

STRENGTHENING LOCAL RIVER TRANSPORTATION (KLOTOK) AS RIVER TOURIST ATTRACTION

Mutiani^{a*)}, M. Adhitya Hidayat Putra^{a)}, Ersis Warmansyah Abbas^{a)},
Bambang Subiyakto^{a)}, Ndaru Mukti Oktaviani^{b)}

^{a)}Lambung Mangkurat University, Banjarmasin, Indonesia

^{b)}Kuningan University, Kuningan, Indonesia

^{*)}Corresponding Author: mutiani@email.ac.id

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Abstract. *Klotok* as a river transportation mode is interesting to study. However, not much research focuses on how the role of *klotok* as a mode of transportation can attract tourists. *Klotok* becomes an icon as a river tourism icon because it presents a uniqueness for the audience. This study aims to describe how the role of *klotok* and its existence for the Banjar community. Interviews were conducted with three community groups, namely: *klotok* owners, traders, and visitors to the Siring Menara Pandang tourist destination. This is intended to provide a complete description of the function of *klotok* as a mode of water transportation, especially in river areas. The results of the study describe how *klotok* as a mode of water transportation is moored on the edge of the Martapura River, precisely Siring Menara Pandang. The choice of location is because Siring Menara Pandang is a public space that is used as well as a tourist destination. Revitalizing the river by prioritizing the river as a selling price to tourists has positioned *klotok* as a vital mode of transportation. Based on its development, *klotok* not only acts as a mode of river transportation but also as a choice of entertainment attractions for river tourism.

Keywords: Klotok; river transportation modes; river tourism

I. INTRODUCTION

Culture is understood as a system of knowledge including; ideas or ideas contained in the human mind, so that in everyday life the culture is abstract. The embodiment of culture in the form of objects created by humans as cultured creatures. As the results of a study entitled "Across the River: The Cemetery in Dolina and New Aspects of the Late Urnfield Culture in Croatian Posavina and Northern Bosnia" Explained that culture not only limited to material aspects but also is real, such as patterns of behavior, language, tools of life, social organizations, religion, art, etc. all aimed at helping humans carry out life in society [1].

It should be highlighted that one indicator of the high level of human culture is carrying out activities in the field of water transportation [2]. Thus, this ability can be said to be the oldest form of civilization achieved by humans for decades ago. At that time humans have been able to navigate rivers, ponds, and even the ocean by using water transportation facilities to reach certain places. Although it has been going on for a long time, the field of water transportation is among the oldest civilizations that are still held by humans to this day. Indonesia, which is an island-studded sea nation, has been carrying out activities in the field of water transportation among its people [3][4][5].

The concept of water transportation essentially carries out transportation with the element of water as the place of operation, in this case, transportation by vehicles carried out in all forms of water territory[6]. In Indonesia, territorial waters refer to areas that hold to the existence of waters in

life both in the context of the sea and rivers such as Banjarmasin City. Banjarmasin City is located in the area of Kuala Martapura river which empties into the east side Barito River. The location of the city of Banjarmasin is almost in the middle of Indonesia. Banjarmasin city is located on the east bank Barito river and divided the Martapura River that tipped in Meratus Mountains [7].

Water transportation especially river transportation has become very vital for the people of Banjarmasin (hereinafter referred to as the Banjar community). The vitality of river transportation is documented from the Dutch East Indies era until the 1990s. This period was the era of the glory of river transportation. Types of river transportation such as speedboats, *klotok* (motorized boats), and *jukung* (rowing boats) color community activities on the river. But in the development of massive infrastructure, especially the construction of river transportation modes began to be eliminated. This condition led to a policy being rolled out through Banjarmasin mayor regulations to restore the function of the river.

The city of Banjarmasin and label The City of the Thousand River carries the revitalization of the function of the river as an icon of tourism. The length of the Martapura River reaches ± 25 kilometers. While the overall length reaches 600 kilometers. Formerly the Martapura River was only known as a connecting river and tributary of the Barito River. However, based on Mayor Regulation (PERWALI) Number 25 of 2016 concerning Management and Development of River-Based Tourism has positioned the