

## Economic Empowerment of the Muang Ilir Village Community Through “MILTOVIL” (Muang Ilir Ecotourism Village)

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### Abstract

Corona virus 2019 (COVID-19) has infected millions of people around the world. The impact on the economy is expected to be large and can cause the economy of a country to slump, including Indonesia. The city of Samarinda, located in East Kalimantan Province, has also felt the economic impact of COVID-19, especially in the tourism sector. A regional development strategy in Samarinda is needed to be able to restore economic productivity. The purpose of this study was to determine the potential and strategy of developing an ecotourism village that can be used in one of the villages in Samarinda City, namely Muang Ilir Village, and to determine the effect of developing Muang Ilir Village into an ecotourism village on regional economic recovery.

The research was carried out in January-February 2021 in Muang ilir Village, North Lempake, North Samarinda District, Samarinda City, East Kalimantan. Data collection techniques used by the author are observation, questionnaires, interviews and documentation. The author conducted a SWOT analysis (*Strength, Weakness, Opportunity, and Threats*) as a basic support for research on the development of Muang Ilir Village into an ecotourism village. From the SWOT analysis that the author has done, it can be seen that Muang Ilir Village has strength or potential in natural beauty, plants, and rivers. The weaknesses of Muang Ilir Village are the absence of public transportation and traffic signs, inadequate huts and the absence of public facilities. Muang Ilir Village has the opportunity as an ecotourism village in Samarinda City which attracts tourists' attention so as to improve the community's economy. Threats that may occur are various activities that can damage the environment and natural disasters such as floods to land fires.

The strategy of developing Muang Ilir Village into an ecotourism village can be done by dividing the area into three blocks. Intensive use blocks include rice fields and vacant land, divided into core zones covering infrastructure improvement as well as providing public facilities and supporting zones including procurement of souvenir stalls, rice fields, rice fields bridges, vegetable museums to local specialties. Limited use blocks utilize vacant land for nurseries with special tourism purposes for research purposes. The protection block covers the Karang Mumus River and its surrounding watershed for educational tourism. Based on survey obtained 100% of the people of Muang Ilir Village support and believe that the development of an ecotourism village will increase the economic productivity of the community. This is also supported by the results survey by 96.2% the people of Samarinda City who are interested in visiting and buying products produced by the people of Muang Ilir Village.

**Keywords:** Muang Ilir Village, Ecotourism Village, Tourism Potential, Development Strategy, SWOT

## 1 Introduction

The World Health Organization (WHO) explains that Corona viruses (Cov) are viruses that infect the respiratory system. This viral infection is called COVID 19. Corona virus causes illness from the common cold to more severe illnesses such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). So far, 188 countries have confirmed that they have the Corona virus. The spread of the Corona virus which has spread to various parts of the world has an impact on the Indonesian economy, both in terms of trade, investment, and tourism. Corona virus disease 2019 (COVID-19) has infected millions of people worldwide. The impact on the economy is expected to be large and can cause a country's economy to slump. The Corona virus or Corona virus disease 2019 (Covid-19) has made the Indonesian economy contract. The impact of the Corona Virus or Covid-19 seems to have an impact on all sectors, especially tourism and other sectors (Fahrika, 2020).

According to Fahrika (2020) during the first three months (first quarter), namely January to March 2020, the Covid 19 virus spread very quickly in Indonesia and had a considerable impact on economic activities in Indonesia. One of the provinces in Indonesia, namely East Kalimantan, has also felt the impact of the Covid 19 virus on the regional economy. This was acknowledged by the Governor of East Kalimantan, H. Isran Noor, who said that based on data from the Social Service and BPS, the number of poor people has only increased due to Covid 19, even the addition could reach 100 percent of the total data.

Samarinda City, which is the capital of East Kalimantan Province, also experienced an economic decline, especially in the tourism sector during the pandemic. According to Maulana (2020) tourism is one of the largest industries that are growing rapidly in the world. Tourism is used as a potential source of foreign exchange and a significant source of employment. Therefore, a strategy for developing the tourism sector in Samarinda City is needed to stabilize the regional economy.

Muang Ilir Village, which is located in Lempake Village, North Samarinda District, Samarinda City, East Kalimantan, has a good geographical location so that it has a lot of tourism potential that can be developed into an ecotourism village to help the regional economy. According to Tisnawati (2019), ecotourism is a form of travel to unspoiled areas that aims to understand the culture and natural history of the environment, maintain ecosystem integrity, while creating economic opportunities to make conservation and natural resources profitable for local communities. In this area, the people still have traditions and culture that are still relatively original. In addition, several supporting factors such as typical food, agricultural systems and social systems also color a tourist village area. Apart from these factors, pristine and preserved nature and environment is one of the most important factors of a tourist destination.

In Muang Ilir Village, the potential for agricultural products which in addition to being used for food needs can also be developed into a natural tourist attraction without damaging or changing both socially and culturally. Rice fields with direct views towards the hills can be a capital in attracting tourists. The existence of the Karang Mumus River and the watershed

that stretches in Muang Ilir Village adds to the potential for water tourism that can be developed into riverbanks. In addition, the Karang Mumus River School is an attraction for tourists to visit. The village also has a cultured community that can attract tourists. In addition, it has great opportunities to develop in infrastructure and other supporting facilities.

The tourism potential of the natural resources in Muang Ilir Village is unfortunately not optimized and has not received serious attention from the surrounding community and local government to be developed into a tourist attraction in the form of an ecotourism village. This can be seen from the lack of people to promote the tourism potential in the area. In addition, the absence of the provision of facilities and infrastructure owned by local communities which usually encourages community participation and ensures access to physical resources is a stepping stone for the development of ecotourism villages.

In terms of the potential of Muang Ilir Village, it can be used as a reference for development into a local tourist attraction in the form of an ecotourism village. With the development and construction of tourism objects, it can directly open and increase job opportunities and local businesses for the people of Muang Ilir Village and improve the regional economy through community empowerment such as boat rentals for river crossings, sales of souvenirs for cuuk manik handicrafts, ticket guards, and sales of plantation products. . According to Hidayat (2016), community involvement in the development and management of tourism objects will have a positive impact on the sustainability and sustainability of the ecosystem around the object.

## 2 Methodology

### 2.1 Research Time and Place

The research was carried out in January-February 2021 in Muang Ilir Village, Lempake Village, North Samarinda District, Samarinda City, East Kalimantan.

### 2.2 Data Collection Technique

The data needed in this study uses several techniques including the following:

#### 2.2.1 Observation

Researchers carried out direct observations to the location to see the real condition and existence of Muang Ilir Village. Observations were made to see the natural potential both internally and externally as well as existing and unavailable facilities and infrastructure around the village.

#### 2.2.2 Questionnaire

Researchers distributed questionnaires to the community around Muang Ilir Village. The questionnaire contains questions about community knowledge about the existence of the potentials that exist in the village, as well as suggestions relating to the development of the potential that exists in the village.

#### 2.2.3 Interview

Researchers conducted interviews with the head of the Neighborhood Association, the people of Muang Ilir Village and environmental activists. Then the data and information in the interviews were used to find out the potential in the village. The strategy of developing an ecotourism village in Muang Ilir Village requires the role of the government and the

surrounding community in order to realize local tourism that is of interest to the people of Samarinda and Indonesia.

#### 2.2.4 Documentation

Apart from interviews, distributing questionnaires and observations, data collection was also taken through the internet, journals, theses and theses as well as other materials related to this research. The documentation method aims to be evidence that the authors have carried out research through electronic and print media.

#### 2.3 Data Analysis Technique

The data collected is analyzed by formulating words and sentences that have been obtained in the field so that it can answer problems with original evidence based on the research studied. which is researched. The data were then classified according to the focus of the research that had answered all the questions in the problem formulation, in other words to solve and answer all the questions in our problem formulation using presentation techniques.

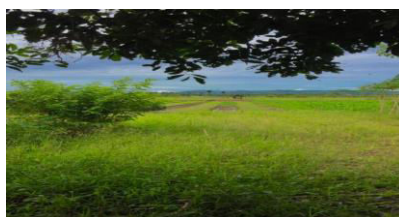
### 3 Results and Discussion

#### 3.1 Potential of Muang Ilir Village as an Ecotourism Village

##### 3.1.1 Strength

Strength is the power source potential or other advantages in the area of ecotourism attractions Kampung Muang Ilir. The strength factors in the ecotourism object in Muang Ilir Village based on the results of questionnaires and interviews with the residents of Muang Ilir Village, which can be a strength to lift Muang Ilir Village into an ecotourism village are as follows:

##### 3.1.1.1 Natural Scenery



**Figure 3.1** Natural Scenery Muang Ilir Village

Source: *Personal Documentation*

Muang ilir village has interesting natural scenery. Where, this is in line with the survey that has been carried out where for the attractiveness of natural scenery it reaches a percentage of 62.5%.

##### 3.1.1.2 Plants



**Figure 3.2** Plants Muang Ilir Village

Source: *Personal Documentation*



In Muang Ilir Village have a high potential to make it an ecotourism potential. The people of Muang Ilir Village generally grow oranges, corn, and chilies. Besides, it has a special attraction for its fans, in line with the results of our survey which reached a percentage of 79.16%.

### 3.1.1.3 River



**Figure 3.3** Karang Mumus River

**Source:** *Personal Documentation*

The Karang Mumus River located in Muang Ilir Village has clear water color, with a variety of plants that live around it, so it has a well-maintained and diverse ecosystem. In addition, it also has a calm current so it is safe to use as a tourist attraction. This is in accordance with the survey results which state that the Karang Mumus River in Muang Ilir Village has a very high attractiveness with a percentage of 100%.

### 3.1.2 Weakness

The weaknesses in Muang Ilir Village are the absence of public transportation and traffic signs leading to Kampung Muang Ilir so that tourists will find it difficult to get to Kampung Muang Ilir. The absence of public facilities such as public toilets or public bathrooms. Inadequate shelter or hut for a place to stop or rest while tourists.

### 3.1.3 Opportunity

The opportunities that exist in the Kampung Muang Ilir area are ecotourism objects in Muang Ilir Village, such as river crossings, tree planting, Karang Mumus River School, and tree nurseries. This has the potential as a local tourism place that can attract local tourists and outside the city of Samarinda. Muang Ilir Village has potential in the economic aspect which has a large enough opportunity as a mainstay ecotourism village in the Samarinda City area which can increase the income of residents in Muang Ilir Village. Muang Ilir village has the potential to expand employment in the tourism sector as the economic development of the local community. For example, local people can open stalls *souvenir* or food shops that can empower the local community and increase the income of the local community.

### 3.1.4 Threats

Threats of various activities that can damage the environment. Such as littering, illegal logging, taking fish with tiger trawlers. Threats of natural disasters such as floods and land fires.



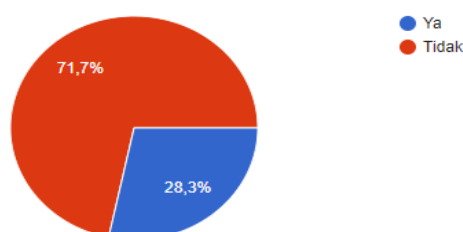
### 3.2 Community Opinion Regarding Muang Ilir Village Becoming an Ecotourism Village

One way to gain success in developing an area into ecotourism is to involve the local community in all activities to support this development. Therefore, from our *survey* and interviews with the people of Muang Ilir Village, 100% of the people support the development of Muang Ilir Village into an ecotourism village.

### 3.3 Promotive Aspects That Need To Be Done

#### 3.3.1 Graph of knowledge of the people of Samarinda towards Muang Ilir Village

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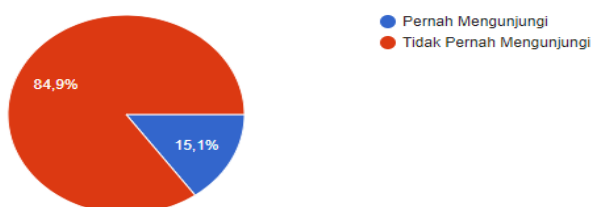
**Figure 3.4** Knowledge of the Samarinda Community towards Muang Ilir Village

From these results, 38 out of 53 people or 71.7% still do not know about the existence of Muang Ilir Village. From this it can be seen that the community is more familiar with the Lempake or Benanga area and does not know Muang Ilir Village. This is one of the strong reasons for the need for promotions related to Muang Ilir Village.

#### 3.3.1 Graph of Samarinda people who have visited Muang Ilir Village

Out of 53 people, only 8 people have visited Muang Ilir Village or only 15.1% of the total. The potential that exists in Muang Ilir Village has not been developed so that it is necessary to develop the potential of Muang Ilir Village to attract visitors. There needs to be promotion through social media such as Instagram, YouTube, Facebook, and so on.

53 tanggapan



**Figure 3.5** Samarinda people who have visited Muang Ilir Village

*Platforms digital* has a very big role to strengthen the promotive aspect of the ecotourism village in Muang Ilir Village. Along with the development of technology, promotions can use new media, namely social media as a way to promote Muang Ilir Village

as an ecotourism village. Promotion through social media can increase community economic empowerment because it can create business opportunities, such as through *Facebook*, *Twitter*, *Instagram*, *WhatsApp*, *Youtube*, and other social media (Nurjannah, 2018: 40).

### 3.4 Strategy for Development of Muang Ilir Village to Become an Ecotourism Village

#### 3.4.1 Intensive Utilization Block

This block is used intensively for ecotourism village in Muang Ilir Village. The area include rice fields and vacant land around residential areas.

##### 3.4.1.1 Core Zone

Improvement of road access. In Muang Ilir Village, it is necessary to improve the road at the entry point for rice fields, plantations, and access to the Karang Mumus River.

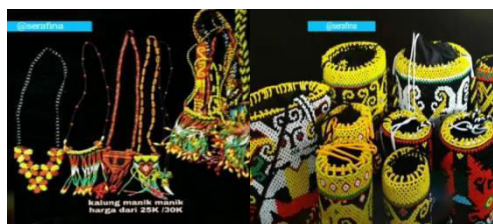
Levy and parking. In addition to making it easier for tourists to place their vehicles on a regular basis, the existence of a levy from parking that is carried out can increase regional income.

Availability of transportation facilities. With the existence of transportation facilities such as public transportation or online motorcycle taxis, it will certainly make it easier for tourists who come without a personal vehicle.

Facilities such as public toilets are needed when building a place as a tourist area. The existence of a trash can can maintain the cleanliness and beauty of Muang Ilir Village. Shelters or huts can be used for tourists who visit as a place to rest or a gathering point when a tourism education program will be held. Traveling activities that take a long time result in the need for strategic and clean places of worship. The availability of information posts is very much needed in Muang Ilir Village.

##### 3.4.1.2 Support Zone

People of Muang Ilir Village, especially mothers, have the ability to make beaded crafts that can be traded to visitors as *souvenirs* so that community empowerment can occur.



**Figure 4.6** Cucuk Manik Crafts

Source : <https://youtu.be/Of2EqTVNzK0>

Typical local culinary. Kolang Kaling that are widely available in Muang Ilir Village can be used as special preparations that benefit the surrounding community.

Minapadi processing utilizes local wisdom that already exists in an area, by utilizing elements that exist in nature. In addition to land suitability, irrigation networks are an important factor influencing the success of the Minapadi system (Lestari, 2017: 71).

Rice field bridge. Tourists visiting the ecotourism village in Muang Ilir Village can enjoy the natural beauty of rice fields by using a rice fields bridge and can be used as a contemporary photo object.

Vegetable museum. The existence of vacant land that has not been utilized can be developed into a vegetable museum. This can attract the attention of tourists because it is not yet available in Samarinda City.

#### 3.4.1.2 Limited Utilization Block

Activities that can be carried out in this block include special interest tourism for research purpose.

#### 3.4.1.2 Protection Block

This block is a flora and fauna conservation area. Covers the river area and the Karang Mumus riverbank.

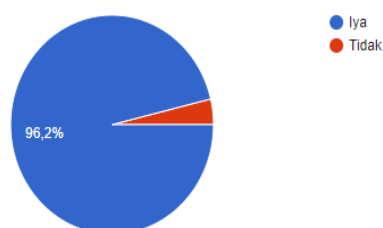
### 3.5 The Effect of Development on the Community Economy of the Muang Ilir Village

The decline in economic development caused by Covid-19 has had a major impact on the people of Indonesia, including those in the Muang Ilir Village area, Samarinda. Based on a survey conducted on the people of Kampung Muang Ilir, there were 91.66% of the people of Kampung Muang Ilir who agreed that the Covid-19 pandemic had an impact on the economy which caused an economic decline. Therefore, the author again asks for the opinion of the people of Kampung Muang Ilir regarding the existence of an ecotourism village as a step to restore the economic productivity of the people of Kampung Muang Ilir. The author conducted a survey related to the provision of local economic businesses in the ecotourism sector, where at the point the existence of an ecotourism village would increase job opportunities, increase business opportunities for local residents and small entrepreneurs, increase business capital ownership, and improve the skills of local communities getting 100% support from the community. Muang Ilir village.

The author also conducted a survey through an online questionnaire distributed to the people of Samarinda City on Muang Ilir Village as an ecotourism village in Samarinda. The results of the survey we conducted are as follows:

#### 3.5.1 Graph of the interest of the people of Samarinda to visit Muang Ilir Village when it became an ecotourism village in Samarinda

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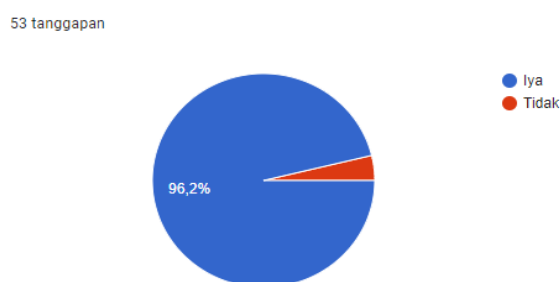


**Figure 4.7** Interest of the Samarinda Community to Visit Muang Ilir Village



From these results, 51 out of 53 people or 96.2% of the Samarinda community were interested in visiting Muang Ilir Village when it became an ecotourism village in Samarinda.

### 3.5.2 The graph of the interest of the people of Samarinda to buy products produced by the people of Kampung Muang Ilir when they became an ecotourism village in Samarinda



**Figure 4.8** Interest of the Samarinda Community to Buy Products

From these results, 51 out of 53 people or 96.2% of the people of Samarinda are interested in buying products produced by the people of Kampung Muang Ilir when they became an ecotourism village in Samarinda. With the presence of an ecotourism village in Muang Ilir Village, it is hoped that it can be a step to restore, stabilize, and improve the economic conditions of the people in Muang Ilir Village, Samarinda.

## 4 Conclusions

The potential of Muang Ilir Village which is a supporting factor to be developed into an ecotourism village is that it has very attractive natural scenery, plants and rivers and is supported by people who have local wisdom. The strategy for developing Muang Ilir Village into an ecotourism village can be done by dividing the area into three blocks, namely an intensive use block consisting of a core zone covering infrastructure improvements and a supporting zone including souvenir stalls to sell community handicrafts, local culinary specialties, rice cakes, bridges, rice fields and vegetable museum. Limited utilization blocks in the form of nurseries for tourism with research purposes. The protection block covers the river area and its surroundings as an educational-based river excursion and tree planting with the Karang Mumus River School. The development of an ecotourism village supports increasing regional economic productivity in Muang Ilir Village. This is based on the survey results of 100% that the community believes that this development can increase employment so that it helps improve the economy and is strengthened by the survey results of 96.2% of Samarinda people interested in visiting and buying products traded in Muang Ilir Village.

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