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The Role of Local Government for Local Product Processing: the Implication for Tourism Sustainability in Lok Baintan Floating Market

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Abstract

Lok Baintan floating market is the destination tourism in South Kalimantan province. The trader activity in the floating market becomes the attractiveness of tourism activity. The diversity of good sold in the floating market becomes one of the determinants for tourism sustainability. The tourism sustainability in Lok Baintan Floating Market is the responsibility of both community and government. The objective of this research was to analyze the role of government for local product processing in Lok Baintan Floating Market to improve the tourism activity. This research is focused on local government who has the responsibility for local product processing in Lok Baintan Floating market, i.e. Tourism Agency of South Kalimantan Province, Tourism Agency of Banjar Regency, Fishery Agency of Banjar Regency, Agriculture and Farm Agency of Banjar Regency, and Head of Lok Baintan Village. The research used qualitative method, which used observation, depth interview, and document as the data collection technique. The results of the study showed that tourism activities in Lok Baintan became one of the priorities of tourism development in South Kalimantan, but not managed maximally yet. First, the products sold in the floating market were still raw goods. Then the processing of products sold in the floating market had not been a priority of activities undertaken by local the government. Moreover, limitations of costs were the main cause of the absence of training in agricultural product processing, fishery product processing and handicraft production in the tourist area of Lok Baintan. Processing and diversity of goods sold in the floating market become a determinant of the sustainability of tourism activities in Lok Baintan Floating Market.

Keywords: Government, Local product, Lok Baintan Floating Market, tourism.

INTRODUCTION

Trader activities in Lok Baintan become the attractiveness of tourism. Traders on Lok Baintan is dominated by women. The women using the *jukung* or small boat sell the local product from their villages such as fruits, vegetables, fish, traditional cake, and craft [1,2].

The socio-economic of traders are still low. Tourism activities in Lok Baintan do not have a positive impact on the socio-economic life of traders [3]. Many tourists do not buy traders merchandise because agricultural are sold in large quantities. The foreign tourists are difficult to bring fruits and vegetables in large quantities. The foreign tourists also cannot buy live fish. The local product needs to be processed into a finished product with the good packaging, hence foreign tourists will easily bring souvenirs from Lok Baintan. The role of government is to provide the training for product processing into finished products.

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The government has an important role in tourism industry development [4-7]. Developing of tourism industry depends on the quality of the product as the basis of product, and the price for the same product. The most important thing in the tourism industry is who pays for the product and who benefits from it [8].

The government has the role of motivator, facilitator, and dynamist. Government as the motivator means government ensures the sustainability of the tourism industry. Government as the facilitator means that the government provides all the facilities to support tourism activity. The dynamist means that good relationship between government, the private sector, and the public to support the development of the tourism sector [9].

Local government has an important role in driving the sustainability of the tourism agenda. Sustainability the tourism requires the ability and capability to integrate the natural resources, culture, and human capital [8,10]. Governments also provide a good environment for the private sector, local community, tourists and other stakeholders for tourism sustainability [10].

Tourism sustainability in Lok Baintan is determined from the trading activity. The

limitation time and merchandise on the floating market make the limitation of tourism activity. The local government has the responsibility to improve the quality and quantity of the merchandise on the floating market. Based on the background, the objective of the research was to analyze the role of government for local product processing in Lok Baintan Floating Market to improve the tourism activity.

RESEARCH METHODS

Study Area

Astronomically location of Lok Baintan floating market (Figure 1) is 3°17'21.1" S and 114°40'11.1" E. Lok Baintan is located in Banjar Regency, South Kalimantan [2,11]. The study used fieldwork and qualitative approach. The target population was the local government who has the responsibility for local product processing in Lok Baintan Floating market, i.e. Tourism Agency of South Kalimantan Province, Tourism Agency of Banjar Regency, Fishery Agency of Banjar Regency, Agriculture and Farm Agency of Banjar Regency, and Head of Lok Baintan Village.

Data Collection

Data collection was obtained through observation, depth interview and document.

Observation was used to get the general condition of tourism activity on the floating market. Depth interview was used to get the information the role of local government for local product processing to improve the tourism activity in the floating market. This document was used to analyze the local government program in Lok Baintan Floating Market which used Triangulation method for testing the validity of data. Data analysis consisted of data grouping, data reduction, data display, and conclusion drawing [12].

RESULT AND DISCUSSION

The Processing of Agriculture Product

Processing of agricultural product program in Lok Baintan has never been implemented by Agriculture and Farm Agency of Banjar Regency, due to the limitation of cost. In addition, this program has also never been implemented in Lok Baintan, because local government in this region has never applied to assist the management of plantation products to Agricultural and Farm Agency of Banjar Regency. Lok Baintan Village is not a priority program of plantation cultivation. The opinion of resources and counseling of Agriculture and Farm Agency follows:

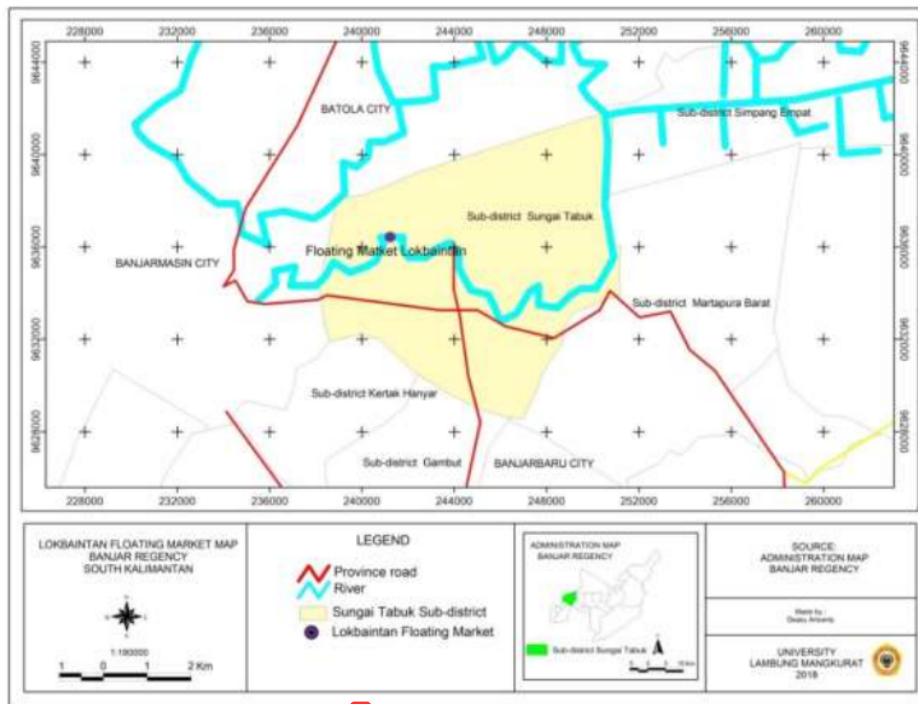


Figure 3. Lok Baintan Floating Market Location

4 *Local Government Role for Local Product Processing in Lok Baintan Floating Market (Arisanty et al)*

"Regarding the activities of the plantation and livestock service in Lok Baintan, there has been no activity to get there. Our plantation is still focusing to the development of rubber. We still focus only in some villages, not including Lok Baintan Village. Extension activities can actually be done if there are villages that need good counseling or training, we are ready to guide, but the local people who have to request procurement to us then we will be able to follow up".

The Processing of Fishery Product

Processing of fishery product program in Lok Baintan to support the tourism activity has never been implemented by Fishery Agency of Banjar Regency also considers that Lok Baintan Village is not yet a program priority. The community from Lok Baintan also never submits proposals to carry out training activities in their villages. Lack of information from both the agency and the community causes the cooperation activities between the government and the community is not going well. The opinion of the head of business and investment of Fishery Agency in Banjar Regency follows:

"Training activities from the fisheries agency is limited, due to budget constraints, our budget in one year only two or three times the training. For special training in Lok Baintan village, we have never been there; we usually conduct community training from some villages that we are here to attend training. Fishery product is *abon* and crackers, for our marketing also provide links to the trainees. Until now, there is no program that we specialize in Lok Baintan Village, but it is possible if people ask for special training, we may be able to leverage the program there".

The community on Lok Baitan Floating Market producing the fishery (Fig. 2) into salted fish. The salted fish product has simple packaging. They have their own creativity because there is no training from the local government for fishery product packaging (Fig. 3).

The Creative Economic in Tourism Area

The Creative Economy Agency is a part of the Tourism Agency in Banjar Regency. The Creative Economy Agency was built in 2017. The creative economic agency is not yet developing the community activities in tourism area due to the limitation of funding. The opinion of the head of creative economic of Banjar Tourism Agency follows:

"We still focus on marketing tourist attractions. The creative economic will begin to be implemented in 2019, because it is our target budget in 2019 for training. Lok Baintan floating market is dominated only by fruits and food, there has been no innovation for processing raw products into a superior product that characterizes its own".



Figure 2. Live fish on Lok Baintan Floating Market



Figure 3. The Packaging of Salted Fish

Training for local product processing in Lok Baintan will be implemented in the year 2019. Type of training is cakes cooking, crafting, and empowerment² of women. Training programs will be expected to improve the types and quality of products available in Lok Baintan Market. Handicraft training will use water hyacinth as the material of crafting.

Based on the results of interviews with artisans in local villages, there is no role of government in advancing the existing craft in the village. Craftsman in this village is only one person (Fig. 4). She makes crafts based on his own creativity. Handicrafts are taken by merchants for resale in a floating market. The craft is a basket and a place for rice. The craft is made by using a small bamboo called *bamban* (Fig. 5). Limitations of raw material and the number of craftsmen cause the limitations of handicrafts sold in the floating market.



Figure 4. The craftsmen and the handicraft



Figure 5. Bamban as the material of handicraft

The role of tourism agency of Banjar Regency in the development of Lok Baintan Floating market tourism is the development of destination and promotion. Related destinations not only from the tourist agency but also involve other agencies and local communities. The floating market program constructs the facilities to support the activities of tourists. Related to the actual promotion of the tourism agency, there is a program was regularly done once a week or once a month. In 2019, routine activities once a week or once a month will be done again.

One of the big events are prepared by the Tourism Agency of Banjar Regency is 1000 *jukung* (small boats). This event will be held in November 2018. The target of the program is not only from domestic but also international tourist.

The creative economy of the tourism agency of Banjar Regency prepares small and medium business related to the tourism, unfortunately, this program could not be implemented properly in Lok Baintan in 2018. The Tourism Agency of Banjar Regency will prepare the handicraft training to women on Lok Baintan in 2019. The result of handicraft can be marketed as a souvenir on tourism area.

The head of Lok Baintan Villages said that the people have been getting the screen printing training from local government. The training is only held about 2 days. No other training has been implemented in this village in 2018. The head of Lok Baintan said that the community of Lok Baintan is only waiting for the training program from local government, due to they are confused where they have to submit the training proposal.

The Tourism agency of Banjar Regency is focused on *POKDARWIS* (the tourism awareness group). The purpose of *POKDARWIS* program is to make the local community be aware of tourism activity. *POKDARWIS* members are about 20-30 people.

The concept of self-conscious tourism implanted into the community is based on 7 of fascination [13]. The tour can get a good impression. The tour also can help for promoting the resort to other people through the story or photo from social media.

Tourism agency of Banjar Regency is not involved in the development of agriculture and fishery product because the tourism agency is focused on the tourist object. The tourism agency considers the promotion of agriculture product and fishery product is responsibility from Agriculture and Farm Agency and Fishery Agency. The tourist agency of Banjar Regency considers the local product processing to be a souvenir or another product such as creeps, cracker, and orange syrup is the responsibility of Agriculture and Farm Agency and Fishery Agency. There should be a synergy between the relevant agencies to promote the agriculture and fishery product in Lok Baintan due to the sustainability of tourism attractiveness related to the local product in Lok Baintan Floating Market.

The Tourism Agency of Kalimantan Province in 2019 will develop a trading arrangement such as traditional traders' clothing, merchandise packaging and assemble their merchandise. The majority product sold in the floating market is fruits. It will be a development target. The traders will be given the training to process raw goods into a product. The product will be characteristic of the floating market.

The Tourism Agency of Kalimantan Province in the year 2019 will develop a floating shop as the place of tourist to enjoy the floating market and to sell the local product of the floating market. The floating shop becomes a gathering point between traders and tourist. The short of trading times makes the short of tourism activity.

Local Government Role for Local Product Processing in Lok Baintan Floating Market (Arisanty et al)

The tourists also arrive in the floating market in the early morning, so that the tourists have limited time to enjoy the floating market.

Tourism Agency of Kalimantan Province also has the program to form the 100 community groups. The community group is aware of tourism attraction in Lok Baintan. The community group will manage the activities of tourists. The government's expectation is the community's independence in processing tourism activities in their region. The donation funding to support this activity is IDR 15,000,000 per group. The donation funding is used for financing the tourism activity. Some of the problems that occur in the Lok Baintan floating market are as follows.

- a. Limitation coordination among the agencies involved in tourism activities,
- b. The tourism in Lok Baintan is not yet managed well,
- c. Processing of agricultural products, fishery products and handicraft in Lok Baintan is not a priority in tourism activity,
- d. Lack of information between local government and community about the training,
- e. The government is still focused on preparing the human resources and facility involved in tourism activities,
- f. Limitations of funds for processing the local product in Lok Baintan are considered to be a major issue.

The sustainability of tourism activities in the floating market is determined by the trading activity occurring in the area. Limitations of goods sold and limited time in tourism activities will be an obstacle to the sustainability of tourism activities. Processing of agricultural, fishery and handicraft products in this region becomes very important. The tourism agency of South Kalimantan Province has the program to process the local product in 2019.

The role of local government provides training on the processing of natural products that exist in this region. Limitations of funds need to find a solution. The government also promotes the products from the region, so that tourists already know the goods in the floating market.

The local government sector has an important role in supporting tourism development. Local government promotes the network between agencies, community groups and the private sector to invest in the area [14]. Investment is one effort to overcome the lack of funds in the management of tourist areas in Lok

Baintan. The role of local government is to be a liaison between investors and the community in the tourist area. The investment in Lok Baintan has the benefit to promote the local product and promote the socio-economic community.

Development of tourism product involves stakeholders and activities. The government has the required social and political capacity and legitimacy to coordinate the activities of diverse and different interest groups [15]. Various interests and programs in the development of Lok Baintan can be coordinated by local governments. Local governments can choose the main priorities that will be developed in this region. Trading activities as a major attraction in this tourism activity can be a top priority.

CONCLUSION

Trade activity is a major activity in tourism in the Lok Baintan Floating Market. Limitations of the types of goods become a problem in the sustainability of tourism activities in this region. Processing of raw goods into finished goods in tourism activities becomes very important in tourism activities in this region. Local governments still have not made the training for processing of raw materials of agriculture and fishery, and handicraft items as a top priority in tourism activities. Local governments are still focused on human resource development and tourism facilities procurement. get constraints become the main problem in the development of local product processing in this region.

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