

## **Tourist Behavior Interest in Pagatan Besar Mangrove Tourism, Pagatan Besar Village, Takisung District Tanah Laut Regency, South Kalimantan Province**

**Syamsuddinnor <sup>1\*</sup>, Muhammad Maladi <sup>2</sup>**

<sup>1</sup>*Dosen Program Studi Manajemen STIMI Banjarmasin*

<sup>2</sup>*Dosen Program Studi Manajemen STIE Indonesia Banjarmasin*

<sup>\*1</sup>[syams.stimi@gmail.com](mailto:syams.stimi@gmail.com), <sup>2</sup>[muhammad\\_maladi@yahoo.com](mailto:muhammad_maladi@yahoo.com)

### ***Abstract***

*This study aims to determine the factors that encourage the behavior of tourists interested in visiting Pagatan Besar Mangrove Tourism, Pagatan Besar Village, Takisung District, Tanah Laut Regency, as one of the Mangrove tourism destinations in Tanah Laut Regency. The research method used in this research is descriptive qualitative. Data collection was done by interview, observation, and documentation to analyze the behavior of tourists' interest in mangrove tourism in Pagatan Besar, respondents obtained as many as 30 tourists. Based on the results of qualitative descriptive analysis, it shows that the magnitude of tourist behavior interest in Pagatan Besar mangrove tourism is influenced by several factors such as tourism promotion, natural potential, facilities and infrastructure as well as road access to Pagatan Besar tourism, Pagatan Besar Village, Takisung District, Tanah Laut Regency.*

*Keywords: Interests, Tourist Behavior, Pagatan Besar Mangrove Tourism*

### **Introduction**

Mangrove forest is a type of tropical forest that has its own uniqueness, growing along the coast or river estuaries which are influenced by tides. Coastal areas that do not have river mouths have non-optimal vegetative growth (Bengen, 2000:67). Mangroves can grow in habitats with relatively high salinity through adaptation of morphological, anatomical, and physiological systems, so that mangroves are able to survive on the coast and in river mouths, and have an important role in protecting beaches from abrasion, and preventing seawater intrusion. Mangrove forests have various functions and benefits that play an important role in human life such as ecologically, socially, and economically.

The mangrove forest area in Pagatan Besar Village, Takisung District, Tanah Laut Regency has natural tourism potential that needs to be developed because it is the only one in Tanah Laut Regency. The development of the Pagatan Besar Mangrove Tourism object needs to be considered by the management related to tourism conditions, especially from the village government and the Tourism Awareness Group (Pokdarwis) consistently managing tourism, now gradually building several facilities such as rest areas, contemporary photo spots and event venue. This effort aims to increase the attractiveness of natural tourism in the Pagatan Besar Mangrove Tourism area and generate public interest in visiting the site. Proper management of the area can benefit not only visitors but also land conservation based on the principle of economic benefits and empowerment of the surrounding community. The

tourism industry has proven itself to be an alternative economic activity that can be relied on for community welfare and as a source of local revenue.

According to the Law of the Republic of Indonesia, Law no. 10 of 2009 concerning tourism, it is stated that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes for a short period of time. Attraction is anything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture and man-made products that are targeted or visited by tourists. The attraction offered by this Pagatan Besar Mangrove Forest Tourism Place is the natural charm and beauty of the mangrove plants that grow well making the environment and surrounding air cool and comfortable to breathe. This attraction is rarely found in other Mangrove Forests, and it becomes a special interest for tourists to visit.

Success in managing Mangrove tourism is an effort that should be appreciated and the ability of the provider is trying to attract tourists to visit Pagatan Mangrove Tourism. Interest in visiting is a form of interest in behavior, according to Simamora (2002) theoretically interest in behavior is a potential tendency to react. Tourist attractions become objects of destination for tourists, where there is an individual desire and need for time and to have fun, especially to tourist attractions which appears in the individual is tourism behavior. According to Priono (2012: 55) the development of ecotourism must also be able to create a sense of security, comfort and provide satisfaction and add to the experience for visitors.

Tourist behavior is part of the actions taken by individuals, groups or organizations, especially to generate an interest in visiting tourist attractions which consists of an introduction to tourism needs. When visiting a tourist attraction, visitor behavior is an important point that is interesting to observe. Human behavior is a human expression caused by the drives and desires in the individual concerned (Rachmawati, 2014). With good management of tourism objects, especially in managing from damage, adding facilities and the need for attention to the special infrastructure, access roads to the Pagatan Besar Mangrove tourist attractions. Based on the author's observations, the road access to the tourist attraction, especially entering the area in Pagatan Besar Village, is still damaged due to floods and abrasion of sea water to the land up to the village road.

The results of the researcher's interview with the Pagatan Besar Mangrove tourism manager, Pagatan Besar Village, that tourists who visit Mangrove tourism are not only from Tanah Laut Regency area, but also from regencies and cities in South Kalimantan. Since it was officially opened in June 2021, there have been a lot of visitors coming, although it is limited by the Covid-19 pandemic conditions where visitors must comply with health protocols and there has been a decrease in the number of visitors. The interest of tourists to visit Pagatan Besar Mangrove tourism is based on their curiosity about these attractions, based on the results of Marapung and Sahla's research (2017) that tourist attraction is also one of the factors that influence tourists to choose to visit tourist attractions, besides that also facilities and infrastructure factors must be available in accordance with tourism conditions as facilities that make visitors feel happy to visit these tours, other than access to tourism area.

Based on the description above, in this study, researchers are interested in conducting research on Tourist Behavior Interests in Mangrove Tourism in Pagatan Besar, Pagatan Besar Village, Takisung District, Tanah Laut Regency, South Kalimantan

## **Literature Review**

### **1. Definition of Mangrove Forest**

Mangroves are trees that have adapted in such a way that they will be able to live in high-salt environments such as marine environments. Mangroves are tree plants or plant communities that live between the sea and land that are affected by the tides. Mangrove habitat is often found at the meeting place between river estuaries and sea water which then becomes a protector of land and large sea waves. Rivers drain fresh water for mangroves and at high tide, mangrove trees are surrounded by salt or brackish water. (Murdiyanto, 2003).

Mangroves are a type of dicotyledonous plant that lives in brackish habitats. Dicotyledonous plants are plants whose fruit has split seeds. Mangrove forest is a tropical coastal vegetation community which is dominated by several types of mangrove forest that are able to grow and develop in muddy coastal tidal areas. Mangrove forests are distinguished from coastal forests and swamp forests. Mangrove forests also function as wildlife habitats, sea breeze barriers, retaining sediments transported from upstream, a source of nutrients for marine life, organic waste processing, coastal erosion barriers, and wood and non-timber producers. Coastal forest is a forest that grows along the coast, the land is dry, never experiences puddles of sea or fresh water. Coastal forest ecosystems can be found along steep coasts above the high tide line. While swamp forest is a forest that grows in an area that is always flooded with fresh water.

### **2. Tourism**

Tourism has an important role in the development of a country that is supported by natural and cultural resources, and must be managed properly. In addition, tourism also plays an important role in the progress of the national and regional economy. Both as a source of foreign exchange for the country and as a source of employment for the community, therefore tourism must be developed and directed to further increase the love for the homeland and instil noble values in addition to increasing economic activity. According to Law No. 10 of 2009 concerning tourism, what is meant by tourism is various kinds of tourism activities that are supported by various facilities and services provided by the community, businessmen, government and local governments. Tourist destinations must be developed and considered related to environmental conditions as something that can be offered to tourists, because tourism has the potential to be very sensitive to environmental damage (Soemarwoto, 2004).

A tourist attraction is a potential that drives the presence of tourists to a tourist destination. In this very decisive position, tourist attractions must be designed, built and managed professionally so that they can attract tourists to come to tourist objects (Suwanto, 1997: 19). There are two types of tourist objects as stated by Hamid (2006: 47) namely natural tourism objects and cultural tourism objects.

According to James J. Spillane in Dwi Hary Baskoro (2013), there are five very important elements of the tourism industry, namely:

- 1) **Attractions** can be classified into site attractions and event attractions. Site attractions are permanent physical attractions with fixed locations, namely tourist attractions in tourist destinations such as zoos, palaces, and museums.
- 2) **Facilities** tend to be oriented towards attraction in a location because facilities must be located close to the market. During their stay in tourist destinations, tourists need to sleep, eat and drink.
- 3) **Infrastructure** Attractions and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all under and above ground construction of an area or area, an important part of tourism infrastructure including: (a). Irrigation system (b). Communication network (c). Health facilities (d). Sources of electricity and energy, Sewerage/water system (e) Streets/highways.
- 4) **Transportations**. In tourism, the progress of the world of transportation is needed because it greatly determines the distance and time in a tourism trip, transportation both land, air and sea transportation is a direct main element which is a dynamic stage of tourism symptoms, which causes the movement of the entire wheel of the tourism industry from where the tourist lives to the place where the tourist attraction is located until he returns to his place of origin.
- 5) **Hospitality**. Tourists who are in an unfamiliar environment need security guarantees, especially for foreign tourists who need an overview of the tourist destinations they will visit.

## 2. Consumer behavior

According to Kotler and Keller (2008:166), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. Then Engel et al (Sangadji and Sopiah, 2013: 7), consumer behavior is an action that is directly involved in obtaining, consuming, and disposing of products/services, including the processes that precede and follow the action.

Kotler and Keller (2016:179) as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants." Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their wants and needs.

From some of the understanding of these experts, it can be concluded that consumer behavior is an action taken by consumers to achieve and fulfill their needs both to use, consume, and spend goods and services, including the decision processes that precede and follow decisions (Sangadji and Sopiah, 2013). Visitors who come to natural tourism areas can be grouped into two categories (Rachmawati, 2014), namely: 1) Groups of visitors who like to carry out their activities in the natural environment; 2) Groups of visitors who really aim to get to know nature and its contents.

### 3. Interest in Revisit

Re-visit interest, repurchase interest is defined as purchase intention, namely a strong desire to repurchase (Fullerton and Taylor in Basiya and Rozak, 2012). Its application in research on the definition of purchase intention is that customers will take repurchase actions in the future as a direct response to post-purchase behavior within a certain period of time. Development of a conceptualization model of the relationship between perceived service quality, service value, and satisfaction and its relative influence on buying interest behavior (Basiya and Rozak, 2012).

Interest is related to cognitive, affective and motor aspects and is a source of motivation to do what is desired. Interest functions as a driving force to direct someone to do certain specific activities, furthermore, interest has the main characteristic of doing activities that are carried out alone and fun so that it can form a person's habit. Interest is defined as a will, desire or liking (Kamisa in Bachtiar, 2016:17). Interest is something personal and closely related to attitude. Interests and attitudes are the basis for prejudice, and interest is also important in making decisions.

To measure the visiting interest of tourists, it can be seen from several theoretical indicators, measuring tourist loyalty to a tourist destination is indeed very difficult to do. The indicators that influence the interest of returning tourists according to Zeithaml and Bitner in Utama (2017: 207) consist of: (a) The desire to visit the destination again, (b) Willing to tell others about their satisfaction with the destination, (c) Willing to recommend/direct other potential visitors to visit the destination., (d) Visitors give a positive reputation value to the tourist destination, (e) Always carry out harmonious social relations with the management of tourist destinations, (f) Visitors are willing to provide input for the improvement of tourist destinations in the future.

## Research methods

### Research Approach

This study uses a qualitative approach, namely research with a view to understanding the phenomenon of what is experienced by the research subject. According to Sugiyono (2017: 9) states that "Qualitative research methods are research methods based on post-positivism philosophy, used to examine the condition of natural objects, where the researcher is the key instrument. So the focus of the research that will be studied is related to the behavioral interest of tourists visiting Pagatan Besar Mangrove Tourism, which is viewed from tourism promotion factors, natural potential, facilities and infrastructure as well as road access to tourist attractions.

### Scope

This study focuses on researching and discussing Tourist Behavior Interests on Tourism in Pagatan Besar Mangrove Tourism, Pagatan Besar Village, Takisung District, Tanah Laut Regency, South Kalimantan. Thus the scope of this research is related to the scope of Marketing and Tourism Management.

### Object of research



This research was conducted at the Pagatan Besar Mangrove Wista, Pagatan Besar Village, Takisung District, Tanah Luat Regency, South Kalimantan Province.

#### Data collection technique

Data collection techniques in qualitative research in general can be grouped into two ways, namely interactive and non-interactive data collection techniques. For this study, researchers used interactive techniques including:

1. In-depth Interview

In qualitative research, in general, interviews are conducted with questions that focus on exploring the depth of information and are carried out in a non-formally structured manner, can be carried out at the time and context conditions that are considered the most appropriate in order to obtain detailed, honest and in-depth data.

2. Observation plays a role

Observation techniques are used to obtain data from data sources related to an event, place or location, and objects, as well as photographs. In addition, by directly observing the activities of visitors at the Pagatan Besar Mangrove Tour in Pagatan Besar Village, Takisung District, Tanah Laut Regency.

3. Documentation

Documentation in this study is to collect data, namely by looking back at the literature, empirical studies or documents and documentation photos that are relevant to the themes raised in this study.

#### Sampling technique

The sampling technique used in this study used a purposive sampling technique, namely sampling based on efforts to achieve research objectives. The selected informants are considered to know information and problems in depth and can be trusted to be a solid source of data, and is based on the involvement or relevance of the informants to the situation of tourist attractions. The sample is the visitors that the researchers got as many as 30 people where 3 main informants and 27 supporting informants.

#### Data analysis technique

The analysis of the data used is descriptive analysis. The purpose of this analysis is to describe systematically, factually and accurately about the facts and the relationship between the phenomena studied regarding Tourist Behavior Interests on Tourism Against Mangrove Tourism in Pagatan Besar. The nature of analysis in qualitative research is the description of what is the phenomenon that occurs (descriptive) dissertation interpretation of the meaning contained behind the impact (interpretive) Mappaaiare (2009:80).

Qualitative data analysis is inductive, namely analysis based on the data obtained. So the process of analyzing this research is carried out starting from reading, studying, and analyzing the data using the steps according to Miles and Huberman, including:

1. Data Collection

Data collection is collecting data obtained from the research location by conducting observations, interviews and documentation by determining the data collection strategy

that is considered appropriate and to determine the focus and deepening of the data in the next data collection process.

2. Data reduction

Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary and organizes data in such a way that final conclusions are obtained and verified.

3. Data presentation

Presentation of data is an activity to group data that has been reduced. Data grouping is done by using labels or others.

4. Drawing conclusions (verification)

Drawing conclusions is an analytical activity that is more devoted to the interpretation of the data that has been presented

## Results and Discussion

Based on the results of research in the field, it shows that the tourists who come to Pagatan Besar Mangrove tourism due to several factors that lead to the behavior of tourists' interest in visiting tourist attractions. All data from this research are described based on the results of interviews with respondents, as follows:

a. Promotion (Promotion)

Based on the results of field observations and interviews with respondents, it shows that one of the things that raises the interest of tourists to visit the Pagatan Besar Mangrove Tourism object is that it is known from the information obtained from promotions carried out by service provider, especially through social media and also from word of mouth about the existence of mangrove tourism which is the only tourist destination in Tanah Laut Regency, which makes tourists curious about this mangrove natural tourism. Promotion is very important to do by using social media such as Instagram (IG), Facebook, using Instagram, it is hoped that the community and tourists will get clear information about the existence of mangrove tourism. By looking at the photos posted by service administrators, the interest of tourists to visit is growing. In addition to promotions from social media, based on interviews, information was obtained that they were interested in visiting the Pagatan Besar Mangrove tourism object because they received word of mouth promotion from visitors who had been to the tour and were satisfied, so tourists told positively about their impressions on the objects.

b. Natural Charm

Pagatan Besar Village is very potential for mangrove stands, beaches, marine fish producers, and other crafts produced by the local community. Mangrove tourism in Pagatan Besar Village can be used as a means of knowledge for the community to get to know nature better and increase awareness of the environment. The objects that become a tourist attraction visiting the Pagatan Besar Mangrove tourism are:

1) Pagatan Besar Mangrove Ecosystem.

The attractiveness and uniqueness of the Banggi market mangrove forest ecotourism is located in a mangrove forest which has a large enough area and good mangrove stands, the mangrove ecosystem is one of the tourism potentials in Pagatan Besar

Village, the way to enjoy the natural beauty of mangrove tourism is to walk along the mangrove forest with a long bridge / footbridge made of wood. Pagatan Besar Mangrove Tourism is unique, the mangrove stands are very lush. Walking in the middle of the Mangrove forest can provide experience and knowledge of the types of mangrove species and their characteristics, water birds and other types of fish.

#### 2) River Estuary and Beach

This river area has an estuary, on the banks and some parts of the estuary and adjacent to the beach overgrown by mangroves.

3) The photography spots provided are quite interesting, tourists always take the moment to visit tourist attractions by taking pictures or photos of objects of interest to the photographer.

4) Tourist attraction also pays attention to hygiene and health issues in all forms of service, both facilities and services, although it is not maximized or needs to be consistently improved, tourists respond positively to cleanliness and it is recommended that information boards always be made to always maintain cleanliness and hygiene. do not throw garbage in tourist attractions and provide trash cans in the right area.

#### c. Development of facilities and infrastructure

Based on the results of the research in the form of interviews with respondents in this case the tourists, the development of facilities and infrastructure to support mangrove tourism activities. This strategy is made by considering the comfort of tourists in carrying out tourism activities. Facilities and infrastructure are important because with the support of these facilities and infrastructure they can attract tourists and provide a sense of comfort to tourists during tourist activities. The facilities and infrastructure in question are all those related to the comfort and needs of tourists in carrying out tourism activities, such as accessibility to tourist sites assisted by signposts for tourist sites, good road access to tourist sites and facilities such as completeness ranging from food stalls, gazebos for rest, toilets, and a large and shady parking lot because it is overgrown with trees.

#### d. Infrastructure or Road Access

The tourists gave their opinions regarding the access to the infrastructure route is indeed quite good and it is easy to get there either using four wheels or two wheels, although respondents commented a little about there are several road points that damaged and need attention, repair and maintenance from related parties. To go to tourist attractions can be reached from Pelaihari City, Tanah Laut Regency, approximately 22 KM easily to and get to the tourist point, entering the Takisung Beach area, visitors will see the beauty of the beach along the road to Pagatan Besar Village, the available path is developed into a concrete road for tourist attractions, although there are several points of the road that were damaged by floods and seawater abrasion so that repairs are needed from the village and management, access to the parking area is also easy which is generally passed by two-way all kinds of vehicles.



## Conclusion

Based on the results of the research that has been done, it can be concluded as follows:

1. Promotion is one of the factors considered by tourists related to consumer behavior in generating tourist interest in visiting Pagatan Besar Mangrove Tourism, because promotions use social media Instagram, Facebook and others and information is obtained by word of mouth. ) will facilitate the dissemination of information about the existence of tourism, tourist charms, and others.
2. Tourists' interest in visiting the Big Pegatan Mangrove tour is also driven by the natural charm that exists in this tour, which is very attractive with mangrove stands that are lush and cool and the only one in the Tanah Laut Regency area.
3. The facilities and infrastructure factors are also one of the factors that lead to the behavior of tourists interested in Pagatan Mangrove Tourism, tourist attractions are supported by facilities that support tourist comfort, although not yet standard, at least there are resting facilities, toilets, parking lots, food stalls.
4. Infrastructure / road access to the Pagatan Besar Mangrove Tourism object needs attention from the government regarding some road conditions that are damaged due to flooding and abrasion.

## Appendix



**Photo : tower spot**



**Photo: mangrove forest spot**





**Photo : Mangrove entrance area**



**Photo : Mangrove entrance area**

### Acknowledgment

This research would not have been possible without the support of many people. Many thanks to Mr. Hamberani Pagatan Besar Village Head, who had given valuable information on tourism object of . Mangrove . Also thanks to visitors of the sites, who offered support and share their experience about the sites.

Thanks to STIMI for awarding me this opportunity to conduct the study , providing me with the financial means to complete this project. And finally, thanks to my family and numerous friends who endured this long process with me, always offering support and love.

### References

- Andi Mappiare AT, 2009, *Dasar-dasar Metodologi Riset Kualitatif Untuk Ilmu Sosial dan Profesi*, Jengala Pustaka Utama, Malang.
- Basiya, R., dan Hasan Abdul Rozak. 2012. Kualitas Daya Tarik Wisata, Kepuasan, dan Niat Berkunjung Kembali Wisatawan Mancanegara di Jawa Tengah. *Jurnal Dinamika Kepariwisata*. Vol.11 No.2. [www.unisbank.ac.id/ojs/indeks.php](http://www.unisbank.ac.id/ojs/indeks.php). Di akses: 05 Februari 2018.
- Baskoro, Dwi Hary, (2013), Analisis Kunjungan Objek Wista Lawang Sewu Di Kota Semarang, Skripsi, Program Sarjana Fakultas Ekonomi Universitas Diponegoro, Semarang.
- Kotler, Philip. 2005. *Manajemen Pemasaran*. Jilid 1 dan 2. Jakarta : PT Indeks Kelompok Gramedia.
- Kotler and Keller, (2008), *Manajemen Pemasaran*, Edisi Ketigabelas, Jilid 1., Erlangga, Jakarta.
- Kotler, Phillip dan Kevin Lane Keller.(2016), *Manajemen Pemasaran* edisi 12 Jilid 1 & 2., PT. Indeks, Jakarta.
- Marpaung Halimatussaddiah dan Sahla Hilmiatus. (2017). Pengaruh Daya Tarik dan ksesibilitas Terhadap Minat Berkunjung Wisatawan Ke Air Terjun Ponot di Desa Tangga Kecamatan Aek Songsongan Kabupaten Asahan. *Prosiding Seminar Nasional Multidisiplin Ilmu UNA*, 1151-1160.
- Bambang Murdiyanto. 2003. *Pelabuhan Perikanan. Fakultas Perikanan dan Ilmu Kelautan Institut Pertanian Bogor*. Bogor
- Rahmawati, Fika. 2014. Pengembangan Kawasan Wisata Pantai Kondang Merak Desa Sumber Bening Kecamatan Bantur Kabupaten Malang. Surabaya: Institut Teknologi Sepuluh Nopember
- Rai Utama, I Gusti Bagus. 2017. *Pemasaran Pariwisata*. Yogyakarta: Andi

- Sangadji, E.M., dan Sopiiah. 2013. *Prilaku Konsumen: Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi
- Soemarwoto, Otto. 2004. *Ekologi, Lingkungan Hidup dan Pembangunan Edisi ke-10*. Penerbit Djambatan. Jakarta
- Suwantoro. (1997). *Dasar-Dasar Pariwisata*. Yogyakarta : Penerbit Andi. Systematic Linkage. Gramedia: Jakarta
- Sugiyono. 2017, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV
- Undang-Undang Nomor 10 Tahun 2009 Tentang Kepariwisata