

No. Issue: 3 /Concept and Analysis | pp. 110-114

Implementation of Conservation Management in Brantas River to be Red Bader Education Tourism

Ahsin Daroini^{1*}, Edi Murdiyanto²

^{1,2}Universitas Islam Kadiri, Kediri^{1*}

¹ade@uniska-kediri.ac.id; ²edimurdiyanto2000@gmail.com

Correspondence: ade@uniska-kediri.ac.id

Received: 19 January 2020; Accepted: 26 January 2020; Published: 5 July 2020

Abstract: The purpose of this study examine the strengths, weaknesses, opportunities and threats or SWOT3 method in the effort to apply conservation management in Brantas River. The method used qualitative descriptive using SWOT analysis as a medium. Data collection: interviews, observation techniques and documentation. Research results of the study produced a strength and opportunities strategy matrix, a weakness and opportunities strategy, a weakness and threat strategy. The implementing conservation management had been educating the concept of educational tourism so that it is expected to educate the public in the use of rivers to be useful.

Keywords: *Conservation, Brantas River, SWOT analysis.*

1. Introduction

Brantas River is one of the longest rivers in Indonesia originating from springs in Sumber Brantas Village, Bumiaji District, Batu City and crossing Malang, Blitar, Tulungagung, Kediri, Jombang, Mojokerto and branching into two rivers, namely Kali Mas towards Surabaya and Porong River in the Regency Sidoarjo (Shodriyah et al., 2014). The length of the river is 320 km. This river leaves many environmental problems, especially pollution.

Decree of the Minister of Maritime Affairs and Fisheries No. 58 of 2001 regarding the Procedures for the Implementation of the Community Monitoring System in the Management and Utilization of Marine and Fisheries Resources made the community foundation of Tawangrejo Village, Binangun, Blitar Regency determined to support environmental preservation efforts by forming the Fajar Bengawan Pokmaswas in 2014 (Daris, 2012).

This is done by protecting and securing the flow of the Brantas River and its tributaries from things that are destructive, preserving habitats and breeding existing biota. Providing explanations and understanding is very importance of environmental sustainability of the river. One is to make conservation areas become conservation-based educational tourism, and foster a sense of togetherness and instill a sense of belonging to the river environment (Manullang, 1999).

The existence of Endemic red fish Bader scales is maintained in their habitat in the conservation area, so that the community can see and feed fish properly in ponds, this can prove that if the environment is safeguarded, it will have a

good impact on the ecosystem, safeguarded from rubbish and waste as well as fishing patterns that not environmentally friendly.

The efforts have been made by a group of people in the preservation of the river environment. The researcher would like to study more deeply to find out more deeply to know the strength of the opportunities and threats or the SWOT method (Andajani et al., 2017).

2. Research Methods

This study used descriptive qualitative method. The type of data used primary data and secondary data. Object of research was in the Brantas River, Tawangrejo Village, Binangun District, Blitar Regency to realize educational tourism.

Data collection techniques were location survey, direct interviews, documentation. Data analysis techniques used descriptive analysis. The data obtained in the study were carried out in 4 stages: (1) reduction, (2) Data display, the data model is narrative using SWOT analysis (3) Clarification, (4) Conclusion (Adityaji, 2018).

3. Result

Conservation began in the Brantas river community of Tawangrejo Village, Blitar Regency which has made a pilot center for freshwater river conservation in East Java the success of creating a river endemic fish conservation center in the form of red bader fish.

Based on a survey of researchers at the research location obtained very interesting findings about the center of freshwater fish conservation Pasal 4 paragraph (4) Plantation land whose rights are revoked pursuant to the provisions of this Pasal from the date of the decree on cancellation shall become state land free from all rights of third parties that burden it.

The findings are in the form of a group of benign freshwater fish in a conservation center that is seen and gathered in the Brantas River, visitors can feed fish properly in the pond, even though there is no safety net but fish still gather in the same location in large numbers.

Based on interviews conducted with the head of the Pokmaswas Fajar Bengawan and the chief executive of the daily, the history of the formation of the environmentally conscious group was formed because of the extinction of fish in the Brantas River, especially in streams along the Brantas River and its tributaries, waste pollution began to be out of control.

Pak Sonhadi and Pak Slamet are sisters where they have traditionally managed the riverbank. They started not doing fishing, especially with media that damage the environment and forbid anyone else to fish in the area, even those considered by the people their actions were crazy. They feed the fish in the river's rivers with potluck fish feed, including with used

rice, even though there are no fish that are seen eating the fish food they spread.

Within a few months, fish were seen grabbing feed and they were more excited and told some colleagues where it attracted some of the partners to take part in the activity.

In 2016 they did could be recognized by several parties, by the fisheries department, district irrigation. One of them was the bartering of the operational boat assistance from Fajar Pokmaswas, the district government through the Blitar district head also asked for a conservation site. The university is interested in conducting research and service there, in 2019 a National Pomaswas Model assessment was carried out and worthy of representing for assessment at the National level.

Based on survey and interview results, there are notes and documentation that can be analyzed using SWOT analysis.

Table 1 Strength and Weakness

Strength	Weakness
The existence of community groups care about environmental sustainability	There is insufficient income to the conservation center
The legality of the group has been given in the name POKMASWAS FAJAR BENGAWAN	They are not yet in the whole community's understanding of conservation
The existence of a riverbank location is used as a conservation center.	There are still some communities that manage river land near conservation that have not been able to fully accept
The existence of benign red bader fish is the main attraction of the community to feed fish	There is no support for operational conservation funds from the government
Made a raft for visitors to use photos	It has not been managed well all the resources in the conservation center
Rest and trap sites are made for visitors to feed fish at the conservation center	Unstable river flow, water discharge, and water conditions
Provided operational boat assistance by the irrigation service	There is no public awareness about throwing garbage in the river
The existence of TIMSAR given safety training	The benefits of conservation have not yet reached the community directly

The strength in the development of conservation is a driving factor in the development of conservation to become tourism tours based on river environment conservation. Opportunities and threats arise along with the weaknesses and strengths that exist in the development of educational tourism-based conservation

Table 2 Opportunity and Treats

Opportunity	Threat
The recognition by the government makes conservation	The lack of good management of economic resources makes the economic impact not felt much
Conservation center began to be known by the community	it has not yet felt the economic impact by the community
Educational tourism makes this knowledge has a good impact	The lack of community awareness of conservation makes conservation goals
the development of educational tourism has the potential to impact the economic income	The emergence of industries around conservation is often problematic in terms of industrial waste disposal
Conservation makes the river environment sustainable and the maintenance of river biota	The lack of public awareness is still littering in the river

Opportunities and threats arise along with the weaknesses and strengths that exist in the development of educational tourism conservation, so it can be done with a SWOT analysis.

4. Conclusion

The results of the study are identification with the SWOT matrix.

- 1) The Strength and Opportunities Strategy identifies the legalization of Fajar Bengawan Pokmaswas as the manager of fresh water conservation in Tawangrejo Village assist supervision of fishing. They are create opportunities for conservation development by having the authority to help supervise.
- 2) Weakness and Opportunities Strategy identified weaknesses in the absence of economic impacts for members of Fajar Bengawan Pokmaswar and create opportunities in the form of enthusiasm for working to optimize all potentials.
- 3) Strength and Threat Strategy identified conducting education with the concept of educational tourism. There is a threat in the form of conflict of interest between the community and even village officials.

5. References

- Adityaji, R. (2018). *Formulasi strategi pengembangan destinasi pariwisata dengan menggunakan metode analisis swot: studi kasus kawasan pecinan kapasan surabaya*.
- Andajani, E., Widjaja, F. N., & Prihatiningrum, A. E. (2017). Pengembangan Potensi Desa Wisata melalui Analisa SWOT Di Kecamatan Kalitidu Bojonegoro. *Research Report*, 909–915.
- Daris, L. (2012). Peran Kelembagaan Lokal dalam Penyelesaian Konflik Pemanfaatan Sumberdaya Perikanan Tangkap di Wilayah Pesisir Kabupaten Maros. *Jurnal Balik Diwa*, 3(2), 1–12.

- Manullang, S. (1999). *Kesepakatan Konservasi Masyarakat dalam Pengelolaan Kawasan Konservasi*. Departemen Kehutanan dan Perkebunan.
- Shodriyah, F., Sayekti, R. W., & Prasetyorini, L. (2014). Studi penentuan kinerja pengelolaan DAS (kelestarian lingkungan dan ekonomi) di sub DAS Brantas Hulu. *Jurnal Pengairan*.
- Sugiono, S. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.

=====

=====