

Bantayan Tourism Development Model Based on Community- Based Tourism to Strengthen the Sense of Belonging Among the Community

Harinawati¹, Nur Hafni², Anol Mardhiah³

Abstract

This research raises the Bantayan Tourism Development Model Based on Community Based Tourism (CBT) for Strengthening the Sense of Belonging among the Community by measuring the Arnstein Participation Ladder. The research is motivated by the emergence of awareness of the younger generation in the development of tourism in Bantayan, Seunuddon sub-district by utilizing the existing potential of marine tourism, so that Bantayan becomes a tourist destination that is visited especially during the holiday season. By using the Community Based Tourism (CBT) Model, Empowerment Communication will see a sense of belonging among the Bantayan Community in tourism development, so that the Qualitative Research Method with a Qualitative Descriptive Approach. The results showed that the management of Bantayan beach tourism is dominated by people outside Bantayan due to limited capital in managing tourism, Bantayan people are involved in parking and security management. While BUMG Camar Laut is a supplier of goods to cafes along the Bantayan beach. The level of community participation in Bantayan tourism management is limited to parking management through parking contracts that are carried out every two weeks. Tourism awareness groups manage land leases and parking contracts. The allocation of income from land rent and parking is thirty percent for the tourism awareness group and seventy percent for the construction of the Mosque and Islamic boarding Schools. The Bantayan Community-based Tourism model is still not fully implemented, because the role of the community is still very minimal.

Keywords: CBT, Sense of Belonging, Empowerment Communication, Ladder of Participation, Policy Brief.

Introduction

The development of North Aceh Tourism has recently continued to grow with the emergence of tourist attractions managed by young people, especially those who have migrated, then returned to develop tourism with contemporary nuances. One of them is Bantayan in Seunuddon sub-district. Located on the beach, Bantayan is a tourist destination that is visited by many local people, especially on holidays. Bantayan tourism management is managed by the Bantayan Sea Gull Village Board. The emergence of community awareness to manage tourist destinations utilizes the Village Fund to develop Tourism (Kamil et al., 2021)

In the concept of sustainable tourism development, there is a relationship between sustainability and community participation, Rusata (Umbu et al., 2023) tourism development is influenced by the level of involvement of local communities, On the one hand, tourism development itself is expected to improve the welfare of local communities; On the other hand, tourism development experiences obstacles if it does not get full support from the local community. One model of participatory tourism development planning is community-based tourism, where local communities are given the opportunity to organize and manage tourism so as to benefit their lives, with a development strategy through community empowerment around tourist sites to improve community welfare that focuses on community involvement and development (Umbu et al., 2023)

North Aceh has tourist objects on the coast, in the form of: Bantayan Beach in Gampong Bantayan, Ulee Rubek Beach in Gampong Ulee Rubek Timu and West Ulee Rubek District. Seunuddon, Sawang Beach in Gampong Sawang Subdistrict. Samudera, Lancok Beach at Gampong Lancok Subdistrict. Syamtalira Bayu, Pusong Beach in Gampong Bangka Jaya Subdistrict. Dewantara; Dakuta Bungkah Beach in Gampong Bungkah Subdistrict. Muara Batu (pemerintah kabupaten aceh utara, 2022)

¹ Department of Communication, Faculty of Social and Political Sciences, Universitas Malikussaleh, Aceh, Indonesia, Email: harinawati@unimal.ac.id, (Corresponding Author)

² Department of Communication, Faculty of Social and Political Sciences, Universitas Malikussaleh, Aceh, Indonesia

³ Department of Administration, Faculty of Social and Political Sciences, Universitas Malikussaleh, Aceh, Indonesia.

Bantayan Beach Tourism Village is one of the tourist villages located in Seunuddon District, North Aceh Regency, Aceh Province. To get to the Bantayan Beach Tourism Village from the Medan - Banda Aceh National Highway is estimated to take approximately 22 minutes (*Desa Wisata Pantai Bantayan*, 2023)

This beach has a beautiful natural panorama and is a favorite destination for the community. The wide beach area is one of the advantages of Bantayan Beach Tourism which makes children free and comfortable playing in the sand and parents can easily supervise them. Coupled with a grove of fir trees lined up neatly and beautifully arranged to become a favorite area for visitors to relax and enjoy meals with family and friends. Gampong Wisata Bantayan, Seunuddon Subdistrict, North Aceh District, has been selected as one of the top 15 Nusantara Tourism Villages in 2023, in the category of Very Underdeveloped/Least Developed Villages (Pemerintah Kabupaten Aceh Utara, 2023)

Developing community empowerment-based tourism has a great opportunity to develop small-scale tourism events that can be managed by the surrounding community itself (Satriana, 2020). As Yoeti said (Harinawati, Candrasari et al., 2022) that the success of tourism development is determined by the factors of objects and tourist attractions, accessibility, and facilities owned, referring to Regional tourism development, including: a. tourism destination development; b. tourism industry development; c. tourism marketing development; and d. tourism institutional development (Pemda, 2017) So that the development of local wisdom-based tourism needs to be developed by looking at local potential, creating a tourism model by involving the community by communicating Empowerment to Tourism Awareness Groups / Tourism Villages, Local Government Tourism Office.

Literature Review

This research is inseparable from research conducted by Nurwanto (Susio et al., 2020) Evaluation of the Impact of Tourism Development Using the Concept of Community Based Tourism (CBT) in the Tebing Breksi Tourism Area shows results characterized by community awareness of the interests that must be managed together. There is community awareness about the institutional aspects of maintaining and developing Tebing Breksi tourism. The most important thing is that there is participation by the community to be involved in natural resource management and community rights in decision-making. Furthermore, research conducted by T. Prasetyo Hadi Atmoko (Atmoko, 2021) Development Strategy for the Potential of Brajan Tourism Village, Sleman Regency From SWOT analysis and S-O, S-T, W-O, W-T strategies, a strategy for developing the potential of Brajan tourism village can be prepared with participatory planning in tourism development in Brajan tourism village by applying Community Based Tourism (CBT) as a tourism development approach.

Then research on Local Community Participation in Sustainable Tourism Destination Development: Case Study of the Gunung Padang Cianjur Site (Rusata, 2019) from the results of the study obtained an overview of how the participation of local communities in Karyamukti Village in developing the tourism of the Gunung Padang site by forming a community of Gunung Padang lovers which is the embryo for the formation of the Tourism Activator Group (Kompepar) The positive benefits felt by the local community are the opening of opportunities to open businesses that can improve their economic level which has been dependent on agricultural and illegal mining businesses. Currently, researchers are conducting research related to the Central Aceh Tourism Development Model Based on Community Based Tourism to Strengthen the Sense of Belonging among the Bantayan Community, North Aceh

Tourism Development Models

Local communities are an integral part of the tourist destination development agenda (Rusata, 2019) Local community participation determines the success or failure of sustainable tourism development. Local communities who live and coexist with the environment where tourist attractions are located are part of the tourism ecosystem. Local communities are also more familiar with the conditions of their environment, so that the existence of those who actively participate according to their capacity around tourist sites is a very important capital for the management and development of tourism in a sustainable manner (SDGs) three basic principles, namely ecological sustainability, socio-cultural sustainability, and economic

sustainability, Ardika(Rusata, 2019) With the principle of sustainability the tourism sector can meet the needs of today's citizens without reducing the benefits for the next generation so that they can also benefit from the existence of these tourist destinations in their capacity. Local community participation ensures that tourism development will be maximized, even in the absence of government intervention Campbell(Rusata, 2019)

Community Based Tourism (CBT)

Suansri(Susio et al., 2020) “*Community based tourism is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life?*”

Table 1. Principles and Indicators of Community Based Tourism (CBI)

PRINCIPLE	INDICATOR
Economy	<ul style="list-style-type: none"> ▪ Generation of funds for community development ▪ Tourism job creation ▪ Local community income generation
Social	<ul style="list-style-type: none"> ▪ Improved quality of life. ▪ Increased community pride. ▪ Equitable division of roles (gender, age). ▪ Building a community management organization
Culture	<ul style="list-style-type: none"> ▪ Encouraging people to respect other cultures. ▪ Assist the development of cultural exchange ▪ Embedding development in local culture
Environment	<ul style="list-style-type: none"> ▪ Learning about carrying capacity ▪ Waste management ▪ Concern for conservation
Politics	<ul style="list-style-type: none"> ▪ Local community participation ▪ Increased power of the wider community ▪ Mechanisms that guarantee local communities' rights in natural resource management

Source: Suansri (Susio et al., 2020)

Empowerment Communication in Fostering Sense Of Belonging

Empowerment essentially aims to help clients gain the power (power) to make decisions and actions that will be carried out and related to the client's self, including reducing personal and social constraints in taking action Empowerment is carried out by increasing capacity, developing self-confidence to use power and transferring power from their environment. As a process, empowerment is an effort that occurs continuously throughout human life Payne(Farida Nurul Rahmawati, Nikrnah Suryandari, 2013)

The definition of empowerment communication as a study of communication in development that emphasizes the importance of community involvement so that in the end the community can participate directly in the development in their neighborhood, Indardi (Rahmi Winangsih et al., 2021). According to Chambers (1995), community empowerment is an economic development concept that summarizes social values that reflect the new paradigm of development, which is “people centered development, participatory, empowering, and sustainable”. Then this concept develops from several thoughts about alternative development, one of which is Friedman's thought, which requires “inclusive democracy, appropriate economic growth, gender equity and intergenerational equity.”(Lintang Zeny Setyaningrum, Andre N. Rahmanto, 2022)

To analyze community participation in tourism development managed by the government, one of them is by using the ladder of community participation. The community participation model is divided into a level called the ladder of participation Arnstein (Umbu et al., 2023)

Table 2. Arnstein's Participation Ladder

1	Citizen control Degrees of Power/Power	Power
2	Community delegated power	Community
3	Partnership	(Degree of Citizen Power)
4	Placation	
5	Consultation (consultation) Pseudo-participation	(Tokenism)
6	Provision of information	
7	Therapy	(Non-participatory)
8	Manipulation	(Non Participation)

Source: Arnstein (Umbu et al., 2023)

Tourism Communication Concept

Tourism communication is closely related to the sciences of communication and tourism. Tourism communication examines tourism marketing, tourist destinations, accessibility and human resources and institutions. In addition, tourism communication also examines promotion or tourism marketing communication which is closely related to the tourism industry. The delivery of tourist information can be done through the media using the language used in general (Bina, 2020)

Tourism (Tours) is a tourist trip that is carried out repeatedly / around, whether planned or not, which can produce a total experience for the perpetrator (Harinawati, Candrasari et al., 2022) Tourism is everything related to tourism, including the exploitation of objects and tourist attractions as well as businesses related to the implementation of tourism, thus tourism includes: a) All activities related to travel, b) The exploitation of objects and tourist attractions such as: tourist areas, recreation parks, historical heritage areas, museums, cultural arts performances, community life or natural ones: natural beauty, volcanoes, lakes, and beaches, c) The exploitation of tourism services and facilities, namely: tourism service businesses (travel agencies, travel agents, conventions, incentive travel and exhibitions, tourism consultants, and tourism information Muhammad (Lintang Zeny Setyaningrum, Andre N. Rahmanto, 2022)

Oka A. Yoeti (Bina, 2020) states that tourist destinations must have 4 (four) components, namely: Attractions (tourism attractions); Transportation access is easy to reach; Facilities (restaurants, accommodation, entertainment venues, bathing and washing latrines); Ancillary services, namely tourism organizations needed in tourist services such as tourism workers including guides, PHRI, tour and travel agents and others.

Development of Bantayan Tourism Potential in North Aceh District

One of the universally recognized indicators of social welfare is indicated by the Human Development Index (HDI). The HDI figure is a composite index of 3 (three) aspects, namely the health aspect (life expectancy), the education aspect (literacy rate and average length of schooling), and the economic aspect (average per capita real expenditure in purchasing power parity) (Pemerintah Kabupaten Aceh Utara, 2022) One of the efforts to improve the welfare of the community is through tourism.

One of the developed tourist attraction locations is Bantayan. This location is in the Seunuddon sub-district. Bantayan Beach Tourism Village has extraordinary tourism potential that we need to preserve and develop and utilize properly without changing the essence of rural areas and local wisdom and not deviating from the enforcement of Islamic law in Aceh. Bantayan Village will continue to be developed so that it becomes

a favorite tourist village in North Aceh Regency in particular and in Aceh Province in general (*Desa Wisata Pantai Bantayan*, 2023)

In Bantayan Village visitors can also enjoy delicious Acehnese coffee and various types of drinks from coffee outlets selling along the shoreline which are neatly lined up with the feel of a contemporary cafe. In addition, there are also various folk snacks and other culinary delights such as Aceh noodles, various seafood noodles and pepper soup, Bantayan Village is also one of the villages affected by the 2004 tsunami. In this village, there are historical witnesses that still remain today, namely the ruins of buildings that have not been moved because they serve as witnesses to how powerful the tsunami was at that time. The ruins of this former building are very close to the sea which was destroyed by the tsunami waves. Bantayan Tourism Village, Seunuddon Subdistrict, North Aceh District, has been selected as one of the top 15 national tourism villages in 2023.

Methodology

This research is located in Bantayan Village, Seunuddon sub-district, North Aceh district, the reason for choosing this location is because it sees the development of tourism management carried out by the community through the Tourism Awareness Group and the Bantayan Sea Camar Village-Owned Enterprise so that later it will be seen the Community Based Tourism development model by analyzing Arnstein's Ladder of Participation at the tourist site.

The research method is the scenario in which the research is carried out (Darmalaksana, 2020) In general, there are two types of research methods, namely qualitative research and quantitative research. This research is field research with a qualitative approach. Qualitative research can examine the interaction of people with the objects around them (Bina, 2020) qualitative descriptive research. This qualitative research aims to explain the phenomenon as deeply as possible through the collection of data as deeply as possible, what is more emphasized is the issue of depth (quality) of data rather than the amount (quantity) of data Kriyantono (Yasir, 2021)

We employed a multi-method approach to data collection, including observation, interviews, and documentation. Our data analysis followed the three-step process outlined by Miles and Huberman: data reduction, data presentation, and drawing conclusions or data verification Miles (Wahyuni et al., 2022)

Results and Discussion

Bantayan is one of the Tourism Villages located in Seunuddon sub-district, North Aceh, Aceh To go to Bantayan Beach Tourism Village from the Medan - Banda Aceh National Cross Road is estimated to take approximately 22 minutes (Bantayan Beach Tourism Village, 2023) can be accessed using two-wheeled or four-wheeled vehicles with smooth road conditions. Bantayan is a tourist destination for people in the North Aceh area and its surroundings.

Seunuddon has an area of 100.63 Km², 3 settlements and 33 gampong, one of which is Bantayan. Attractions on the coast, in the form of : Bantayan Beach in Bantayan Village, Ulee Rubek Beach in Ulee Rubek Timu Village and West Ulee Rubek Seunuddon District (Pemerintah Kabupaten Aceh Utara, 2022) The population of North Aceh Regency in 2020 was 602,793 people. The area of 3,296.86 km², the population density reached 183 people / km² with a distribution in 27 sub-districts. The sub-district that has the largest population is Lhoksukon with 49,733 people (Pemerintah Kabupaten Aceh Utara, 2022) Bantayan village consists of 63 households and approximately 225 people.

In order to increase the role of the community as a subject or actor in tourism development, several villages that have tourist attractions, based on the Decree of the Regent of North Aceh number 556/515/2021 concerning the determination of tourist villages in North Aceh, one of the tourist villages is Bantayan (Pemerintah Kabupaten Aceh Utara, 2022) Bantayan Tourism Village, Seunuddon Subdistrict,

North Aceh Regency, was selected in the top 15 best Nusantara Tourism Villages in 2023, for the category of Very Underdeveloped / Underdeveloped Villages (Pemerintah Kabupaten Aceh Utara, 2023)

This is in line with the Aceh Development Plan (RPA) Year 2023-2026 directed at development goals and objectives in an effort to achieve the vision of the Aceh RPJP namely “AN ISLAMIC, DEVELOPED, PEACEFUL AND PROSPEROUS ACEH” (North Aceh District Government, 2022) one of which is the development of the tourism sector. The emergence of public awareness in tourism management does not necessarily make this village develop, it needs a long process considering that tourism development often clashes with the application of Islamic law so as to anticipate this, the Bantan tourism village cooperates with Islamic boarding school in supervising Bantayan beach tourism objects so that it continues to run in the corridor of applying Islamic law.

Bantayan Tourism Development Model Based on Community-Based Tourism

As the largest Muslim country in the world, Indonesia through the Ministry of Tourism and Creative Economy (Kemenparekraf) has a high commitment to the development of halal tourism (Bebas et al., 2020) Aceh as one of the leading halal tourism destinations so that the development of Aceh tourism is guided by halal tourism. The development of Aceh Tourism Business is aimed at achieving maximum benefits to improve the economy for the community, especially the community around tourist objects and attractions, and accelerating the development of Aceh. The exploitation of tourism objects and attractions is carried out with due regard to: a. Islamic values; b. customs, as well as local wisdom; c. economic and socio-cultural life; d. cultural sustainability and environmental quality; and e. the sustainability of the tourism business. (Aceh, 2013)

Bantayan Beach tourism village has been managed in collaboration between the Bantayan beach tourism awareness group and the Camar Laut village-owned enterprise, so that the management system is carried out jointly with the tourism manager, community involvement in managing tourism is inseparable from the role of the village government in conducting socialization and involvement from the beginning of the community starting from the process of forming a tourism village to the process of maintaining tourism objects, referring to the concept of Community Based Tourism, the Bantayan Tourism development model can be described as follows:

Table 3. Principles and Indicators of Community Based Tourism (CBI) Bantayan

PRINCIPLE	INDICATORS	OUTCOME
Economic	<ol style="list-style-type: none"> 1. Generating funds for community development 2. Job creation in the tourism sector 3. Income generation for local communities 	<ol style="list-style-type: none"> 1. Allocation of funds for development of tourism awareness groups 2. Parking and security employment created 3. Local community income generation through parking and security
Social	<ol style="list-style-type: none"> 1. Quality of life improvements 2. Increased community pride 3. Fair division of roles (gender, age) 4. Building a community management organization 	<ol style="list-style-type: none"> 1. Improved quality of life for the community 2. The pride of the Tourism Awareness Group and Enterprises Owned by the village of Camar Laut 3. Gender role sharing, women are involved in guarding the parking lot/entrance of tourist sites during Friday prayers

		4. Building a management organization for the Tourism Awareness Group & Enterprises Owned by Camar Laut village
Culture	<ol style="list-style-type: none"> 1. Encourage people to respect other cultures 2. Helping the development of cultural exchange 3. Embedding development in local culture 	<ol style="list-style-type: none"> 1. Accepting every visitor from different backgrounds but still adhering to Islamic Shari'ah 2. Mutual respect for outside cultures that come to visit 3. Adhering to the implementation of Islamic Sharia and local culture
Environment	<ol style="list-style-type: none"> 1. Learning about carrying capacity 2. Waste management 3. Concern for conservation 	<ol style="list-style-type: none"> 1. Environmental preservation by requiring the provision of trash can facilities 2. Providing a landfill site in kuala although no waste recycling has been done 3. Concern for conservation
Politic	<ol style="list-style-type: none"> 1. Local community participation 2. Increased power of the wider community 3. Mechanisms that guarantee local communities' rights in natural resource management 	<ol style="list-style-type: none"> 1. There is local community participation but it is very small 2. The community power of the Tourism Awareness Group and the village-owned enterprise Camar Laut Bantayan is still very limited 3. Natural resource management is very limited in the development of Bantayan Tourism only in the management of land rent, parking and security (Tourism Awareness group) 4. Village-owned enterprises limited to supplying café needs

Source: Research Results, 2024.

Limited community involvement in Bantayan tourism development, especially tourism object management, is dominated by people outside Bantayan.

Table 4. Name and Origin of Café Owners at Bantayan Beach

No	Name	origin of owner
1	Pandawa	outside of Bantayan
2	Raziq	outside of Bantayan

3	Sultan	outside of Bantayan
4	NG	outside of Bantayan
5	Seulangga	outside of Bantayan
6	RH	outside of Bantayan
7	Ocean	outside of Bantayan
8	Kerucut	outside of Bantayan
9	Kedai baru	outside of Bantayan
10	Grand	outside of Bantayan
11	Istambul	outside of Bantayan
12	Malemdewa	Bantayan
13	Siddiq	outside of Bantayan
14	Sahabat	outside of Bantayan
15	Love Story	outside of Bantayan
16	Arun	outside of Bantayan
17	Holiday	outside of Bantayan
18	RN	outside of Bantayan
19	Pelangi	outside of Bantayan
20	Story coffee	outside of Bantayan
21	Pantai bidadari	outside of Bantayan

Source: Research Results, 2024.

The low sense of community ownership of Bantayan tourist destinations. However, the management can be carried out by outsiders provided that they must fulfill all the regulations determined by the Tourism Awareness Group and BUMG Camar laut, such as land rent of one hundred and fifty thousand rupiah per meter for outsiders and fifty thousand rupiah for Bantayan people, this rent is valid for a year. Management of tourist destinations is largely owned by people outside Bantayan, Bantayan people are involved in parking and security management. The role of the Camar Laut village-owned enterprise has been to supply goods to cafes along Bantayan Beach, sourcing goods from one of the wholesale stores in Seunuddon sub-district. Unequal distribution of tourism economic benefits, because community involvement is only limited to parking and security management and annual land rent so that the benefits obtained only through these sources.

Table 5. Allocation of Rental and Parking Management proceeds for Tourism Awareness groups

Allocations	Percentage (%)
<ul style="list-style-type: none"> For administrators of tourism awareness groups 	30
<ul style="list-style-type: none"> Islamic boarding school Mosque 	70

Source: Research Results, 2024.

Table 6. Camar Laut Village-Owned Enterprise Revenue Fund Allocation

Allocations	Percentage (%)
<ul style="list-style-type: none"> For management of village-owned enterprises 	40
<ul style="list-style-type: none"> for loans 	40

• For Local Revenue	20
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Source: Research Results, 2024.

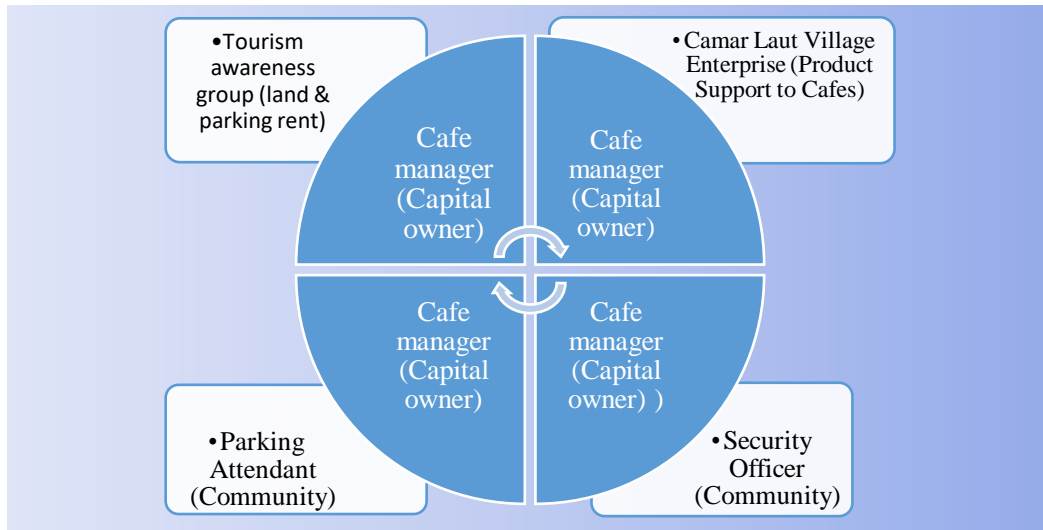


Figure 1. Bantayan Tourism Management System

Source: Research Results, 2024.

Terms of investment in Bantayan, Fulfilling the customs set by the village, for example attending recitation every Friday night, other things this regulation is in written form, open 07.30 - 18.00 WIB, mandatory facilities for each cafe must have a prayer room, free bathroom, food tariffs are actually agreed upon but not written. This standard price also helps cafe managers for the sake of cafe owners as well as to get visitors.

Table 7. Empowerment Communication in Strengthening the Community's Sense of Belonging Towards Bantayan Tourism Development

1	Citizen control Degrees of Power/Power	Power	Result
2	Community delegated power	Community	<ol style="list-style-type: none"> 1. In the management system of Bantayan Beach management, community involvement is not in the management of the object, because the existence of cafe management along the Bantayan beach is dominated by people outside Bantayan 2. To set up a cafe here, you need big capital so those who have big capital are the ones who open cafes, while the Bantayan people themselves, have small stalls because of limited capital, so those here are mostly people from outside Bantayan

			<p>3. In addition to limited capital, the community here still needs an understanding of tourism as a source of income, not just opening a stall, but being more prepared to develop tourism potential, so it is still necessary to increase public understanding of tourism development Bantyan belongs to all communities, so we must rise together</p>
3	Partnership	<i>(Degree of Citizen Power)</i>	<ol style="list-style-type: none"> 1. Community involvement in the determination of parking contracts represents the degree of power or strength of the community 2. All people in Bantayan village can join the parking contract, usually done every Sunday night with a span of two weeks a meeting is held to determine the amount of the parking contract, this contract is carried out with an offer from the village government, a tourism awareness group to offer the amount of the parking contract 3. In this contract process, negotiations can occur, especially if the contract two weeks earlier is not profitable, then usually the community will negotiate the price until they find an agreement. People who take part in the parking contract must provide money in the amount of the contract, that night it must also be handed over to the tourism awareness group witnessed by the Bantayan village government. 4. The funds collected are then directly handed over to the Tourism Awareness Group by thirty percent, seventy percent to be handed over to the pasantren and the construction of a mosque in

			Gampong Bantayan, the amount of allocation of these funds is adjusted to the needs, because the pasantren is already operating, more funds are allocated for the construction of the village mosque
4	Placation		<ol style="list-style-type: none"> 1. In the Bantayan tourism management system, the government, in this case the Tourism, Youth and Sports Office, provides guidance such as training 2. Tourism office meetings are held at least 1 maximum 2 times a year Just a discussion, if there are events or activities The government always coordinates with the tourism awareness group as a location provider
5	Consultation (consultation) Pseudo-participation	(Tokenism)	<ol style="list-style-type: none"> 1. The community began to have a forum to express opinions related to management, especially parking and security 2. Because those who manage tourism in Bantayan are not from tourism actors, but people who have capital, setting up cafes while the Bantayan community is involved in management, especially for managing parking only
6	Provision of information		<ol style="list-style-type: none"> 1. The third staircase is Providing Information (Information), namely the provision of information and communication has been established but it is still one-way, reciprocal means are still minimal. It is precisely the tourism awareness group and BUMG with the tourism manager who make an agreement, if the investment in Bantayan must follow all the rules that have been set 2. Because those who manage tourism in Bantayan are not from tourism actors, but

			people who have capital, setting up cafes, so the service system still needs awareness. The point is that they do not violate Sharia. Sharia issues are indeed the main focus, so cafe managers must keep visitors from violating Islamic la
7	Therapy	(Non-participatory)	1. The community is very supportive of Bantayan tourism, although at first they refused, because maybe the knowledge of the community still does not understand about tourism, especially about the application of Islamic law, it is feared that there will be violations at tourist sites, but they finally participated, because they have been given an understanding, because we fully involve the community in Bantayan
8	Manipulation	(Non Participation)	1. In 2010, we received Gapura assistance, outlets from the Tourism office at that time the conditions were not yet crowded 2. However, due to an agreement, the initial location of this tourist spot must be vacated so that there are no more tourist activities in this place, so that the tourist booths and gates are no longer functioning

Source: Research Results, 2024.

Conclusion

The CBT-based tourism development model has the potential to increase the sense of belonging of the community to local tourist destinations. However, because the CBT concept has not been fully implemented, the benefits have not been fully felt by the Bantayan community.

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