer to solve the problems. In this opportunity, I am deeply thankful to :

1. I Nyoman Abdi, SE. M.eCom, as Director of Bali State Polytechnic, for the opportunity to gain knowledge at Bali State Polytechnic.
2. Prof. Ni Made Ernawati, MATM., PhD, as Head of Tourism Department, who has contributed during the completion of this final project.
3. Dr. I Gede Ginaya M.Si, as Secretary of Tourism Department, for a lot of useful knowledge during the period of writer’s study.
4. Drs. I Wayan Basi Arjana, MITHM, as Head of Tour and Travel Operation Study Program, for the guidelines of this final project.
5. Dra. Ni Made Rai Erawati, M.Par, as Coordinator of Job Training for supporting the writer in the implementation of job training.
6. Dr. I Ketut Budarma, M.Par., MMTHRL, as First Advisor who has provided guidance and advice in completing this final project.

7. Drs. I Nyoman Meirejeki, MM, as Second Advisor who has provided motivation and direction in completing this final project.
8. All lecturers of the Tourism Department at Bali State Polytechnic for the education to the writer.
9. Drs. I Komang Wiasa, M.Si, as Head of Tourism and Culture Department of Jembrana Regency, who has given the writer an opportunity for a job training at Tourism and Culture Department of Jembrana Regency and gain information related to this final project.
10. I Komang Gede Hendra Susanta, SS, as Head of Tourism Sector for direction and information during the period of writer's job training at The Tourism and Culture Department of Jembrana Regency.
11. All staff of The Tourism and Culture Department of Jembrana Regency who have given the writer information related to this final project.
12. Mr. Djamalam Siburian as Chairman of Jukung Tourism Community for the help and gives a lot of useful information related to this final project.
13. All members of Jukung Tourism Community who have been given the writer information related to this final project.
14. My beloved parents, Mr. Wirawan and Mrs. Suyani, who always love and support the writer every single day during the completion of this final project.
15. My best friends, Wina, Rossita and Tyas for the encouragement during the completion of this final project.
16. All parties who cannot be mentioned for supporting during the completion of this final project.

The writer realized that this final project was still imperfect due to the limited ability of the writer. Then the writer apologizes for any inconvenience caused. The writer hopes for criticism and suggestions from the readers in order to make it better. Hopefully this final project can help all parties who need to gain more knowledge or those who want to carry out further research.



Badung, September 2022

The Writer

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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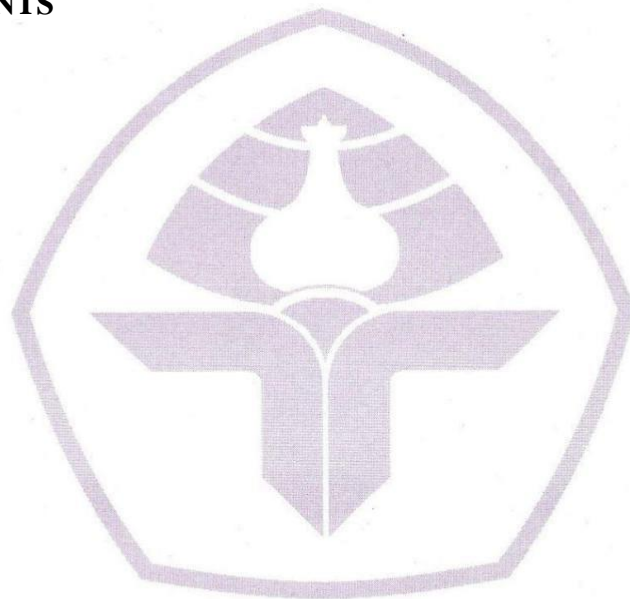
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Attachment 2 : Pre-Research Interview Transcript

Attachment 3 : Visit Data of Jembrana Tourist Attraction on April 2022

Attachment 4 : Visit Data of Jembrana Tourist Attraction on May 2022

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Attachment 6 : Interview Transcript

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Culture Department of Jembrana Regency



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CHAPTER I

INTRODUCTION

A. Background

Tourism is part of civilization, tourism has changed a lot of things in the world. Now there are many industrial sectors made up of businesses that aid other businesses in manufacturing. Tourism is a profitable sector and potential to develop as an asset which is used as a source of generating for the Nation and the State. The tourism industry is recognized as one of the biggest income providers for many developing countries. Indonesia is a tourist developing country (Wiratama, 2014:76). Indonesia has natural attractions and cultural diversity. It is developed into a tourist destination as a tourism sector. Tourism in Indonesia is one of potential economic activities that can increase economic activity, including other sector activities so the employment, community income, regional income and state income, as well as foreign exchange earnings.

One of nature based tourism is marine tourism. The water areas can develop an activity that can be enjoyed by the local community as a natural recreation. Water-based tourism activities include sailing, fishing, surfing, boating, scuba-diving, snorkeling, big game fishing and motorized sports (Jonas, 2019:2). However, it is important to determine the kind of marine activities which will be in accordance with the geographical conditions of the territorial waters. In Indonesia, one of the islands which has marine tourism is the island of Bali. A lot of media introduce and describe Bali as a heaven on

earth. Bali Island is situated in the east of Java and the west of the Lesser Sunda Islands in the Indonesia Archipelago. Bali is about 5,636.66 km² which is surrounded by small islands around it, those are Nusa Penida Island, Nusa Ceningan Island, Serangan Island, and Menjangan Island. Bali is known as a famous tourist destination with the name “The Island of Paradise” because of the wild and natural environments. The island of Bali has a fairly long coastline and it is surrounded by small islands, which has an impact on the diversity of coral reefs and marine life that can exist in Bali's water areas. Bali has many marine tourism with different characteristics as a national and even international tourist attraction.

Marine Tourism is a recreational activity that utilizes the potential of a water area to enjoy the beauty of nature in there. Marine tourism requires consideration of planning the facilities that will be placed around the water area. This is to avoid conflicts over the use of water areas for different marine tourism activities. The famous marine tourism destinations in Bali are The Pemuteran Area of Buleleng Regency, Tulamben in Karangasem Regency and Gilimanuk Bay in Jembrana. Gilimanuk is a strategic area for tourist destinations in Bali. The location of Gilimanuk Bay is close to Gilimanuk Harbor which is the land entrance to Bali and passed by many people, both local and foreign tourists. Every day, there are thousands of ferry trips carrying away passengers and vehicles toward Java Island through Gilimanuk Harbor in Bali. Gilimanuk Bay is one of the tourist attractions at Gilimanuk. The other tourist destinations are the religious tourism of Segara Rupek Temple and

scientific tourism in the form of the Archaeological Museum. The Government of Jembrana Regency has identified the potentials of marine tourism in western part of Bali. One of them is Gilimanuk Bay, located in the jurisdiction of The Jembrana Government. Gilimanuk Bay has been officially appointed as a tourism destination organized by local community based on The Decree of Head Gilimanuk Urban Village Number 12 /2018 (See Attachment 1).

Gilimanuk Bay is a nature based tourist attraction located in Jembrana. Gilimanuk Bay is a most common dive site near Gilimanuk Harbor. Gilimanuk Bay is not only famous for the dive site, there is a Siva Park near Gilimanuk Bay. Siva Park is a man made tourist attraction located in Gilimanuk. In Siva Park there is an iconic statue of Lord Siva with Blue Color, the statue is a famous iconic photo spot near Gilimanuk Bay because of that Gilimanuk Bay nominated by local people as a good tourist destination to visit. The retribution of Gilimanuk Bay is managed by The Tourism and Culture Department of Jembrana Regency. They managed culinary businesses by local trade which were located at Gilimanuk Bay. Gilimanuk Bay is a famous nature tourist attraction in Jembrana. There are many underwater flora and fauna at Gilimanuk Bay. Gilimanuk Bay has an average depth of around 5 m and does not have waves. The flow of water from the Bali Strait into the bay has many plankton & other nutrients that feeds and nourishes the inhabitants at Gilimanuk Bay. The inhabitants are rare fish such as frogfish, seahorse, and cardinal fish and many others. Because of the rare fauna, Gilimanuk Bay is also known as a "secret bay". There are 3 small islands around Gilimanuk Bay

namely Kalong Island, Bird Island and Gadung Island. The nature view and mangroves areas of West Bali National Park around Gilimanuk Bay offer several tourism activities such as dory tours, snorkeling, fishing and diving. As a tourist attraction, there are several activities that can be developed to improve marine tourism at Gilimanuk Bay, such as fishponds and water bike rides. Water bike rides are in great demand in marine tourism because of the affordable prices and fun. Fishponds can be another interesting photo spot at Gilimanuk Bay.



Figure 1.1 Nature Tourism at Gilimanuk Bay

Source: Personal Document

At Gilimanuk Bay, the most interesting marine tourism activity is dory tours (See Attachment 2). The dory tour is very famous by the local people of Jembrana. Based on visits data from April to June 2022 that was obtained by The Tourism and Culture Department of Jembrana Regency, there are 4645 local tourists visiting Gilimanuk Bay Jembrana Tourist Attraction (See Attachment 3, 4, & 5). It means Gilimanuk Bay has a good popularity in Jembrana especially.

The dory tour which in Indonesian known as “naik jukung” is a very popular tour for local people who visit Gilimanuk Bay. Marine tourism in the island of Bali has a positive impact for local peoples who are formed into communities in coastal areas. Various activities at Gilimanuk bay such as dory tour, snorkeling, diving are common forms of tourism that drives the local economy. The community initiatives to participate in facilitating development or tourism development is enhanced through the role of a local community increase the generating income and improve the economy of local communities. One of the communities at Gilimanuk Bay is Jukung Tourism Community which handles the dory tour, snorkeling and fishing.

Empowered communities will become a quality of human resources to improve destination management. Therefore, Jukung Tourism Community which is a local community empowerment and one of providers of marine tourism activities at Gilimanuk Bay will certainly be a promising asset in the future if they have a professional management. But in reality, Jukung Tourism Community does not yet have a standard for managing levy fees for marine tourism activities which are carried out at Gilimanuk Bay. Levy management is a standard that must be regulated properly. Based on the background of the problem above, the title of the research is "Marine Tourism Handling by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali.

B. Formulation of The Problem

The handling of marine tourism has a broad scope, therefore in this final project only discuss about dory tours as the most interesting marine tourism

activity at Gilimanuk Bay. Based on the statement of the background, the formulate of main problems of the final project as follows :

1. **How is the handling of dory tour marine tourism by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali?**
2. **What are the obstacles faced by Jukung Tourism Community during the handling of dory tour marine tourism at Gilimanuk Bay Jembrana Bali?**

C. The Purpose and Function of Writing

1. The Purpose of Writing

- a. To find out how to handle dory tour marine tourism by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali.
- b. To find out the obstacles faced by Jukung Tourism Community during the handling of dory tour marine tourism at Gilimanuk Bay Jembrana Bali.

2. The Benefit of Writing

- a. For The Student
 - 1) As one of the academic requirements to complete the Diploma III Tour and Travel Operation Study Program at Bali State Polytechnic.
 - 2) As knowledge and skills from the experiences gained during a job training.
 - 3) Increase tourism knowledge about the management of tourist attractions.
- b. For Bali State Polytechnic
 - 1) This final project is expected to be learning materials for students of the Bali State Polytechnic especially in the Tourism Department.
 - 2) This final project can be used as a reference or comparison to another student in the preparation of the final project.

- c. For The Tourism and Culture Department of Jembrana Regency

As a consideration for marine tourism management at Gilimanuk Bay Jembrana Tourist Attraction and references to develop local communities in the future implementation.

- d. For Jukung Tourism Community

In order to be a solution in a problem related to the obstacles s faced during the handling of dory tour marine tourism at Gilimanuk Bay Jembrana Tourist Attraction.

D. Research Methodology

Research since this final project created used several methods and techniques as follows :

1. Methods and Techniques of Data Collection

This final project use methods of data collection as follows :

- a. Observation Method

Observation method is a research method which is conducted through direct observation. This method uses a technique of photographing and writing about the practice of handling a dory tour marine tourism by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali.

- b. Interview

Interview is an activity to collect data by asking several questions and the questions will be answered by The Chairman of Jukung Tourism Community and Secretary of Jukung Tourism Community as one of the contract employee from The Tourism and Culture Department of Jembrana Regency.

c. Documentation

Documentation is a technique of collecting data from notes and the activities related to the handling of a dory tour by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali.

d. Literature Sources

The literature source is an activity to collect data by books, archives, literature, and reports related to the writing of the final project.

2. Methods and Techniques of Data Analysis

This final project used qualitative methods with descriptive analysis techniques. It describes and makes an overview about marine tourism handling by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali then the conclusions can be drawn.

3. Methods and Techniques of Presentation The Result Analysis

In presenting the analysis results use formal and informal methods.

Informal technique is a presentation using ordinary words by describing marine tourism handling by Jukung Tourism Community at Gilimanuk Bay

Jembrana Bali and informal technique will use signs such as figures and tables.

CHAPTER V

CLOSING

A. Conclusion

As described in chapter IV, it can be concluded as follows :

1. The dory tour marine tourism handling by Jukung Tourism Community at Gilimanuk Bay Jembrana Tourist Attraction consist of 3 stages, there are preparation stage, Implementation stage, and final stage. The preparation stage is for prepared their respective dory by refuel the machine and check the dory's suitability, and then the salesman offered dory tours to tourists. The implementation stage is to process the results of the offers by a journey to go around Bird Island and see the natural tourism mangroves area of Bali West National Park. The final stage is for payment and distribution levy to dory owner, dory operator and the fuel. The dory also cleaned and placed neatly on the shores of Gilimanuk.
2. The obstacles faced by Jukung Tourism Community in the handling of dory tours are from internal and external factors. Internal factors are the dory operators does not have a standard skill to guide a compatible dory tours especially for foreign tourist, there was no safety insurance and also there were only a few life jackets and the dory operator does not have a Certificate of Proficiency (STK) which is a license to operate a ship or boat. The external factor is garbage on the shores of Gilimanuk Bay shipped from the Java Sea.

B. Suggestion

Related to the Marine Tourism Handling by Jukung Tourism Community at Gilimanuk Bay Jembrana Bali. There are several suggestions that can be used to optimize the potential of marine tourism at Gilimanuk Bay, such as:

1. In order to become a professional management, it is necessary to set a standard retribution for a dory tour at Gilimanuk Bay. The retribution stipulates should include the safety insurance for a dory, dory tour operational and also contributions to local government which means Tourism and Culture Department of Jembrana Regency.
2. Through the Tourism and Culture Department of Jembrana Regency, it is expected to be able for a procurement request of information speakers. In order to provide information related to marine tourism activities that can be enjoyed at Gilimanuk Bay, and to urge the visitor to throw garbage in its place while at Gilimanuk Bay Jembrana Tourist Attraction. The speaker can set to multiple languages so it can be easier understood by the tourists who visit Gilimanuk Bay.
3. It needs an initiation to more optimize promotion of dory tours at Gilimanuk Bay. Promotions can be carried out by the Tourism and Culture Department of Jembrana Regency by creating a special webpage about dory tours at Gilimanuk Bay. The webpage can collaborates with the Wonderful Jembrana website that already exists.

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