

Visitor Perceptions of the Educational Fish Pond Tourism Site in Sumber Rejeki Hamlet, Loh Sumber Village, Loa Kulu, East Kalimantan

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ABSTRACT

The Educational Tourism Fish Pond of Sumber Rejeki Hamlet, Loh Sumber Village, serves as a potential medium for introducing fisheries-related activities, including aquaculture, aquatic resource management, and the sustainable application of fisheries technology to the community. The objective of this study was to examine visitors' perceptions of the educational tourism fish pond in Sumber Rejeki Hamlet, Loh Sumber Village, Loa Kulu Subdistrict. The research was conducted from November to December 2024 using the accidental sampling method. The respondents consisted of 45 visitors to the tourism site. Data were analyzed using descriptive analysis with a Likert scale measurement. The results indicate that visitors' perceptions of the educational tourism fish pond fall into the "very good" category (87.05), within the score range of 87–103. This evaluation was based on the following indicators: tourism object (13.38, very good), accessibility (7.87, good), facilities (39.64, very good), information and promotion (17.29, very good), and management services (8.87, good).

INTRODUCTION

Educational-based tourism (edutourism) is a form of destination development that integrates recreational and educational elements. This concept not only provides an enjoyable tourism experience but also enhances visitors' knowledge and understanding of the sites they visit. In the fisheries sector, educational fish pond tourism serves as a potential medium for introducing aquaculture activities, aquatic resource management, and the sustainable application of fisheries technology. In addition, this type of tourism offers a means for hobby fulfillment and stress relief from daily routines. This perspective aligns with Pratama et al. (2023), who stated that fisheries-related tourism objects, such as recreational fishing, are preferred by the residents of Samarinda City as both a leisure activity and a recreational outlet for stress relief.

One example of such an initiative is the Educational Tourism Fish Pond in Sumber Rejeki Hamlet, Loh Sumber Village, Loa Kulu Subdistrict, which provides visitors with direct experiences to learn and interact with fisheries environments. The site is managed independently without an entrance fee and has not yet established partnerships with the village government. The managers continue to independently meet operational needs and gradually develop and improve the facilities of the Educational Tourism Fish Pond.

The success of a tourism destination, including educational tourism, is strongly influenced by visitor perceptions and satisfaction. Positive perceptions can encourage repeat visits, word-of-mouth promotion, and community support for sustainable tourism management. Conversely, negative perceptions may hinder destination development. Yamti et al. (2023) emphasized that tourist perception reflects visitors' opinions

of an object and is valuable in supporting tourism development, particularly in terms of attractions and facilities that can be further enhanced in the future. Similarly, Fanizar and Asnur (2022) argued that visitor perceptions are essential as a source of information and data for managers to improve the attractiveness of tourism destinations.

Based on this background, it is important to examine visitor perceptions of the Educational Tourism Fish Pond in Sumber Rejeki Hamlet as a basis for evaluation and service improvement. This study aims to assess visitor perceptions of the fish pond educational tourism site in Loh Sumber Village, focusing on four indicators: tourism object, facilities, information and promotion, and management services.

METHODOLOGY

This study was conducted from November to December 2024 at the Educational Tourism Fish Pond in Sumber Rejeki Hamlet, Loh Sumber Village, Loa Kulu Subdistrict, Kutai Kartanegara Regency. The research employed a survey method, which was used to collect primary data through oral or written questions, commonly utilizing questionnaires as the main data collection instrument.

Both primary and secondary data were utilized in this study. According to Sugiyono (2016), primary data are sources that directly provide information to the researcher or data collector. Mandasari et al. (2025) further emphasized that primary data constitute a core component of research data, obtained through in-depth interviews with respondents using a structured questionnaire developed in accordance with the study objectives. In addition, primary data were collected through direct observation at the research site.

Secondary data were obtained from literature studies, including monthly and annual reports from the management of the Educational Tourism Fish Pond (e.g., visitor statistics, a brief profile of the educational site), relevant books, and published research findings aligned with the objectives of this study.

Sampling Method

Sampling was carried out using the accidental sampling method, a non-probability sampling technique in which respondents are selected based on chance encounters with the researcher. In this approach, any visitor who happened to meet the researcher at the site and met the eligibility criteria was included as a sample, with convenience being the primary consideration. According to Notoatmodjo (2010, cited in Aprila et al., 2024), accidental sampling is a non-probability sampling technique in which respondents are selected by encountering individuals who are present at a particular location relevant to the study context, for the purpose of collecting primary data.

Visitors to the Educational Tourism Fish Pond who met the researcher were invited to participate by completing a questionnaire designed to assess their perceptions. The inclusion criteria for respondents were: (1) aged at least 17 years and (2) willingness to participate voluntarily. A total of 45 visitors were sampled, along with one site manager who served as an additional respondent. This criterion is consistent with the study conducted by Tahir et al. (2025) on visitor satisfaction at Graha Mangrove Tourism Park, Bontang City, which also required respondents to be at least 17 years old and willing to provide information in line with the research objectives.

Data Analysis

The data analysis method employed in this study was descriptive analysis, supported by the use of the Likert scale. Sugiyono (2016) states that the Likert scale is an instrument used to measure an individual's attitudes, opinions, and perceptions regarding social phenomena. In this study, variables were operationalized into measurable indicators that were formulated as structured statements or questions.

Descriptive analysis was conducted by systematically collecting, organizing, processing, and analyzing the data to provide a clear overview of visitor perceptions. According to Syakhshiyah et al.

(2023), descriptive analysis is also used to describe respondent characteristics, including gender, age, marital status, education level, occupation, and monthly income.

Perception data related to tourism objects, accessibility, tourism facilities, information and promotion, and management services were treated as ordinal data, reflecting hierarchical levels of perception ranging from high to low. These data were presented in tabular form and analyzed descriptively using percentage values.

RESULT AND DISCUSSION

The Educational Tourism Fish Pond in Loh Sumber Village is privately managed by its owner without collaboration with the local government (Loh Sumber Village administration). The site does not have an official website or dedicated social media account for promotional purposes. Promotion efforts are primarily carried out informally through WhatsApp, either by the manager or by visitors who share their experiences.

Several facilities are available at the site, including: Fishing area; Gazebos; Canteen; Accommodation (Homestay); Prayer room (Mushola); and Fruit garden. The costs incurred by visitors for using specific facilities are as follows: gazebo rental at IDR 50,000, accommodation at IDR 500,000 per day, and fishing catches at IDR 30,000 per kilogram if visitors wish to bring their fish home.

Visitor perceptions of the Educational Tourism Fish Pond in Loh Sumber Village were assessed through two types of questions: closed-ended and open-ended. Closed-ended questions were structured using a Likert-scale questionnaire, whereas open-ended questions allowed respondents to provide unrestricted answers. The questions were grouped into six indicators: tourism object, accessibility, tourism facilities, information and promotion, and management services.

Respondent Profile

Respondent profiles included personal information such as name, gender, education, occupation, purpose of visit, and frequency of visits to the Educational Tourism Fish Pond. A summary of the processed respondent profile data is presented in Table 1.

Table 1. Summary of respondent profiles

No.	Respondent Identity	Category	Frequency	Percentage (%)
1	Age	18–35 years	25	56
		36–61 years	20	44
		Total	45	100
2	Gender	Male	25	56
		Female	20	44
		Total	45	100
3	Education	Junior High School	3	7
		Senior High School	26	58
		Higher Education	16	36
		Total	45	100
4	Occupation	Student	3	7
		Entrepreneur	4	9
		Private Employee	21	47
		Civil Servant/Military/Police	9	20
		Others	8	18

No.	Respondent Identity	Category	Frequency	Percentage (%)
	Total		45	100
5	Purpose of Visit	Recreation/Holiday	36	80
		Research	1	2
		Study Tour	1	2
		Others	7	16
	Total		45	100
6	Frequency of Visit	Once	24	53
		More than once	21	47
	Total		45	100

Visitor Perceptions of the Educational Tourism Fish Pond

Visitor perceptions of the Educational Tourism Fish Pond in Loh Sumber Village were assessed using two types of questions: closed-ended and open-ended. Closed-ended questions were structured with predetermined answers based on a Likert-scale questionnaire, while open-ended questions allowed respondents to provide unrestricted answers. The questionnaire items were grouped into six indicators: tourism object, accessibility, tourism facilities, information and promotion, and management services. The results of the perception assessment are presented in Table 2.

Table 2. Visitor perception assessment

No.	Indicator	Category
1	Tourism Object	Very Good
2	Accessibility	Good
3	Facilities	Very Good
4	Information and Promotion	Very Good
5	Management Services	Very Good
Overall		Very Good

Visitor Perceptions Based on Tourism Object Indicators

Visitor perceptions regarding the fish pond educational tourism object were categorized as *very good*, with an average score of 13.38. For the first sub-indicator, cleanliness, 58% of respondents rated it as *good*, while 42% rated it as *very good*. This suggests that visitors still perceived the site as comfortable and clean. Cleanliness and comfort demonstrate the quality of the tourism object in fulfilling visitor satisfaction, thereby enhancing its attractiveness. Wiradipoetra and Brahmento (2016) found that tourist attractions are defined by their uniqueness, beauty, authenticity, and value, all of which motivate tourists to visit. Conversely, a decline in attractiveness is often associated with deteriorating facilities such as leaking swimming pools, potholes, broken lighting, or poorly maintained restrooms.

With respect to the suitability of the site for different age groups, 51% of respondents rated it as *good*, and 49% as *very good*. This indicates that the Fish Pond Educational Tourism Site can be visited and enjoyed across age ranges, from adolescents to the elderly. These findings are consistent with Tahapary et al. (2020), who reported that the characteristics of visitors to Waai Village Ecotourism in Central Maluku were dominated by tourists aged 15–50 years, with high school education, and occupations as students.

Regarding the scenic quality, 53% of respondents rated the site as *good*, and 47% as *very good*. The natural scenery remains well-maintained and aesthetically pleasing, contributing to its appeal. Tahapary et al. (2020) further emphasized that natural beauty and well-preserved environments are key factors enhancing the attractiveness of tourist destinations.

Visitor Perceptions Based on Accessibility Indicators

Visitor perceptions of accessibility were rated as *good*, with an average score of 7.87. For the condition of the road leading to the site, 69% of respondents rated it as *good*, 13% as *very good*, 11% as *neutral*, and 7% as *poor*. Respondents who gave lower ratings generally came from outside Loh Sumber Village.

For distance between the main road and the site, 64% rated it *good*, 20% *very good*, 11% *neutral*, 2% *poor*, and 2% *very poor*. These results indicate that the site is not considered far from the main road, though some respondents unfamiliar with the area found it relatively difficult to locate. This finding aligns with Novianty et al. (2021), who noted that the Riam Bajandik Nature Tourism Site in Baru Village was valued for its proximity to the main road and adequate infrastructure, which made it highly accessible and attractive to both local and non-local visitors.

Visitor Perceptions Based on Tourism Facilities

Visitor perceptions of facilities were assessed as *very good*, with an average score of 39.64. Parking facilities were considered *very good* by 56% of respondents and *good* by 44%, reflecting the adequacy of parking space provided. Regarding food services, 53% rated the canteen as *very good*, 44% as *good*, and 2% as *neutral*, highlighting the availability of convenient food and beverage options.

Cleanliness and maintenance of restrooms were rated *good* by 56%, *very good* by 42%, and *neutral* by 2%, showing that restroom conditions remain acceptable. Gazebo facilities were also highly appreciated, with 49% rating them *very good* and another 49% *good*. Concerning waste disposal, 58% rated it *good*, 38% *very good*, and 4% *neutral*, demonstrating that garbage bins were adequately placed and accessible. Rental facilities, such as gazebos and open spaces for events, were rated *good* by 62% and *very good* by 38%. Accommodation (homestays) was evaluated as *good* by 49%, *very good* by 47%, and *neutral* by 4%, indicating that lodging is available and functional.

Photography spots were also favorably rated, with 69% reporting *good*, 29% *very good*, and 2% *neutral*, reflecting the site's appeal for recreational photography. Finally, fishing ponds were assessed as *good* by 51%, *very good* by 44%, and *neutral* by 4%. Visitors noted that fish caught could be cooked on-site or taken home at a cost of IDR 30,000 per kilogram.

Overall, facility indicators suggest that the Fish Pond Educational Tourism Site offers *very good* amenities, supporting future development. These findings are consistent with Zhiddiq et al. (2022), who found that visitor perceptions of well-maintained and rentable facilities at the Tamboke Nature Tourism Site in Luwu Utara were also categorized as *very good*, demonstrating their importance for tourism development.

Visitor Perceptions Based on Information and Promotion

Visitor perceptions of information and promotion were rated as *very good*, with an average score of 17.29. The first indicator was information obtained via social media, particularly WhatsApp statuses from owners or other visitors. Of respondents, 62% rated this channel as *good*, 44% as *very good*, and 2% as *neutral*. Although the site lacks an official promotional account, word-of-mouth and personal social media posts play a significant role.

Family and friends were also key sources of information, with 53% rating this channel as *good*, 44% as *very good*, and 2% as *neutral*. In addition, 64% reported that school excursions introduced them to the site *well*, 29% *very well*, and 7% *neutral*. Such events serve as effective promotional strategies to attract more visitors.

Regarding recommendations, 56% of respondents indicated they would recommend the site to others as *good*, while 44% said *very good*. Overall, the site's cleanliness, well-maintained facilities, affordable rentals, and adequate infrastructure contribute positively to its promotion. Rahmani et al. (2024) emphasize that collaboration with local government is crucial in strengthening tourism infrastructure such as transport networks, as mandated in Law No. 10 of 2009. Local governments can optimize tourism potential as a

source of local revenue (PAD) through investment and active promotion (Deki, 2019, cited in Rahmani et al., 2024).

Visitor Perceptions Based on Management Services

Visitor perceptions of management services were rated as *very good*, with an average score of 8.87. For prioritizing visitor comfort and safety, 58% rated management as *very good*, and 42% as *good*. Visitors also noted that management staff were easily accessible and responsive to issues, which was highly appreciated.

Regarding the provision of educational staff, 49% rated it *good*, 42% *very good*, and 7% *neutral*. While educational staff are available for school excursions, they were not observed during the researcher's visit, which may explain the small proportion of respondents who were uncertain. These staff typically provide explanations to visitors upon request.

Wulandari (2022) asserts that effective management and quality services generate positive impacts, as tourists feel valued and attended to. Essential aspects of tourism management include site cleanliness, safety, environmental comfort, spatial organization, staff hospitality, information accessibility, responsiveness to complaints, and efficiency in serving visitors.

CONCLUSION

Based on the findings of this study, it can be concluded that visitors' perceptions of the Fish Pond Educational Tourism Site fall into the "Very Good" category (87.05), with detailed indicators as follows: tourist attraction (13.38, very good), accessibility (7.87, good), facilities (39.64, very good), information and promotion (17.29, very good), and management services (8.87, good).

The management (owner) needs to optimize digital promotion by creating official social media accounts (Instagram, Facebook, TikTok) and a simple website to expand promotional reach. Content could include photographs, educational videos, and visitor testimonials. Additionally, managers are encouraged to improve information accessibility by providing information boards and digital brochures explaining available facilities, fees, and educational tourism packages so that prospective visitors can easily obtain relevant information.

It is equally important to ensure regular maintenance of facilities by maintaining cleanliness, orderliness, and proper function of amenities such as gazebos, toilets, and homestays in order to sustain positive visitor perceptions. Furthermore, capacity building for human resources is recommended, including training staff to provide excellent service and deliver educational materials to visitors, particularly for school excursions or community group activities.

For local government, it is advisable to encourage nearby companies to establish partnerships with tourism business owners to support the improvement of tourism infrastructure (e.g., providing educational facilities or aquaculture technology).

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