



Public perception of the development of natural tourist attractions in Central Buton Regency

Nani Tajriani¹, Junaid Gazalin², Nur Inzana³

^{1 2 3}Government Science Study Program, Faculty of Social and Political Sciences, Muhammadiyah University Buton Baubau, Indonesia. Email: nanitjriani@Gmail.Com

ARTICLE INFO

Keywords:

Development;
Public Perception;
Tourist Attraction.

Article history:

Received Jul 03, 2024;
Revised Jul 18, 2024;
Accepted Jul 22, 2024;
Online Jul 30, 2024.

ABSTRACT

This type of research is a type of qualitative research where this method can also be used to gain insight into something that little is known about, and can help researchers provide complex details about phenomena that are difficult to express. The analysis technique used in this research is through the following stages; Carrying out data review, namely in the form of presenting data results as a whole, both from interviews and documentation, (data reduction, arranging into units, categorization, checking data validity, namely efforts to determine whether the incoming data meets the research requirements or not, so that if not yet, it can be refined, and analysis and interpretation of the data. The results of this research are A) Community Perceptions of Tourist Attractions. 1) The development of tourist attractions in Central Buton Regency has not been optimal because there are still tourist attractions that are visited by many visitors who always complain about the tourist attractions they visit. Tourism in terms of introducing cultural tourism to both visitors and the local community is quite good, because the tourism office always introduces it through social media and through festivals organized by the Central Buton Regency government. B) Factors that Support Optimizing the Role of the Tourism Office in Central Buton Regency. The youth of Central Buton Regency in developing tourism are less able to compete with tourism in other areas, one of which is the lack of public awareness regarding tourism development in their area.

This is an open access article under the [CC BY-NC](#) license.



Corresponding Author:

Nani Tajriani,
Government science study program, faculty of social and political sciences,
Muhammadiyah University Buton Baubau, Indonesia.,
Batupoar, Jl. Betoambari No.36, Lanto, Bau-Bau City, Southeast Sulawesi, Indonesia, 93724.
Email: nanitjriani@gmail.com

1. Introduction

Community participation in development is a continuous and ongoing renewal from a certain situation to a good condition. Development carried out by the government aims to improve the welfare of the community in the implementation of development, whether in the political, economic, socio-cultural and physical infrastructure sectors, including development in the tourism sector, which cannot be separated from participation which is a form of community

involvement in a country. The above formulation is intended to solidify a good development strategy and further translate it into real activities that are effective in its implementation with the aim of generating response and cooperation throughout society in the development process with broad activities.

Tourism culture has existed since humans traveled from one place to another, other than where they lived. Humans are always moving from one place to another. This characteristic marks the pattern of life in both primitive and modern nations. (Yoeti, Oka A, 2008:56).

With the increase in human civilization, the urge to travel becomes increasingly complex. Currently, traveling is a need that must be fulfilled. The benefits and role of tourism for a region of the country and internationally have been widely recognized so that tourism has become a fairly important field alongside other fields such as agriculture, mining, industry, politics and socio-culture. Talking about tourism, Indonesia is a country that has extraordinary cultural and natural wealth. Its strategic location between two continents and two oceans means that Indonesia's nature has a combination that certainly invites foreign tourists to come to Indonesia.

To support tourist attractions in Indonesia, both the central and regional governments continue to develop and continue to preserve traditional culture to support tourism and national culture. If we look at it from the external sector, namely by carrying out the construction of facilities and infrastructure, what is meant by infrastructure (infrastructure) are all facilities that can enable the economic process to proceed in such a way as to make it easier for people to meet their needs. For example, preparing international standard hotel facilities, facilitating communication facilities and facilitating access to transportation, both land, sea and air on an international scale. Therefore, tourism development in Indonesia is very important, this is very clearly visible with the inclusion of tourism, national tourism development is a series of development efforts that involve all activities of society, nation and state to realize one aspect of national interests. In its development, the tourism sector is expected to occupy a major position to replace the oil and gas sector as one of the pillars supporting the country's foreign exchange. Because tourism can help the community's economy by selling around tourism in their respective areas.

The problem of tourism is something that is global. Each country tries to promote its tourism-related potential. In a regional context, Indonesia continues to strive to promote its tourism potential. This is also what the Central Buton Regency Government is doing as one of the areas located in Southeast Sulawesi Province which has a wealth of interesting culture, culinary and natural beauty that is worthy of maximum use. Central Buton also has the nickname 1000 caves. Central Buton is a tourist attraction that must be visited. Central Buton Regency or Buteng is a new area in the ranks of cities in Southeast Sulawesi province. The Central Buton region is located in parts of Muna Island and Kabeana Island. This causes Central Buton to have several attractive beaches.

As a link between Baubau City, Muna Regency and Bombana Regency, Central Buton Regency can be accessed in several ways. Namely by sea using a ship, ferry from Baubau, or by driving a speed boat from Baubau City and Kabaena, Bombana district. Or you can also use two-wheeled or four-wheeled vehicles from Muna Regency. Central Buton Regency has several natural tourist attractions that tourists must visit, including Maobu Cave, Koo Cave, Laumehe Cave, Bidadari Cave and many other caves in Central Buton. Based on observations, the development of natural tourist attractions has received little attention from the government, such as natural tourist attractions not being equipped with safety facilities, places of worship, public toilets, parking lots and food stalls for really hungry visitors who want to enjoy the typical food of Central Buton Regency.

2. Method

This type of research is descriptive qualitative research, namely the data collected is in the form of words, images, not numbers. According to Bogdandan Taylor, as quoted by. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken

words from people and observed behavior. Descriptive research is a form of research aimed at describing or illustrating existing phenomena, both natural phenomena and human engineering and the aim of descriptive research is to make systematic, factual and accurate plans regarding the facts and characteristics of a particular population or area. a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn to be used as a data source in a study. The population in this study were all tourism service employees and the community. Primary data is the main data or main data used in research. Basic data can be described as the type of data obtained directly from the first research subject or respondent or informant. Secondary data is complementary data that is obtained not through first hand but through second, third or subsequent hands. The main data source in qualitative research is words and actions obtained from informants through interviews, the rest is additional data such as documents and so on. To obtain data and information, the informants in this research were found purposively or deliberately where the informants had been determined previously. Informants are people who are involved in or experience the process of implementing and formulating programs at the research location. Researchers carry out observations, namely to present a realistic picture of behavior or events to answer questions, help understand human behavior and evaluation, namely to carry out measurements of certain aspects and provide feedback on these measurements. The data collection technique is intended to obtain verbal information through direct dialogue between the researcher and the informant. An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to those questions. The purpose of conducting an interview, among other things: constructs about people, events, organizations, motivations, demands, concerns and other things. Data analysis is the process of systematically searching and compiling data obtained from interviews, observations (field notes), and documentation, by organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is important and will study, and make conclusions so that they are easily understood by yourself and others.

3. Analysis and Results

3.1. Community Perceptions of the Development of Tourist Attractions in Central Buton Regency

Perception is a process that is preceded by sensing. Sensing is a process of receiving a stimulus by an individual through a receiving device, namely the sense organs. In general, the stimulus is transmitted by the nerves to the brain through the central nervous system and the next process is a perception process. The stimulus is received by the sense organs, then through the process of perception something in the senses becomes something meaningful after being organized and interpreted.

After observing something, in our consciousness there is an impression from the public from that observation. This is called a response. According to the Big Indonesian Dictionary, a response is an utterance. A response is a mental statement which can be interpreted as a memory picture of the observation.

Based on the results of interviews with the La Ode community, Rifal said that; "Yes, it's true that the government still doesn't pay much attention to tourist attractions in Central Buton Regency. Of the several natural cave tourist attractions in Central Buton Regency, the government doesn't pay much attention to the issue of visitor comfort" (interview 14 March 2024)." Followed by the opinion of the head of the Tourism Service, Mr. Irwan Seni Rajab, S.STP., MM, saying that; "The Department's efforts are to facilitate the community from each sub-district to be able to develop tourism in their respective areas by highlighting the potential that exists by forming a home, yes, the point is so that the community is aware of tourism, and can live prosperously with the extraordinary tourism potential in Buton Regency There's nothing interesting about the middle, because there are all kinds of tourists who come so it keeps selling." (interview 14 March 2024)"

According to the Big Indonesian Dictionary, opinion is very simple: thought, or stance. Opinion is an accumulation of images created or created by the communication process. Based on the results of an interview with the head of the tourism office, Mr. Irwan Seni Rajab, S.STP., MM said that "we always hold activities that introduce natural cave tourism in Central Buton Regency to tourists and the people of Central Buton Regency. One example is "We introduce this natural cave tourism through social media Facebook, Instagram and other social media" (interview, March 14 2024)". This is the same as the opinion of the secretary of the tourism service, Mr. Azhar, S.Pd, who said that "Various natural tourism arrangements are also being carried out by the Central Buton Regency government in order to increase the attraction of tourists to visit Central Buton Regency. With these arrangements, it is hoped that visits tourists can change from last year" (interview 21 March 2024)". Likewise, Mrs. Zurnia's opinion as a member of the community said that "for this natural tourism, the Central Buton Regency government has been good at promoting it, especially with today's sophisticated technology." (interview March 22, 2024)". Based on the results of the interview above, it can be concluded that in natural tourism the Central Buton Regency government has done its best in introducing natural tourism in Central Buton Regency.

Assessment is a process of not just measuring the extent to which goals have been achieved, but is used to make decisions. Based on the results of an interview with the head of the Central Buton Regency Tourism Office, Mr. Irwan Seni Rajab, S.STP., MM said that; "On tourism development in Central Buton Regency. Apart from increasing tourism visits, we also invite the community to preserve the culture in Central Buton Regency and protect the natural surroundings. The people in Central Buton Regency are starting to become aware of keeping the environment clean and caring for historical objects there. This is community empowerment which can indirectly improve their welfare" (interview, March 14 2024)". The same thing was said by one of the employees at the Central Buton Regency Tourism Service, Jabal SH as Head of the Tourism Destination Development Division, who said that "in introducing the object cultural tourism during the traditional festival in Central Buton Regency, we as the Central Buton Regency tourism office have prepared everything so that tourists who attend and the local community can get to know the natural cave tourism in Central Buton Regency." (interview, March 21 2024)". Based on the results of interviews with La Ode Tifal Watton as a member of the community, he said that; "The government's efforts to introduce cultural tourism to the public or tourists visiting Central Buton Regency have been quite good by promoting it via social media or when there are festivals, the tourism office always introduces natural tourism in Central Buton Regency." (interview 22 March 2024)". Based on the results of the interview above, it can be concluded that the Tourism Department in terms of introducing natural tourism to both visitors and the local community is quite good, because the tourism department always introduces it via social media and through festivals organized by the government Central Buton Regency.

3.2. Development of Tourist Attractions in Central Buton Regency

A good tourist attraction must be able to attract as many tourists as possible, keep them at the tourist attraction for a long time and provide satisfaction to tourists who come to visit. To achieve these results. Based on the results of an interview with the head of the Central Buton Regency tourism office, Mr. Irwan Seni Rajab, S.STP., MM said that; "What we do so that tourist attractions in Central Buton Regency are always visited by tourists is that we provide buses for tourists who want to tour tourist attractions in Central Buton Regency" (interview 14 March 2024). "The same thing was said by La Abu as a member of the community said that; "Regarding the availability of infrastructure, I think it is not sufficient at several tourist attractions, the provision of infrastructure is still lacking, making the attraction for tourists to visit very lacking." (interview March 22, 2024)". Based on the results of interviews with Mrs. Wa Ode Anggi as a member of the community, she said that; "Actually, the tourism potential here is quite large, but development is less than optimal, which is why tourists rarely visit Central Buton Regency, sis." (interview, 22 March 2024)". Based on the results of the interview above, it can be concluded that the lack of

government attention regarding tourist attractions in Central Buton Regency means that there are very few tourists visiting.

Facilities are facilities and infrastructure that support the operations of tourist attractions to accommodate all tourist needs, do not directly encourage growth but develop at the same time or after the attraction develops. Based on the results of interviews with Mrs. Iche as a member of the community, she said that; "The facilities at tourist attractions are very lacking, sis, for example public toilets, places to sit for rubbish bins and so on, sis." (interview 22 March 2024)". The same thing was said by Zambrun as a member of the community who said: "Yes, sis, in this case, almost all tourist attractions are very lacking in facilities for tourists, we from the community are sometimes lazy about visiting these places. "tours that don't provide public toilets or seating, sis." (interview March 22, 2024).

Based on the results of an interview with the head of the Central Buton Regency tourism service, Mr. Irwan Seni Rajab, S.STP., MM said that; "For the issue of tourist facilities, sis, we provide buses for tourists who want to tour, tour guides, information centers and parking spaces." (interview March 14, 2024). Based on the results of the interview above, it can be concluded that there is still a lack of facilities at several tourist attractions in Central Buton Regency, so the government must pay more attention so that tourists who visit can feel comfortable.

Infrastructure as a basic physical need for organizing structural systems needed for economic security in the public sector and private sector as services and facilities needed by tourism so that the economy can function well. This term generally refers to technical or physical infrastructure that supports structural networks such as facilities, among others, in the form of roads, clean water, public toilets, Islamic mosques, transportation (buses), parking lots, seating, street signs and street lights.

Based on the results of an interview with the head of the Central Buton Regency tourism service, Mr. Irwan Seni Rajab, S.STP., MM said that; "For infrastructure problems, sir, such as buses, public toilets and so on, we have provided them so that visitors who want to travel can feel comfortable so that they can feel at home and want to come back again. The program that we have developed to date is the arrangement of all tourist objects and areas that is in Central Buton Regency. The intended arrangement is an effort to manage, utilize and preserve every existing potential, where this potential is then combined into one tourist attraction. "It is hoped that this arrangement will slowly be able to utilize all the potential of tourist attractions in Central Buton Regency" (interview, March 14 2024).

La Ode Rifal as a member of the community said the same thing; "Infrastructural problems, there are several tourist attractions in Central Buton Regency that are still incomplete, including public toilets, religious prayer rooms, parking lots and so on. This is usually a complaint for visitors. (interview March 22, 2024). Based on the results of the interview above, it can be concluded that infrastructure problems at tourist attractions still have many shortcomings, including problems with public toilets, Islamic prayer rooms and so on.

Transportation in Central Buton Regency has started to improve to get to tourist areas and is currently still experiencing problems. Regarding accessibility, tourism managers can develop other accessibility, such as providing special transportation facilities for tourists starting from the nearest airport, namely in Bau-bau City and the airport in Muna Regency, providing information and travel routes, as well as other conveniences that tourists can enjoy. Apart from that, managers

can also improve facilities such as providing catering services around Mutiara Beach, Wantopi and Katembe.

Based on the results of an interview with the head of the Central Buton Regency tourism service, Mr. Irwan Seni Rajab, S.STP., MM said that; "For transportation issues, we always try to ensure that tourists visiting Central Buton Regency can enjoy the tourist attractions in Central Buton Regency, but of course these goods don't always function well, why? Yes, because of many things, starting from damage, if it is located on the edge of the beach, it is subject to abrasion, chairs, graffiti from irresponsible individuals, to natural disasters which can also cause damage to infrastructure" (interview 14 March 2024).

3.3. Factors that Support Optimizing the Role of the Tourism Office in Central Buton Regency

One important factor in the implementation of development is the size of the budget or funds owned by the government. The size of the budget will of course influence the acceleration of development in the related sector. Development in most developing countries in the world is always constrained by the size of the budget provided by the government. Indonesia as a developing country cannot be separated from the problem of available budget. Central Buton Regency is one of the regencies in Southeast Sulawesi Province which has various kinds of tourism objects, some of which have tourism potential, including Pearl Beach, Katembe Beach, Gubari Beach, Wantopi Beach and Labobo Beach as well as Tanjung Kunci Beach which is currently being developed. by the Central Buton Regency government. Not only that, the natural tourism potential in Central Buton Regency includes Loba-Loba Cave, Oemamba Cave, Bidadari Cave and Koo Cave. The efforts of the regional government of Central Buton Regency in developing tourist attractions can be seen in the amount of budget allocated for the development of tourism objects, where in 2018 the government allocated a budget of 6 billion and in 2019 it allocated 10.1 billion for the development of tourism objects. is in Central Buton Regency. From there we can see that the regional government of Central Buton Regency is quite serious in developing tourism potential in Central Buton Regency.

The government's efforts in developing tourism objects do not always run smoothly, on the one hand there are obstacles that are overcome, such as a lack of public attention in supporting the development of tourism objects and on the one hand, the level of local and foreign tourists visiting is still low.

In a development implementation, one of the influencing factors is the availability of supporting facilities and infrastructure, as well as with the Central Buton Regency Tourism Culture Service, the availability of existing facilities and infrastructure of course influences the implementation process of the programs to be implemented. Basically, the availability of facilities and infrastructure at the Central Buton Regency Tourism Culture Service is sufficient, starting from basic facilities such as telephones, vehicles, computers, and so on, which are considered sufficient to support the role of the Central Buton Regency Youth Tourism Culture Service in tourism development. However, from the results of observations in the field, especially for four-wheeled vehicles and the condition of the staff rooms, the conditions appear to be poor.

Regarding accessibility, tourism managers can develop other forms of accessibility, such as providing special transportation facilities for tourists starting from the nearest airport, namely in Bau-bau City and the airport in Muna Regency, providing information and travel routes, as well as other conveniences that tourists can enjoy. Apart from that, managers can also improve facilities such as providing catering services around Mutiara Beach, Wantopi and Katembe locations. The condition of the official car owned by the Central Buton Regency Youth Tourism Culture Service looks old and is no longer effective when used for activities at tourist attractions located in mountainous areas.

Partnership in the context of tourism development in Central Buton Regency is about how to establish relationships, in this case the Tourism and Culture Service with stakeholders and also the community. The stakeholders here are all economic actors who are directly related to tourism in Central Buton Regency. Partnerships that have been established to date include tourism awareness community groups such as cultural care organizations, tourism management community groups. Partnerships from other government agencies such as the Central Buton Regency Public Works Service, Central Buton Regency Regional Tourism Office, Regional Government.

The success of the government's role is also influenced by the level of community participation, in this case how much awareness the community has of the importance of tourism as a potential sector for advancing the regional economy in general, and the economy of the local community itself. Based on the results of observations, one of the reasons why tourism in Central Buton Regency is unable to compete with tourism in other areas is the lack of public awareness regarding tourism development in the area.

4. Conclusion

The development of tourist attractions in Central Buton Regency has not been optimal because there are still tourist attractions that are visited by many visitors who always complain about the tourist attractions they visit. The government of Central Buton Regency has done its best to introduce natural tourism such as the Caves of Central Buton Regency. Tourism in terms of introducing cultural tourism to both visitors and the local community is quite good, because the tourism office always introduces it through social media and through festivals organized by the Central Buton Regency government. The lack of government attention regarding tourist attractions in Central Buton Regency means that very few tourists visit. There is a lack of facilities at several tourist attractions in Central Buton Regency, so the government must pay more attention so that tourists who visit can feel comfortable. Infrastructure at tourist attractions still has many shortcomings, including problems with public toilets, Islamic prayer rooms and so on.

References

- Alizamar, Couto, 2016. *Psychology of Perception and Information Design; A Psychological Study of Perception and Cognitive Principles for Education*. Yogyakarta: Media Academy, nd)
- Achmad, A, Oka, NP, Umar, A and Asrianny. 2012. Identification of Vegetation Cover and Physical Potential of Land for Ecotourism Development in the Field Laboratory for Forest Resource Conservation and Ecotourism in the Unhas Educational Forest. *Journal of Forestry Research* Wa, nd)
- Arikunto, S. 2013. *Research Procedures, a Practical Approach*. Revised Edition. Jakarta: PT. Rineka Cipta, nd)
- Aryawan, I Made Prasetia. 2020, July 22. "DTW Alas Kedaton Free Entrance Tickets And Adds 2 New Rides". *Bali Tribune*, Pp.1-2., nd)
- Arifin, Z. (2017). *The Influence of Consumer Perceptions and Behavior on the Interest of Religious Affairs Office Employees to Become Sharia Banking Customers in Sragen*. Surakarta: Surakarta State Islamic Institute., nd)
- Apriani, G. 2010: *Development Strategy for Environmentally Friendly Tourism*. Thesis, Faculty of Social Sciences Education, Indonesian Education University., nd)
- Bimo Walgito, *General Psychology*, Yogyakarta: Andi Offset, 2010, nd)
- Burhan Bungin. 2012. *Qualitative Research Data Analysis*. Jakarta: Rajawali Press., nd)
- Devy, Helln Angga & Soemanto RB (2017). *Development of Natural Tourism Objects and Attractions as Tourist Destinations in Karanganyar Regency (Case Study of the Jumog Waterfall Tourism Object in the Berjo Village Tourism Area, Ngargoyoso District, Karangay Regency, nd)*
- Faustina, C. (2019). *Feasibility Analysis of Ecotourism Development in the Sipinsur Natural Tourism Area in Peraung Village, Paranginan Humbang Hasundutan District., nd)*
- Jalaludin Rahmat, *Communication Psychology*, Bandung: PT Pemuda Rosda Karya, 2013, nd)
- Moleong, Lexy. 2014. *Qualitative Research Methods, Revised Edition*. PT Teen Rosdakarya,. Bandung, nd)
- Pitana, I Gde. And Surya Diarta, I Ketut. (2009). *Introduction to Tourism Science*. Yogyakarta: Publisher Andi., nd)
- Philip Kotler. 2002. *Marketing Management*, Jakarta: Prenhallindo., nd)
- Ridwan, Mohamad, *Tourism Planning and Development*. PT SOFMEDIA: Medan. (2012), nd)

- Sarlito W. Sarwono, *Cross-Cultural Psychology*, Jakarta: Rajawali Pers, 2014, nd)
- Sugiyono. 2010. *Educational Research Methods Quantitative, Qualitative and R&D Approaches*. Bandung: Alfabeta, nd)
- Sugiyono. (2011). *Quantitative, Qualitative and R&D Research Methods*. Bandung: Alfabeta., nd)
- Sari, D.K. (2011). *Tourism Development of Sigandu Beach Tourism Object, Batang Regency*. Faculty of Economics, Diponegoro University Semarang, 2-87., nd)
- Please, Ulber. 2010. *Social Research Methods*. Bandung: PT. Refika Aditama, nd)
- Sondang P. Siagian, *Motivation Theory and Its Applications*, Jakarta: Rineka Cipta, 2010, nd)
- Wibowo, *Behavior in Organizations (Ed.1 Cet.1)*, Jakarta: Rajawali Pers, 2013, nd)
- Yoeti, Oka A, 2008. *Tourism Planning and Development*. Pradnya Paramita: Jakarta., nd)